

business and its customers or between a business and other businesses. Relationship management aims to create a partnership between an organization and its patrons, instead of viewing the relationship as merely transactional.

Understanding Relationship Management

Relationship management involves strategies to build client support for a business and its offerings, and increase brand loyalty. Most often, relationship building occurs at the customer level, but it is valuable between businesses as well. A business may hire a relationship manager to oversee relationship building or it may combine this function with another marketing or human-resources role. Building a relationship with clients yields rewards for all parties. Consumers who feel that a company is responsive to their needs likely will continue to use that company's products and services. A company's reputation for responsiveness and generous post-sales involvement can often stimulate new sales. Maintaining communication with consumers lets a company identify potential problems before they come to a costly head.

UNIT-5

Digital correspondence: Role of Multimedia in Communication-Communication in a Digital Edge(Video Conferencing Etc.)Social Networking: Importance and Effects.

What is multimedia in communication?

Multimedia is a system of relaying information or entertainment that includes many different forms of **communication**. ... **Multimedia** might include video, audio clips, and still photographs, for example. A newspaper's online presence could use **multimedia** as well, combining graphics, sound, and animation.

What are the 5 types of multimedia?

The **Five Multimedia** Elements[edit] Text, image, audio, video, and animation are the **five multimedia** elements. The first **multimedia** element is text.

What is role of multimedia in education?

In **education**, **multimedia** applications are used as a source of information to deliver learning resources for students. **Multimedia** applications also used to improve the learning process and increase the interaction between students and teachers or lecturers.

The Role of Multimedia Today Society Information Technology

Multimedia is anything and everything that you watch and listen in a form of text, photograph, audio, video and many. This is usually recorded and played, displayed or accessed by information content processing devices such as computerized and electronic devices. In the multimedia we can use being in the business, schools, home, public places and virtual reality. These have many functions to do many things and have made the things to more mobile.

Importance of Multimedia

Multimedia and the term is again made of multi and media compound. Media (medium) original double meaning, one that stores information on entities, such as disk, CD, tape, semiconductor memory and more. Second is the transmission of information carriers, such as numbers, text, sound, graphics and so on. Therefore, the corresponding term and multimedia is a single media, literally, the media is compounded by a single media. Multimedia is anything and everything that you watch and listen. It is graphics, audio, sound, text and many. This is usually recorded and played, displayed or accessed by information content processing devices such as computerized and electronic devices. Multimedia to the general argument is that the image, sound, graphics, images, text, text, animation and other media together to form an organic whole, to achieve a certain function, it is called multimedia. There are two aspects of the media itself is all modern technologies. It is hardware and software or a mix of machines and ideas. Multimedia technology and features can be conceptually divided into control systems and information. Multimedia CD-ROM is the main storage and exchange of media. Without such a convenient CD-ROM, the computer industry can not constitute a sale of hundreds of megabytes of multimedia programs for audio, visual and text data. For multimedia we are no longer a passive audience, we can control, can interact, can it be done according to we needs. In a report, we can no matter what those useless and direct access to important data. It is also can be interested in the reports and pictures around the world gather together compilation. Multimedia can be stored, transmitted, presented and perceived. In other words, it is a good form of communication. Multimedia plays an important role in today's society because it is society now all are the things is keep up with the times. The multimedia is a good way for communication because that can easy to communicate and understand what they say. After that, multimedia has animation, music, video and more of this. This can easier to attract people to listen what you talking about. It also has let more interest to people listen and see when u presents a product. Multimedia also can make easier to deliver what you want to say. If they don't know what you say, they can see what you do in multimedia. Because the multimedia is making easier the things let they can easy understand. In this they have use multimedia in programming, radio, internet and universality. Now you have a multimedia visual, auditory experience. Inside, including animation, music and movement, will not let other people read that boring. Is the city doing the media have our own control, so we are free to play our creativity to make a dynamic multimedia. As when we do a presentation, we cannot just simply words only. Because the sauce will lead the guests do not want to see, they will feel bored. So when we do a briefing, we must not only increase the

number of animation writing, music or video. We can also do dynamic point font, guests will feel interested. Other multimedia files such as video, image and flash memory will help you to improve your visually but also more benefits to users. In multimedia also can use in internet, this included not only help to create more multimedia website users interests. But it will help to attract more links your site to help increase your in-line status. So create a multimedia project or a Web site requires more than writing skills and more high-teach. This is needed a good organization and business talents.

Where to use Multimedia

Multimedia enhanced simple, text-only computer interface and production acquisition and holding of attention and interest in measurable benefits. In short, is to improve multimedia information retention. When it's properly constructed, can be profound and useful multimedia entertainment. Multimedia can be used in many ways are business, school, home, public places and virtual reality.

Business

Business applications in multimedia are presentation, training, marketing, advertising, product demos, catalogues, networked communication and voicemail. The presentation is very useful in many aspects of work and life. Because these are important in business to sales, training, teaching, lecturing and generally entertaining an audience. Presentation allows us to lecture in front of audiences and to present our product or project. Presentation can be used in oral, multimedia, power point presentations, educational or training sessions to give simply a talk on a subject to group a voluntary basis for pleasure. In this is to facilitate small business and your employees, customers and potential customers of communication. We have used the multimedia in business marketing is easy to persuade the customers to buy our products. In business have different customers they have teenage, elderly people and many. So we can use the multimedia because that can make them easy to understand it. These are the most common photo sharing marketing strategies.

School

Now many schools are using multimedia in teaching. That can bring teaching and studying to the next level. In this at the schools are encouraging teachers to use multimedia in line with their teaching to create an interest for children. This allows the body absorb and retain information more easily associate, if they can stimulate all kinds of information. Further, using multimedia can help address the needs of students with varying learning styles. This also can make technology to improve teaching and learning the practical possibilities is endless, but the learning curve of software and hardware is shrinking. Best of this entire multimedia projects can provide a means of actively engaging students in the learning process. For examples, students can work in groups to create a digital video project. Projects this usually just only attract students to far more personal than writing a paper, even though they may actually work harder in the video project.

Home

Multimedia now from the gardening, cooking, home design, remodelling and repair to

genealogy software is entered the home. Maybe in Malaysia only youngsters use multimedia more than elderly people, but in overseas elderly people are also very keen in learning about this. Finally, most of the multimedia project will reach through the family TV or monitor, built-in interactive input. Either in the old East-West Women Network TV or high-definition set user. After that, home consumers can use own computer to watch movie such as CD-ROM or DVD driver. We want set-up a player that hooks up to television such as Nintendo, X-box or PlayStation machine. Therefore, have multimedia at home so we not so boring at home.

Public Places

In the public places have hotels, train station, shopping malls, museums, libraries and grocery stores. We make the multimedia in public places is for the people provide 24 hours a day also can use the multimedia in them life. In this is piped to wireless devices such as cell phones and PDS. The wireless is at anywhere and anytime because that can give the people at any moment also can online to research any things. This make easier to people, then they don't want go back home just can online. That can save time and also can make the life more enrich.

Virtual Reality

Virtual reality is a multimedia extension, and it uses imagery, sounds, and animations of basic multimedia elements. Because it requires from a person stringing is navigation feedback, maybe virtual reality is an interactive multimedia in its fullest extension. It is often used to describe a wide variety of applications commonly associated with immersive, highly visual and 3D environments. Simulation environment can be similar to the real world, for example is in the pilot or combat training, simulation or it can be significantly different from the reality as in virtual reality games. This definition will be somewhat ahead of romantic attention. Then the people tend to agree with wearing a suit virtual reality display and data.

Importance of Social Networking

The popularity of social networking sites has rapidly increased over the past few years. Social networks provide many kinds of services and benefits to its users like helping them to connect with new people, share opinions with likeminded people, and stay in touch with old friends and colleagues. Some of the reasons for the popularity of social networking sites are:

1. Opportunity to Meet New People

Social networking gives people an opportunity to meet new people around the world. Users of these sites have access to millions of profiles from around the world. Before the advent of social networking sites, chat rooms were the only way to meet new people

on the internet. But, the main drawback of chat rooms was that you may not know the person with whom you are interacting with. The introduction of profiles on social networking sites allowed people to know more information about a person before they interact with them.

2. Social Networking Sites are User-friendly

Popular social networking sites are built in such a way that they are very much user friendly. Most sites are so easy to navigate that they require very less knowledge of the internet. In fact they offer a better way of connecting with new people than other internet channels like bulletin boards and emails. The mobile versions of these social networking sites are even more user friendly allowing lot more number of people to connect through them.

3. Join Groups that Share your Interests

Most of the popular social networks allow users to create groups. These groups allow likeminded people to share their interests and hobbies. A group acts just as a club whose membership is open to anybody who share similar interests.

4. They are Free to Use

Most of the highly popular social networking sites like [Facebook](#) and [Google+](#) are free which made them open to everybody. These sites mostly make their money through advertisements. Other other ways these sites make money is through extra features like games and other applications which should be paid by the users.

5. Job Market

Professional [social networks](#) help people in establishing their brand online. People can post their skills, accomplishments, and previous experience on these networks and make themselves recognized by colleagues, other peer groups, and even potential employers. Many companies have started recruiting people through social networks like LinkedIn. Users also have the option to search for jobs on their own through these professional social networks just like any other job portal. Social media currently has a huge share in the job market.

6. Helps Businesses to Reach Out

Another key important reason for the success of social networking sites is that they help businesses to reach their potential customers easily. Unlike search engines like Google, social networks have developed targeted ad solution using which businesses can reach its potential customers basing on the profiles of its users. Social networks also have unique access to the most personal information of its users like their hobbies, interests, places frequently visited, etc. which help businesses in targeting their advertisements properly.

The internet has opened up communications across the boundaries of the world. And, social networking has helped people to expand their network, add friends, enhance their careers, make connections, recruit employees, and find people with scarce skills which summarize the reason for their popularity.

Effects of Social Networking:

Social media helps people establish better relationships with their family and friends, and now the **networking** sites also show their **significance** for apps. Mobile devices are gaining more and more space amongst people when compared to other ways of internet access.

Introduction

Social media plays a big role in our lives today. We have the access to any kind of information at just a button push away. Anything that is so vastly expanded has both positives and negatives related to it. The power of social media is very high and has its effects on each individual. It is difficult to imagine our lives with social media today and we do pay a price for excessive use. There is a lot of debate about the effects of social media on the society as a whole. Some feel that it's a boon whereas other feels that it is a curse.

Positive Effects of Social Media

Social media allows the social growth of the society and also helps many businesses. It provides tools like social media marketing that can reach a millions of potential clients. We can easily access information and get news through social media. Social media is a great tool for creating awareness about any social cause. Employers can reach out to potential job seekers. It can help many an individuals to have social growth and interaction with the world without having any hitch. Many people use social media to

make themselves heard to the higher authorities. It can also help you meet like-minded people.

Negative Effects of social Media

Many physiatrists believe that social media is a single most factor causing depression and anxiety in people. It is also a cause of poor mental growth in children. Increased use of social media can lead to poor sleeping patterns. There are many other negative effects like cyber bullying, body image issues etc. as well. There is an increased 'Fear of Missing out' (FOMO) at an all-time high in youth because of social media.

Social Network Impact on Youth

It's a fad these days to be on social networking sites. If you do not have a digital presence than for some people you do not exist. The ever rising pressure of being on social networking sites and have an impressive profile is effecting the youth in big way. According to statistics average number of hours a teenager spends online is 72 hours per week.

This is very high considering that they have to give time to study, physical activities and other beneficial activities like reading etc. It leaves very less time for other things and hence there are serious issues that arise out of this like lack of attention span, minimum focus, anxiety and complex issues. We now have more virtual friends than real ones and we are losing human to human connection day by day. There are other dangers as well like leaking of personal information to complete strangers, sex offenders etc. There are some positive effects.

Positive Impacts of Social Media-

1. It is a good tool for education.
2. It can create awareness for many social issues.
3. There is a fast transfer of information online and hence the users can stay well informed.
4. It can also be used as a news medium.
5. There are few social benefits as well like communication with long distance friends and relatives.
6. It can provide great employment opportunities online.

We agree that there are positive impacts of social network but like everything else it also has cons.

There are many negative impacts also:

Negative Impacts of Social Media-

1. Enables cheating in exams
2. Dropping of grades and performance of students
3. Lack of privacy
4. Users are vulnerable to cyber-crimes like hacking, identity theft, phishing crimes etc.

Conclusion: There are no doubt both positive and negative aspects but users should use their own discretion on the usage of social networking. As a student you must balance everything like studies, sports and social media properly to live a fuller life.

Importance of Social Media in Education

Today platforms like Facebook, twitter, LinkedIn etc. are most widely used by(both) teachers, professors and students and they have become quite popular among them. For a student social media plays a very important role as it makes it easier for them to access and share information, get answers and connect with teachers. It is through the platforms of social media that students and teachers can connect with each other and share content thereby making a good use of these platforms.

Social Media Importance are following-

- **Live Lectures:** Many professors these days are conducting live video chats on skype, twitter and other places for their lectures. This makes it easy for students as well as teacher to learn and share while just sitting in their homes. How easy and convenient education can be through the help of social media.
- **Increased support:** Since we have the use of social media at our disposal at any hour of the day, teachers can provide off hours support and solve queries of students even after class timings. This practice also helps the teacher to understand development of their students more closely.
- **Easy work:** Many educators feel that the use of social media makes the work easier for both them and students. It also helps the teacher to expand and explore their own possibilities//skills// and knowledge.
- **More disciplined:** The classes conducted on social media platforms are more disciplined and structured as we know that everyone is watching.
- **Teaching aids:** Social media can help the students to nourish their knowledge with a lot of teaching aids available online. Students can watch videos, see images, check out reviews and instantly clear their doubt while watching the live processes happening. Not only students, even teacher can make their lectures more interesting by using these tools and teaching aids.
- **Teaching Blogs and write ups:** Students can enhance their knowledge by reading blogs, articles and write ups by renowned teachers, professors and thinkers. This way good content can reach wide audience.

Importance of Social Media

Social media platforms help its users to connect, share and give information and content to millions of others. The importance of social media cannot be ignored since it plays a very crucial role in our lives today.

1. Building a brand: Quality content, products and services are easily accessible online today. You can market your product online and build a brand.
2. Customer support: Before buying any product or service customers can read the reviews and feedback and hence make a smart choice.
3. Social media is a great education tool.
4. Through the use of social media platforms you can connect with your target audience.
5. It is also a great way to access quality information.
6. Social media can help you to get the news and happenings in just a click.
7. Social media also helps you connect with friends, relatives and helps you make new friends as well.

Advantages of Social Media: Social media comes with a lot of advantages in fact we can owe a substantial part of our society's growth to social media. We have witnessed a blast of information and content in last few years and cannot deny the power of social media in our lives.

Social media is widely used to create awareness for causes that are important for the society. Social media can also help many noble causes run by NGOs and other social welfare societies. Social media can also aid government in other agencies in spreading awareness and also fight crime. For many businesses social media is a strong tool for business promotion and marketing. Many communities are built through social media platforms which are essential for our society's growth.

Disadvantages of Social Media: Social media is considered as one of the most harmful elements that we have in our lives these days. Wrong use can lead to bad conclusion. There are many disadvantages of social media like:

1. Cyberbullying: many children have become the victims of cyberbullying that has caused them a lot of harm.
2. Hacking: The loss of personal data that can lead to security issues. There are crimes like identity theft and bank details theft that can harm any individual.
3. Addiction: Prolonged use of social media can lead to addiction in youth. Addiction causes people to lose focus of other important things like studying etc. People get so absorbed that they get cut off from the society and harm their personal lives.
4. Scams: Many predators are looking for vulnerable users that they can scam and make profit off.
5. Relationship frauds: Honeytraps and MMS porn are the most caused frauds online. People are lured into relationships and love schemes and then they are cheated on.
6. Health issues: The excess use of social media can affect your physical and mental health in a big way. People often complain of becoming lazy, fat, itchy eyes, loss of vision and stress issues after excessive use.

7. Loss of social and family life: Everyone busy on phone is one of the most common sites in a family gathering nowadays.

Conclusion: We have millions of users around the world that use social media on day to day basis. There is a mixed bag of reactions regarding it. It does have a lot of importance and advantages but also brings with it some hazards also.

Effective Communication in Today's Digital World

How Technology Has Changed the Way We Communicate

Once upon a time, people had limited options for exchanging information with one another. It's probably hard for younger students today to imagine a world where you could only communicate by actually talking directly to another person, face to face or via telephone.

Now we have what can feel like limitless options to transfer information from one person to another. A wide range of disparate channels currently facilitate our chatter, from texting or Skyping with one person, to posting notes via social media that have the power to simultaneously reach everyone we've ever met.

With this in mind, let's take a look at what constitutes communication in the modern age, and explore the ways that technology continues to alter how we talk and listen to each other:

- **We can communicate faster and more cost-effectively.** If you're in the same room with someone, there's certainly nothing faster than just opening your mouth and talking. But in our global economy, many of the people we need to communicate with are in different locations. Technology allows us to easily connect with people worldwide using our choice of forums. We don't have to wait for a stamped letter to make its way across the miles or rack up a big long-distance phone bill (as was the case not that long ago); instead via the Internet we can instantly reach almost anyone whether through email, instant message, social media, or countless apps. As the speed of communicating has ramped up, costs have been dramatically reduced.
- **We have access to more information.** Information overload has become a reality, with the Internet providing much more knowledge at the click of a mouse than could even be imagined in the past. This means there is much more data that can be communicated about any topic than was previously possible, limited only by our own ability to find, absorb, and store this information. As a result, savvy communicators have learned to turn toward specific technology solutions to help them harness, organize, and manage the data deluge. Spreadsheet software, for example, allows users to more efficiently contain and categorize different types of data using commonly used formulas. Built-in tables and cell styles simplify data organization and presentation.
- **We communicate with a different style.** The nature of communication has changed

along with its increase in speed and volume. Mobile devices that fit in our pockets have tiny keyboards that make expedient communication desirable; hence an increase in the use of shortcuts, symbols, abbreviations, and new words that get the point across with fewer characters. (Think about Twitter, which has a 140-character minimum for every communication.) You can see this effect everywhere, from how we text to how we actually talk, as the new lingo has a way of making its way into the mainstream even when we aren't typing it. Today's office software addresses this by offering keyboard shortcuts to help users stay concise and save keystrokes.

- **We have more choices of how to communicate.** As the communications playing field grows more complex, we have access to even deeper layers of connection with others. You can now collaborate with others in your work group using advanced collaboration tools that make it as easy to work with people in remote offices as when they're right next to you. [Office productivity tools](#) allow teams to instantly share information. Users can save their work in the cloud or on their smartphone, laptop, tablet, or desktop. The tools give teams access to each other's edits and comments on the same document or spreadsheet, facilitating communication and collaboration toward common goals.

While technology is often seen as the culprit behind a decline in face-to-face talking, we have to give credit to technology for opening up many new avenues for expanding the comparatively limited communication options we had available in the past. We can still talk to each other in person (and should make the effort to do so whenever possible to avoid becoming over-reliant on our devices)—but we can also be thankful for the ability to “choose our channel” when communicating today.
