

BENEFITS OF TECHNOLOGY IN COMMUNICATION



Introduction:

When we hear the word Technology, the first thing that clicks our mind is probably the invention of the new machine, device, or a feature that would help reduce our workload or would be more reliable. It is obvious that Technology is the same as we perceive or think of, i.e. a new sort of invention that changes our way of living. Nowadays, technology is rapidly growing in every sector whether it is business, service or even communication. As technology is influencing positive and sturdy changes day by day, hence it is commencing positive improvements in the workflow efficiency and making it exceptional. When taking a look at the communication sector concerning technology, it seems to have innovated and improved on a vast scale. From writing letters and mailing them physically to the single touch utility, communication has become much easier, feasible, and much more interesting. In the first part of this article, we will describe some of the technologies that have made changes in the communication world, and in the second part, we will list down the benefits that these technologies have given in order to uplift communication to the next level.

Different Technologies Invented For Communication:

For making enhancements in communication, different technologies have been invented after pondering over the flaws and difficulties of the communication methodology in the old ages. What are these technologies? Let us take a look at them.

- **Internet:**

A virtual communication system, namely, “Internet” was invented in 1995. Basically, in the 1960s, An American Company namely, ARPANET first put forward an idea to integrate the computer machines and create a simple network through which two different users on different computers can transfer data and files with one another. This idea gradually began to rise in such a way that the scientists and researchers of that time thought to build such a network for worldwide purpose, integrating different machines from different countries. There are bulk quantities of wires that are spread all over the world guided through the sea medium in order to deploy connectivity among the internet centers and computer machines all across the globe. Eventually, the technology of the Internet changed the whole world to the core. All the next inventions regarding communication depend on the internet.

- **Smart Accessories:**

After the successful invention of the internet, the next step was to convert larger and slower computer machines into smaller and faster machines. These inventions came up successively in such a way that the goal to attain hand-held and even smarter devices was achieved. The advanced laptops, smartphones, and tablets include in the latest and smart technologies. Through these smart accessories, communication has become much easier and one can communicate to his loved ones through a single click or yet by a single touch. For operating these devices, there are two different kernels. The first one is the Android Operating system (developed by Google), and the second is iOS (developed by Apple Company purely for its own products).

- **Chat Applications:**

The new smart devices support different application softwares that tend to increase their usage and importance. We can say that without any sort of application, smartphones or portable communication devices are nothing but garbage. Applications require good functionalities as well as an engaging User Interface so that the users can have an excellent experience of using these devices. For communication purpose, there are multiple applications which one can get free through the internet from the platform of Google Play Store (This is for Android Mobile Phones). These applications include WhatsApp, Messenger, Skype, Telegram, Viber, Slack, and many more. Through accessing these applications on smart devices via the internet, one can easily get in touch with his friends and relatives virtually.

- **Social Applications:**

In addition to the Chat Applications, there are numerous social applications that were introduced for the purpose of enhancing the public wide network. Through these social applications, one is enabled to connect to any person who is also utilizing it. These social applications also have a big impact on communication as one can publicly put forward his views and reactions on the different global issues as well as the current affairs. These social applications have helped businesses to grow too. As your network becomes vast, there is a brighter chance for your business to shine. Some of the social applications include Facebook, Twitter, Instagram, etc.

How Technology Benefits Communication:

After the end of the first part of the article, here is the second part in which we will be discussing the Benefits of Technology in Communication. So let's have a look at them.

- **Remote Influence:**

The very first benefit of the technology in communication is that the Remote Influence. Talking to friends and relatives remotely was a dream that every other person had. Through the invention of the best technologies that include the internet, mobile phones, and smart devices it became possible to communicate with each other remotely. It definitely has a new and better taste in communication when you opt to engage with your buddies remotely.

- **Real-Time Talk:**

Technology has commenced totally a new interface for communication as it enables real-time talk between users of different advanced devices of recent times. The real-time experience is one of the greatest benefits of technology in communication. Even the feature of the video camera and video conferencing have become very popular among smart device users. This real-time communication helps organizations and businesses too as they can conduct online meetings with their clients and can have face-to-face interaction with one another.

- **Increased Security:**

There can be any sort of an attack while communication which can disturb the interaction between two remote people or even mistreat the data transfer resulting in big mischief. This security issue is minimized through implementing different security techniques in smart technologies to make them risk-free. All the new devices that are built have firewalls and proper authentication systems for a particular user. These security measures help in making virtual communication risk free as well as more reliable through the internet.

- **Time Saving:**

Technology saves time without any doubt. Making drafts and reports manually and then sending them to their destinations physically takes a lot of time. Nowadays, all of the work is carried out through computer machines and the application software. The world has become digital and faster. Hence, through the use of the latest technologies, one can get rid of the time complexity issue and communicate with the people in just a single click. E-mails have taken place of the physical report transmissions, thus, making communication more swift and steady.

- **Cost Effective:**

Communication has become cheap and cost-effective after the inventions of different technologies. Telecommunication has turned out to be the most effective solution for different businesses. As it saves time, the highly affordable telecommunication systems also save a lot of costs for the businesses, hence improving the customer services and uplifting the profit rate for the company. Moreover, before the rise of technology, when you needed to send a document or such a file, what you had to do was to mail it to the post office. This required money and sometimes a little costly. Now, technology has made it cheap, as you can easily send your important documents and files through E-mail and other file-sharing applications at your fingertips.

- **Online Payment and Banking:**

Payments and Banking have become very easy due to the advanced technology and its features. Banks have adopted new technologies that have replaced the old manual methodology. All the transactions have become digital and one can easily send and receive payments through online procedures on his hand-held mobile phone. This is possible due to such applications that allow these banks to integrate with their services, hence making it easier for the people to utilize the banking facilities.

- **Archiving Data:**

Through technology and its facilities, archiving important files and documents has become trouble-free. The capability refers to any sort of data that you need to save on the platform you're using. You can easily find your old important e-mails, pictures, or other documents through the archiving data in the latest technology. This maintains the communication you build up with the people and saves them as a history for future use.

- **Social Network Accommodation:**

Another advantage of technology for communication is the social network accommodation. A good social network benefits in almost every field of life. Through the social applications, one can make a very large network of people. This can eventually help in flourishing business, spreading talent,

freelancing, and in many more aspects. These social networks also aid in making a person popular over the internet through relevant and exceptional content creation. Moreover, when the account, profile, or page on a social application becomes monetized, it can be a source of earning too.

Conclusion:

So that was all about technology and its benefits in the communication industry. What is expected next is more betterments in this area of technology, as the most cream technology of today, i.e. Artificial Intelligence, is planning to change the entire world in a new direction. It is for sure that it would make wonderful advancements in the communication sector.

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