

## Selection of appropriate technology for communication

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### Learning objective

- Learn how to select the suitable technology for business communication

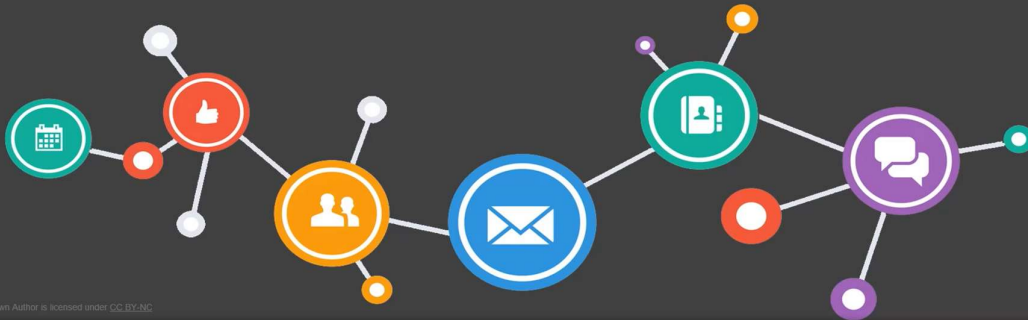
A close-up shot of a person's hand in a dark suit jacket, touching a tablet screen. The screen displays several white envelope icons, representing email or digital communication. The background is slightly blurred, showing more of the person's arm and the tablet.

Can technology be randomly chosen to communicate?

- Technology offers numerous advantages.
- But technology is not always the best choice for communication.

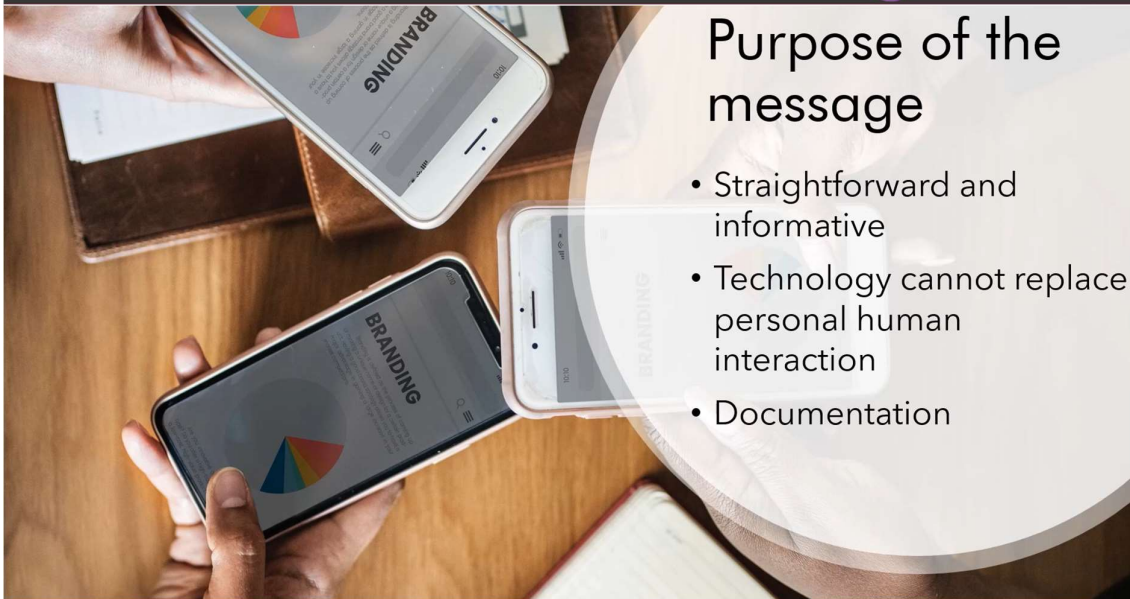
# Choosing the right technology

- The purpose of the message
- Confidentiality issues
- Human relations factors



## Purpose of the message

- Straightforward and informative
- Technology cannot replace personal human interaction
- Documentation



## Personal or confidential information

- Keep personal communication offline
- Legal and ethical constraints

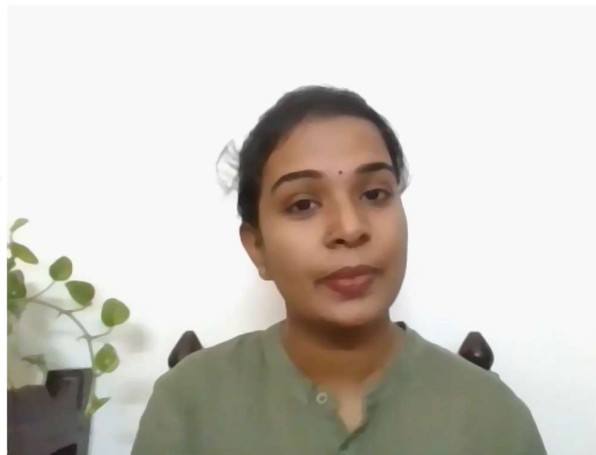


## Do not sacrifice human relations

- Technology should not be an avoidance mechanism.
- Not all keep track of their emails.

## To sum up

- The right choice of technology can affect the meaning of the message.
- Purpose, confidentiality and human relations

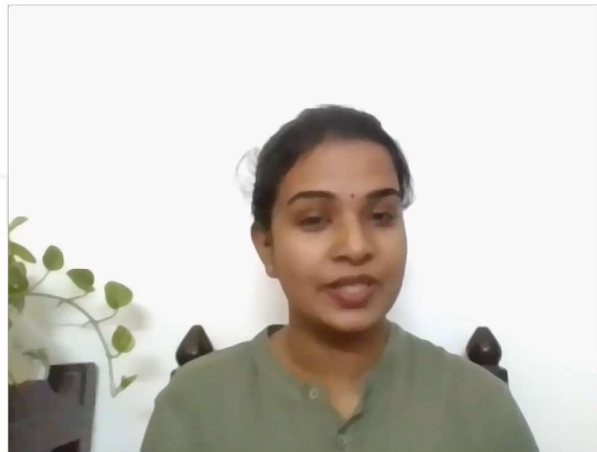


# New Media Communication

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## Learning objectives

- Learn what new media is.
- Learn the various new media technologies for business communication.

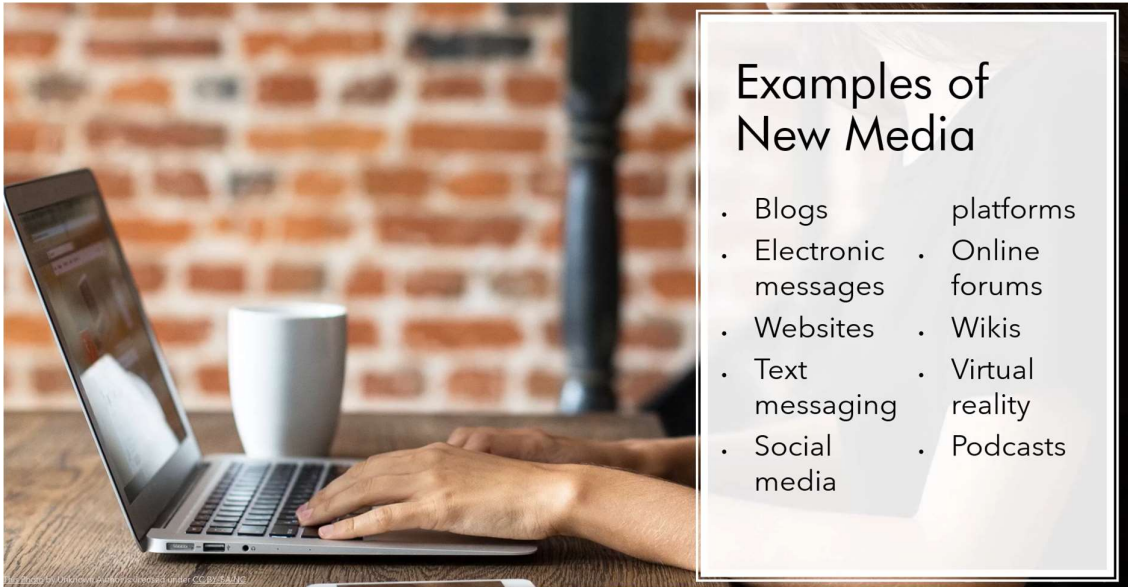


## What is New Media?

- Also known as digital media
- Interactive
- Available on demand
- Appeals to both the mass and individual
- Constantly prone to change







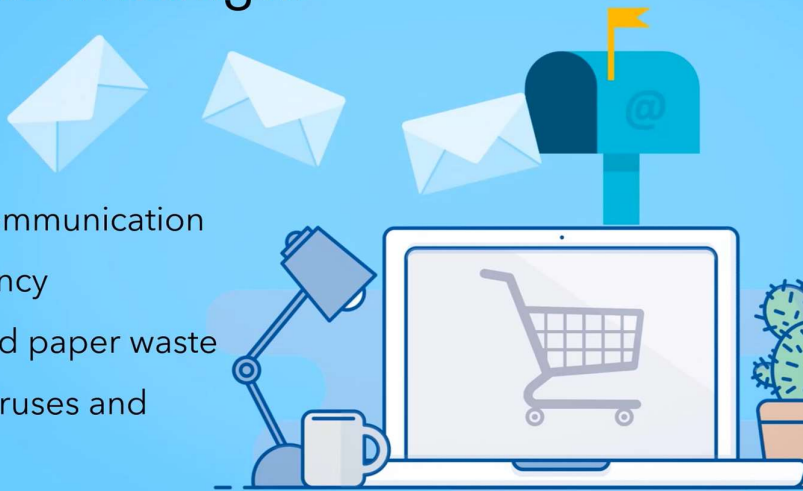
## Examples of New Media

- Blogs
- Electronic messages
- Websites
- Text messaging
- Social media
- platforms
- Online forums
- Wikis
- Virtual reality
- Podcasts

## Electronic messages

### 1. Email

- Instantaneous communication
- Facilitates efficiency
- Reduced cost and paper waste
- Prone to email viruses and hoaxes



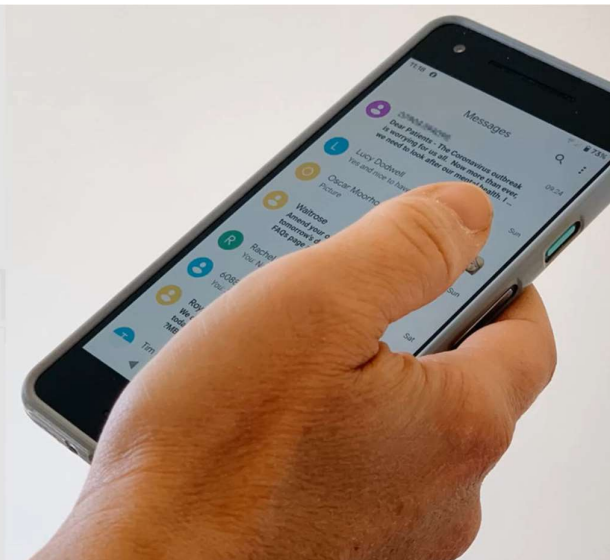


## 2. Instant messaging

- A blend of email with conversation.
- Can send messages to anyone in your list if the people are online.
- Free and require no special hardware and little training

### Disadvantages of Instant Messaging

- Prone to catfishing and hacking
- Employees can spend their time messaging people outside the company
- Not the right tool for every business purpose





### 3. Text messaging

- Refined form of instant messaging
- Informal
- Spelling and grammar do not matter
- Images, videos, documents can be shared easily



#### Text Messaging and Business

- Can be sent or retrieved in situations where speaking is inappropriate
- Used for advertising
- Easier to convey news to coworkers

### To sum up

- New media is the multimedia and digital form of communication.

## Web page communication

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### Learning objectives

- Learn tips to write for a website.
- Learn the use of wikis, blogs and social networking sites in business communication.



### World Wide Web

- *Communication medium*
- *Broad audience*
- *Diverse locations*

- Intranet- a computer network for easier communication within an organization
- Extranet- a controlled private network that allows access to partners, vendors and suppliers or an authorized set of customers
- An effective web page can be used not only to communicate with customers and clients but to interact with business partners.



## Writing for a Website



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- Web users do not want to read.
- Audience follow a pattern in browsing the content.
- Users can more quickly scan items in columns rather than rows.
- Users refer infrequently to directions.

## How to write for a website

- Be brief.
- Keep it simple.
- Consider appropriate jargon.
- Use eye-catching headlines.
- Break longer documents into smaller chunks.
- Use attention-getting devices judiciously.
- Avoid placing critical information in graphic form only.

## Wikis

- A collaborative website that hosts the collective work of many authors
- Ordinary people can edit and create
- Should not be considered authoritative
- Facilitates the exchange of information within and between teams
- Maintenance of a series of unique documents with evolving content

# Writing wikis

## What to avoid

- First person narration
- Blogging style
- Opinion and analysis

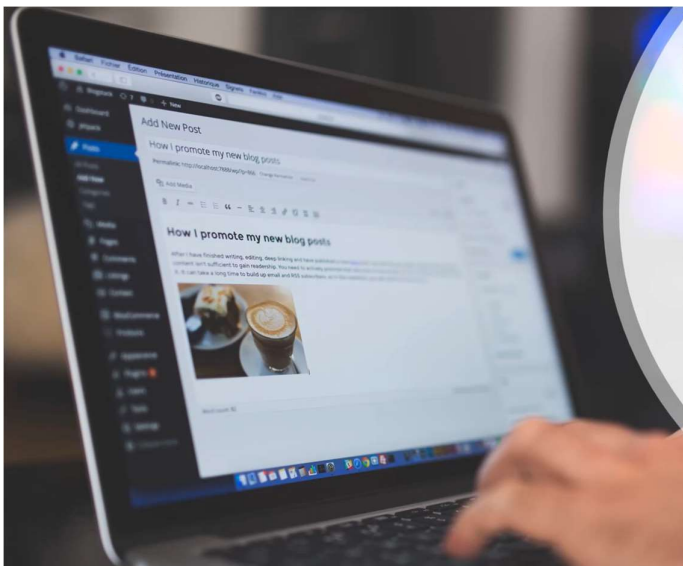
## What to include

- Factual information
- Clear and concise
- Neutral language

## Blogs



- A type of online journal typically authored by an individual.
- Visitors cannot change the original posted material, but can comment.
- Bloggers don't need technical knowledge to add posts.



## Blogs can include:

- Personal diaries
- Opinions and commentary about the world
- Topics of interest

# Blogging in Business

- Commercial publishing, marketing, knowledge management tool.
- Store knowledge in searchable archives.
- Helps search past communications to troubleshoot current problems.
- An effective corporate blog begins with a clear goal.
- Blogs are sources of feedback.

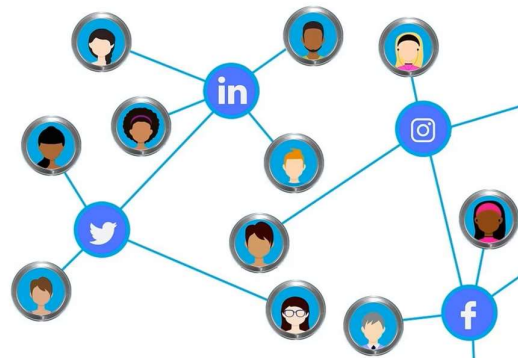


## Social Media

- Connects mass media outlets to people
- Allows people to connect back to them
- The internet facilitates and defines social media

## Social Networking Sites

- SNSs create a network of connections.
- Social media teams track activity to study customer satisfaction.
- Sources of feedback on customer needs.
- Lead to innovation in products and services.



## To sum up

- Website content should be brief and simple documents.
- Writing for wikis should avoid the first-person language.
- Writing for blogs should have clear goals.

