



PROFESSIONAL MODES OF COMMUNICATION

BSCS
Week 8
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Using Digital Communication Technologies

- Use of online tools such as email, social media texting, etc. to communicate and talk with other people
- Faster than old communication technologies such as fax machines, letters, etc.

Modes of Online Communication

- **Video conferencing** (Zoom, Microsoft Teams, or Google Meet)
- **Chats** refer to text-based communication conducted in real-time, often through messaging apps like WhatsApp, Slack, or Discord
- **Online forums** are discussion platforms where users can post questions, share information, and engage in discussions, often organized by topics like Quora

Modes of Online Communication

- **Social media** like Facebook, Twitter, Instagram, and LinkedIn facilitate networking, sharing content, and engaging with others
- **VoIP (Voice Over Internet Protocol)** technology enables voice communication over the internet, using applications like Skype, Zoom, or Google Voice
- **Email** is a method of exchanging digital messages through electronic mail services like Gmail, Outlook, etc.

Advantages of Online Communication

❖ **Convenient to use**

User-Friendly Platforms, Anywhere and Anytime Access, Multi-Device Compatibility

❖ **Cost effective**

Reduced Travel Costs, Lower Operational Expenses

❖ **Easily accessible**

Instant Availability

❖ **Increased efficiency and productivity**

Easy Information Sharing, Task Management for tracking tasks and deadlines

❖ **Reducing gaps among people**

Bridging Geographic Distances, Cultural exchange (people from different background),

❖ **Globalization**

Access to Global Markets

Overall, the advantages of online communication have transformed how individuals and organizations interact. They offer a blend of convenience, cost savings, and efficiency, making them essential in today's interconnected world.

Disadvantages of Online Communication

- ❖ Having a high speed internet access

A stable and high-speed internet connection

- ❖ Connectivity issues

Server downtime, software glitches, or hardware malfunctions

- ❖ Misinterpretation

Lack of Non-Verbal Cues like facial expressions, body language, and tone of voice

- ❖ Interpersonal Skills

Reduce opportunities for face-to-face interactions

Email Etiquettes

- What is **etiquette**?

The rules which indicate the “**correct**” way to behave in a certain time and place

- Email etiquette is especially important in the work place



6 BASIC EMAIL ETIQUETTE RULES

Rule #1: Always include a subject and use the recipient's name in the greeting

- Why is a **subject** important?
 - It informs recipient what the email is about
 - Make it short and to the point, i.e.: "**Fee Waiver Question**" or "**Admission Requirements**"

Rule #2: Do not write in ALL CAPITALS

WRITING IN ALL CAPITALS CAN CONVEY THAT YOU ARE **SHOUTING** IN YOUR MESSAGE, AND NOBODY LIKES TO BE **YELLED** AT. CONSIDER OTHER WAYS TO GET YOUR MESSAGE ACROSS WHILE CONVEYING ITS IMPORTANCE. **USING ALL CAPITALS CAN BE ANNOYING AND TRIGGER AN UNINTENDED RESPONSE**

Rule #3: Greetings!

- Always begin your email with a proper greeting:

Dear Eliza Jones,

Ms. Jennifer

Professor Carter.

- This establishes the tone of the message and respect for the recipient
- If emailing a department or office, use "to whom it may concern:" as such emails are often read by an office assistant before being forwarded to the appropriate individual

Rule #4: Do not use email to discuss confidential information



Rule #5: Take care with abbreviations and emojis 😊

- Save abbreviations like LOL (laugh out loud) or IDK (I don't know) for text messages among friends
- Some may not understand your abbreviations
- Not professional



Rule #6: THINK before you send

- If you answer yes to all of these questions:
 - Is this relevant to the work my organization is doing?
 - Will the office benefit professionally from this information?

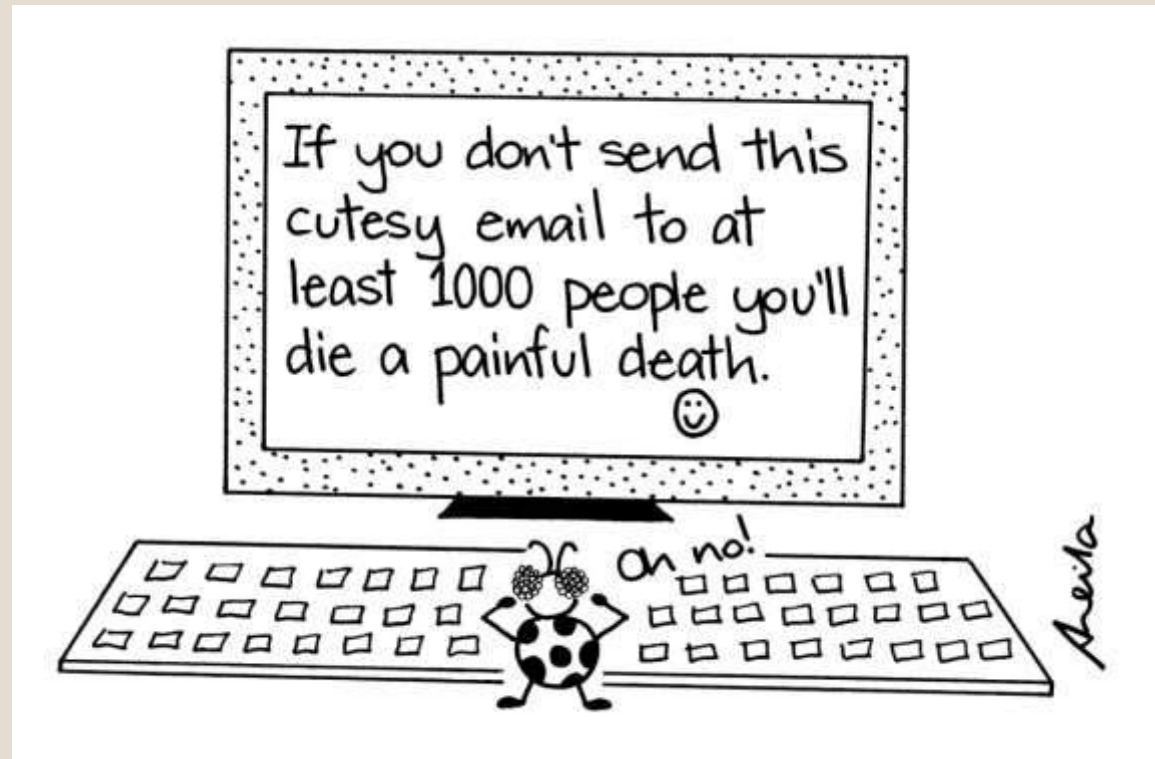
Okay to send!

But if you answer NO to any of these...

- Could this information hurt/embarrass/offend someone?
 - Email should not be used for confrontation/yelling/reprimanding
- Could this email be misinterpreted in a bad way?
- Is this information important to share in the workplace?
- Could this email get me into trouble?

Do NOT send!

Rule #7: Do not Forward unnecessary/unrelated Emails



Grammar, Spelling and Punctuation

- Always reread your email a few times to find grammatical and spelling errors
- Spell check: all email accounts should come with this feature. Use it!
- Avoid using all capital letters which may come across as yelling. "How are you?" Is much more professional than "HOW ARE YOU?"

Forwarding


- Is it a good idea to forward emails that promise money or goods?
- Should you forward emails to as many contacts as possible?

Rules for Forwarding

Think carefully about if what you are forwarding will be of value, appreciated or humorous to the person on the other side

If an email tells you to “Forward to everyone you know/all of your family” **do NOT forward**














Example 1: Would this email be relevant to someone?




To 

[Add Cc](#) [Add Bcc](#) [Request return receipt](#)

Subject

[Attach a file](#) [Insert: Invitation](#)

B *I* U **T**              [Check Spelling](#)

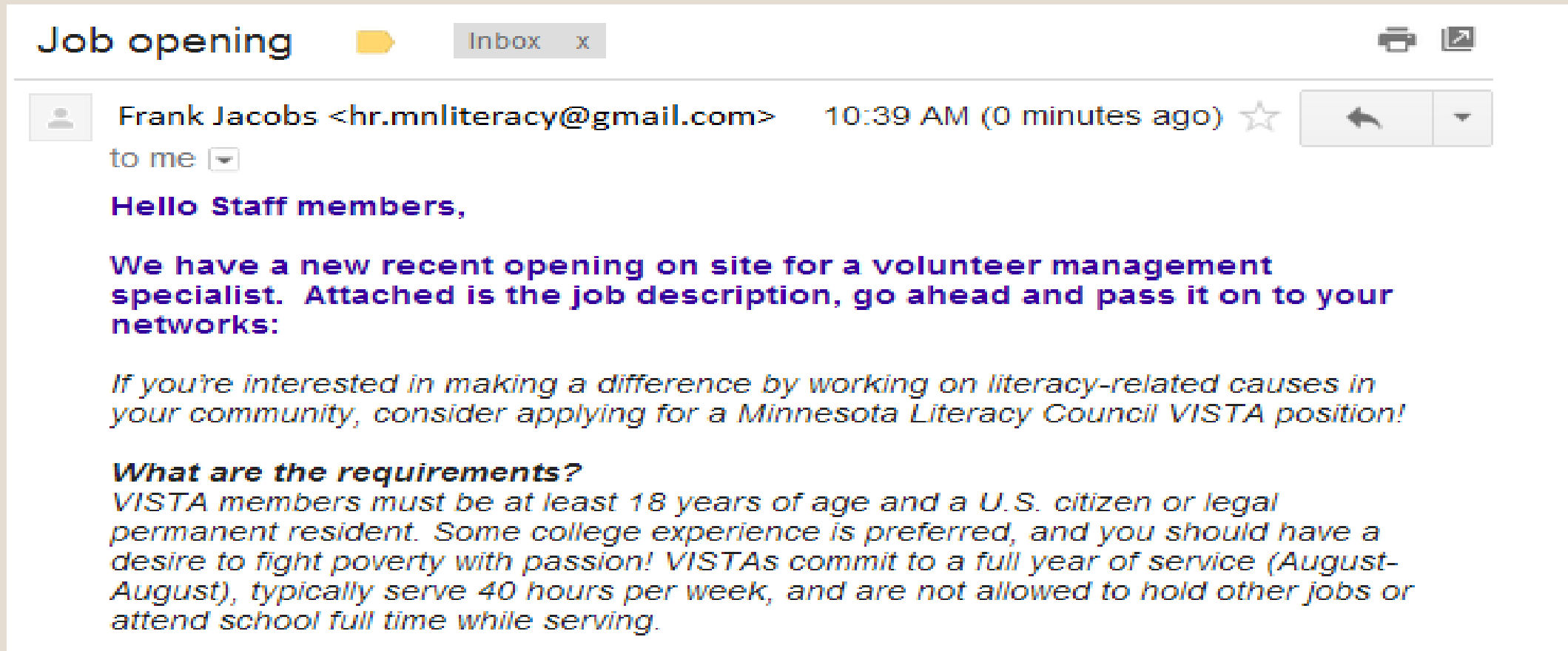
   [« Plain Text](#)

ATTENTION.

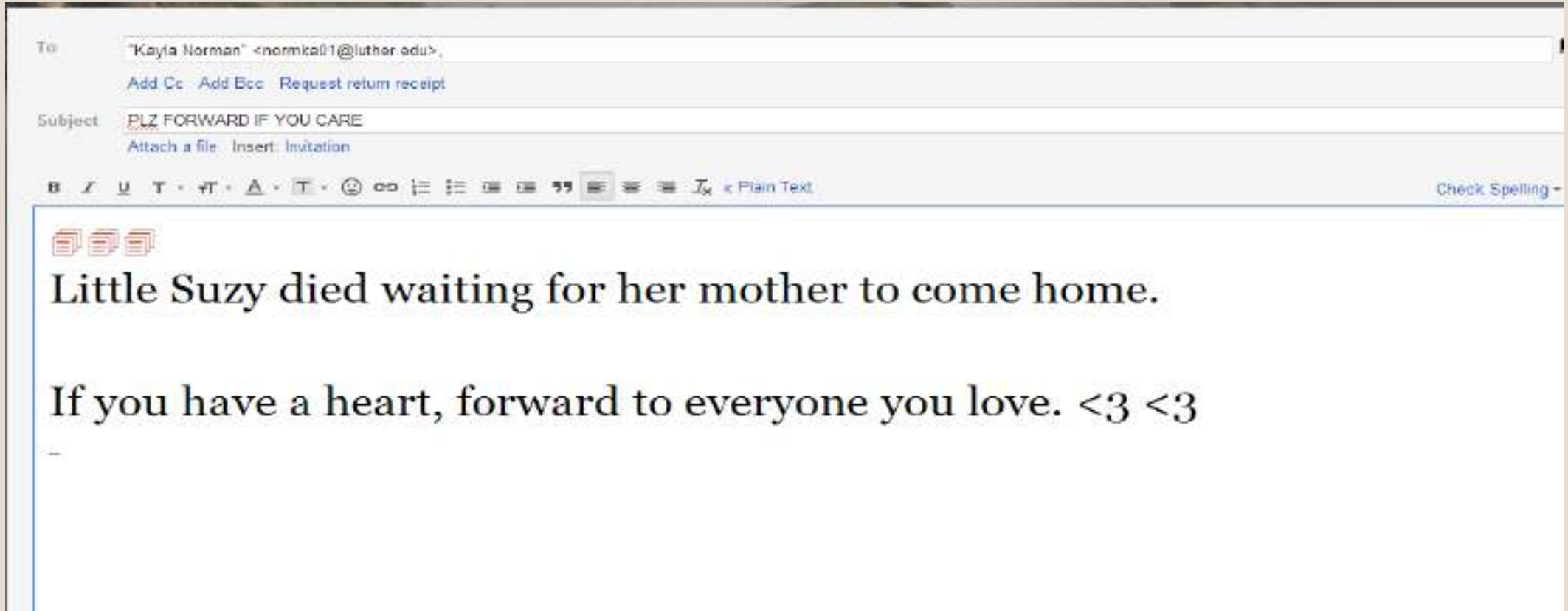
DO YOU WANT TO WORK FROM HOME??? You could earn \$10,000 a week with this opportunity!

Check out our [site](#)!

Example 2: Would this email be relevant to someone?



Example 3: Would this email be relevant to someone?



REMEMBER: When you send an email to someone, they are getting a copy that they can keep...forever



Be Mindful of your email address

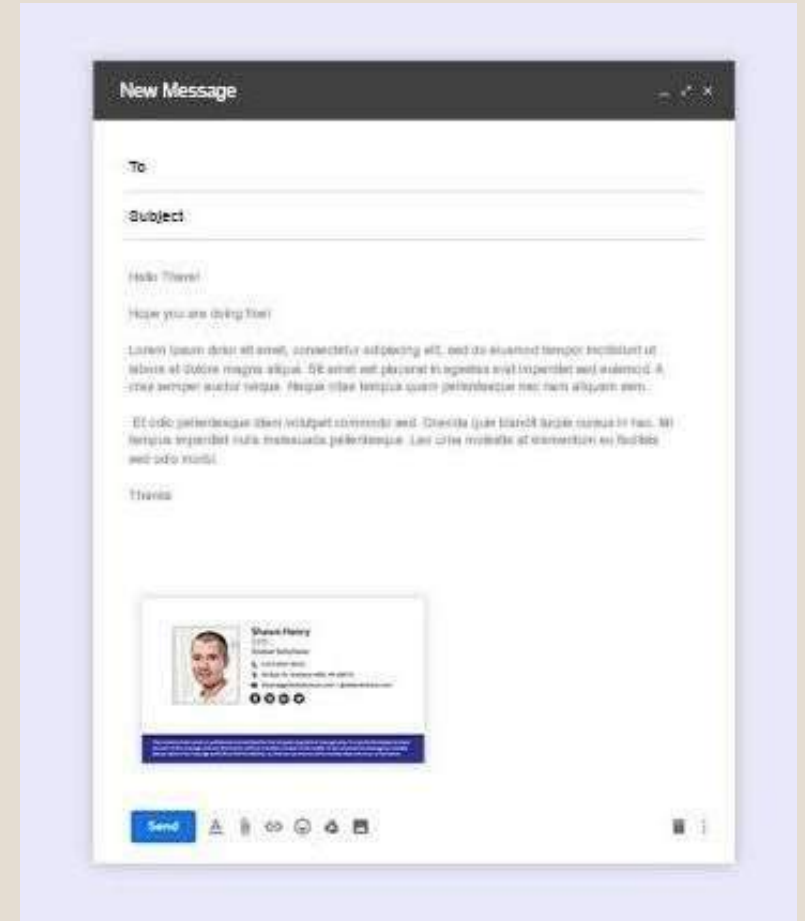
- rockerboy113@yahoo.com is fine to use with friends but NOT to staff at high schools, colleges, businesses or any person you do not personally know.
- Create a new address like jdoe@gmail.com or jd@yahoo.com
- **"Remember, simple and professional. No numbers, nick names**
 - **or references to cartoon characters..."**

CC VS BCC

- **To:** If you are creating a message, you may put in one or more e-mail addresses separated by commas
- **Cc:** Send people courtesy copies
- **Bcc:** Send a "blind" copy to another person. The "To" and "Cc" people won't know. If you are sending a group of people and don't want everyone to see the addresses, enter them as Bcc
- **From:** Tells you the name and Internet address of the person who sent the message

Add Signatures

- Signatures can be formal information about yourself
- May include personal information
- Company phone number, email address, postal address
- Personal phone number, email address, postal Address



Thanks!