

Communication and Technology

Communication is an essential component of society. Communication is used in families, between friends, in schools and government. Technology advances have helped develop the ways in which we communicate with each other. Technology has changed our lives, affecting the major sectors of society such as transportation, health, business, and communications.

Advances in science and technology have had a major impact on the way we communicate, leaving no choice but to accept the inevitable. Over the years, communication methods have evolved from simple text messages and voice calls to more efficient video calls and chat platforms providing other communication services. Technology has affected communications for both individuals and companies.

The dominance of commercial communications technology has forced companies to invest heavily in technological communication services for their employees and customers. This has proven to be vital in marketing strategies among other customer services.

1. Accessibility

Technology has made communication more convenient by creating more ways to communicate. This is especially true with long-distance communication. Online communication devices made it easy to stay in touch with people who live far away. Email, instant messaging, and social networking sites are examples of convenient ways to keep in touch with friends and family. Computer software required for these types of communication is readily available, usually free on the Internet.

2. Communicating to the Masses

Sharing information with a large number of people is convenient with electronic communication devices. For example, many companies and academic institutions rely on mass e-mail to send information to a large number of people. To send a group email, all you have to do is write your message and then fill in the "To:" field with the addresses of the people you want to send the

email to. If you consistently send group email messages to the same group of people, you can save time by creating a group contact list. Name the group contact list appropriately. When you want to e-mail the group, all you have to do is insert the name of the group's contact list in the to field.

3. Cost Effective Communication

Tech-based communication often helps you save money. Instead of sending a message, which costs you postage, you can write and send an email at no cost. Another way to make communication technology more cost-effective is to use cell phones for long-distance calls. The best way to tell if you can save on long-distance phone calls is to call your cell phone provider and inquire about long distance policies.

4. Video conferencing

Long distance communication between members of an organization or company is permitted. Video conferencing can be used in a business meeting.

5. Use of digitalized networks to communicate

Broadband and satellite transmission allow efficient communication for business via office phones or sending a file to a specific printer when you are miles away from the office.