MCAC 105
Unit 6
Digital Communication

Syllabus

- Using Internet for communication in the workplace
- Different strategies,
- structure, content, and language with special reference to the difference between British and American usage,
- abbreviations (such as asap, btw, aka)
- use of non-verbal symbols such as smileys.

Digital Communication

- Digital communication is any type of information sent digitally through digital devices.

Advantages

- It is fast and easier.
- No paper is wasted.
- The messages can be stored in the device for longer times, without being damaged.
- Digital communication can be done over large distances through internet and other things.
- It is comparatively cheaper.
- It removes semantic barriers because the written data can be easily changed to different languages using software.
- It provides facilities like video conferencing which save a lot of time, money and effort.
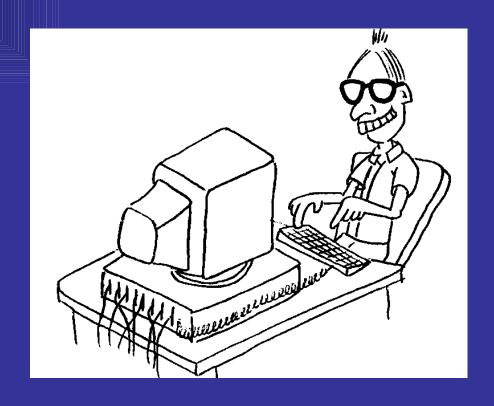
Disadvantages

- It is unreliable as the messages cannot be recognised by signatures.
- The establishment of Digital Communication causes degradation of the environment in some cases.
- – "Electronic waste" is an example. The vibes given out by the telephone and cell phone towers are so strong that they can kill small birds.
- Many people misuse the efficiency of Digital Communication.

What are some examples?

Some examples of digital communication are
- E-mailing
    - Computers
- Texting
    - Cell Phones
- Fax
- Teleconferencing
- Video conferencing

Email

- Electronic mail is often abbreviated to e-mail

- Email is a store-and-forward method of writing, sending, receiving and saving messages through computers

- An electronic mail message consists of two components,
  - the message *header*,
  - and the message *body*, which is the email's content.

Advantages

- Email enables speedy communication
- Email provides the receiver an option to respond immediately
- e-mail is a low cost way to transmit messages
- e-mail messages are always easy to locate
- it is always a secure means of sending messages

Disadvantages

- Lack of computer knowledge among people, so not sure all receiving parties use email system

- Unwanted SPAM emails

- Illegal contents including virus damages end user systems, data & reputation

- Email might not send due to loss of connection to the internet

Texting

- The common term for the sending of "short" messages from mobile phones or portable devices is called texting.

- Texting works using the Short Message Service (SMS)

Advantages

- Its cheap
- Reliable
- Simple
- Non voice
- SMS it connects many people around the world through text messaging social networking

- SMS messaging is relatively SPAM free.
- An SMS is Discreet
- SMS leads to smaller phone bills
- Messages are instantly recorded
- An SMS is personal

Disadvantages

- Only relatively short messages can be sent at any one time
- It's inconvenient to use most phones' keypads to type
- People attempt to send text messages while driving and doing all sorts of things, and some end up hurting themselves or others in the process

FAX

- A **fax** is a document sent over a telephone line.

- Fax machines were a very common way to send documents from one location to another.

- Fax machines are still used today but are not considered as reliable as other options that are available.

- Fax machines are a great option if it is a paper that can not easily be sent through email.

- Using a fax machine is much faster than sending an item.

Advantages of Fax

- Fax machines are a great option if it is a paper that can not easily be sent through email.

- Using a fax machine is much faster than sending an item.

Disadvantages of Fax

- Need a separate space for the machine.
- Needs a telephone line.
- Needs power/electricity
- Requires paper for receiving and sending faxes
- Machine needs to be on always to receive faxes. If the machine is off, we may lose the faxes.

- Large probability of losing faxes, which could potentially be important.
- Storage of these Printed Paper Faxes are very difficult.
- To send a fax, both the sender and the receiver must have access to fax machines

Teleconferencing

- A teleconference is a telephone or video meeting between participants in two or more locations.
- Teleconferences are similar to telephone calls, but they can expand discussion to more than two people.

Advantages of Teleconferencing

- **Reduce cost** of group meeting
  - reduce in travelling cost.
- Teleconferencing allows people to participate in regional, national or worldwide meetings without actually leaving their local office.

- Greater communication and coordination between branches and worksite.
- Meeting is more flexible as participants can join the conference whenever it's necessary.
- Conference can be scheduled minutes or hours ahead of time instead days or weeks.

Disadvantages of Teleconferencing

- The occurrence of technical failure when trying to establish a conference or during a conference.
- Difficult for complex interpersonal communication, such as negotiation or bargaining.

Disadvantages (cont..)

- Impersonal, less easy to create an atmosphere of group rapport.

- Lack of participant familiarity with the equipment, the medium itself, and meeting skills.

- Socializing is less than a face-to-face meeting.

Videoconferencing

- A videoconference (also known as a *videoteleconference*) is a set of interactive telecommunication technologies which allow two or more locations to interact via two-way video and audio transmissions simultaneously.

- It has also been called 'visual collaboration' and is a type of groupware.

- Video conferencing can transmit pictures as well as voices through video cameras and computer modems

Advantages of videoconferencing

- **Reach anyone** you need to reach immediately.
- Web-based conferencing allows **large rooms** of people at different locations to interact with one another effectively.
- PowerPoint and other visual displays can be **shared with everyone** attending the conference at the same time, giving the feel of everyone being in one room

Disadvantages of videoconferencing

- The price may be the biggest drawback
- There are some human ways of communicating that do not translate very well over a distance, such as eye contact

Different strategies of Digital Communication

Business may launch digital communication campaigns for a variety of reasons:

- Building a brand
- Generating awareness
- Driving conversions
- Creating customer experiences
- Delivering customer service
- Managing risk
- Providing entertainment
- Educating consumers

Strategy 1: Reach Audiences Through Email

- Discounts and offers
- Blog post roundups
- Birthday or anniversary messages
- Surveys
- Exclusive content
- Daily or weekly newsletters
- Personalized recommendations

Strategy 2: Launch Engaging Social Media Campaigns

- Facebook is effective for building an engaged social community, either through an official brand page or through relevant groups.
- YouTube: As Forbes reports, brands can use YouTube to build web series, partner with influencers, create how-to videos, give behind-the-scenes looks at their processes, and repurpose website content.
- Twitter: Brands and consumers use the platform to live-tweet their favorite events, follow and contribute to trending hashtags, and connect one-on-one through public interactions or direct messages.
- Instagram: Instagram provides a hub for fashion, beauty, and celebrity content.
- LinkedIn: As a business-to-business (B2B) social network, LinkedIn is useful for connecting with other companies, sourcing new hires, and engaging in thought leadership.

Social media strategy

- Over 85% of the world's online population has used the internet to make a purchase

- More than half of internet users are regular online shoppers, purchasing online at least once a month

- Recommendations from fellow consumers play an enormous role in the decision making process
  People increasingly filter or block traditional marketing

Outbound marketing
- Print ads
- TV & radio ads
- Emails
- Direct mail
- Telemarketing
- Trade shows

Resisted

Inbound marketing
- SEO/SEM
- Blogging
- Social media
- RSS
- Viral videos
- Free tools/trials

Permission

Social media = Cocktail party
No boundaries of time or space
Anybody can listen in easily

Engine Strategy

Google

- Only websites which can be found quickly and effortlessly will attract a strong audience

- With ~60% of searches conducted on Google, a website's performance on Google is likely to make or break it

- A website's design and content plays a crucial role in both attracting and retaining visitors' interest

- A sound search engine strategy involves SEO and SEM

- Monitor search engine performance of website/s and make necessary adjustments to preserve dominance in search results

Neilsen//Netratings (April 2008)

Google
April: 62.0%
March: 58.7%
Change: +3.3

January 2008: 53.7%
Change: +5.1

Yahoo
April: 17.5%
March: 18.1%
Change: -0.6

January 2008: 19.0%
Change: -1.5

MSN
April: 9.7%
March: 12.0%
Change: -2.3

January 2008: 12.1%
Change: -2.4

ASK
April: 2.1%
March: 2.4%
Change: -0.3

January 2008: 2.4%
Change: -0.3

AOL
April: 4.3%
March: 4.1%
Change: +0.2

January 2008: 4.7%
Change: -0.4

media:
Strategy

How to build a sound social media strategy:

1. Why?
2. What?
3. How?
4. Who?
5. When?

Dell reported $3m sales attributable to Twitter

Other considerations:

- Integration with other communications
- Audience cross-migration
- Consistent key messaging
- Branding uniformity
- Single person with overall responsibility
- Response time and accuracy
- Communication style
- Monetisation

Social Media tips:

- Find out where your consumers hang out
- Find out what your consumers like
- Publish everything you can
- Monitor what others publish/share
- Promote positive mentions
- Empower consumers to publish/share
- Be genuine, helpful and interesting
- Make connections

Strategy 3: Build a Community on Facebook

- Buy Facebook Ads
- Invest in video
- Use Facebook Messenger

Strategy 4: Harness the Power of Mass Media

- Shift TV budgets to digital video platforms: Brands can advertise natively in digital video or buy pre-roll and interstitial ads on YouTube and Facebook.

- Advertise on popular podcasts: Brands can sponsor podcasts, pay for shoutouts in episodes, or even produce their own podcasts that align with consumer interests.

- Produce digital content inspired by traditional mass media content

Strategy 5: Create Digital Advertising Strategies

- Banner ads: They're typically paid for by impressions or clicks.
- Native advertising: Native advertising is considered more user-friendly than banner ads because it fits into the surrounding content and doesn't disrupt the user experience.
- Social media advertising: On Instagram, for example, advertisers can buy photo ads, video ads, Instagram Story ads, and carousel ads of multiple pictures or videos.
- Influencer advertising: Brands can tap social influencers with target audiences to create content on their behalf.
- Google AdWords campaigns

THE DIFFERENCES IN AMERICAN ENGLISH AND BRITISH ENGLISH

Importance of knowing the differences

- The two varieties of English most widely found in print and taught around the world are British and American

American English

American English (AmE)

is the form of English used in the United State. It includes all English dialects used within the United States of America

Regional dialects in the United States typically reflect the elements of the language of the main immigrant groups in any particular region of the country, especially in terms of pronunciation and vernacular vocabulary. Scholars have mapped at least four major regional variations of spoken American English: Northern (really north-eastern), Southern, Midland, and Western.

British English

British English also has a reasonable degree of uniformity in its formal written form. The spoken forms though vary considerably, reflecting a long history of dialect development amid isolated populations. Dialects and accents vary not only between the countries in the United Kingdom, England, Northern Ireland, Scotland and Wales, but also within these individual countries.

There are also differences in the English spoken by different socio-economic groups

Areas of Differences

- Differences between the two include
- pronunciation,
- grammar
- vocabulary
  - spelling
  - punctuation
- idioms
- formatting of dates and numbers

Grammatical Differences

In British English and American English

Simple past tense for present perfect

- **Speakers of American English generally use the present perfect tense (have/has + past participle) far less than speakers of British English. In spoken American English it is very common to use the simple past tense as an alternative in situations where the present perfect would usually have been used in British English.**

EXAMPLES

BRITISH ENGLISH	AMERICAN ENGLISH
I have lost my keys. Can you help me look for it?(incorrect in BrE)	I lost my keys. Can you help me look for it?(accepted in AmE)
Have you finished your work?	Did you finish your work?
I've already seen that film.	I already saw that film.
I've just had lunch.	I just had lunch.

Some more examples

BRITISH ENGLISH

☐ Jenny feels ill. She's eaten too much.

☐ I can't find my keys. Have you seen them anywhere?

☐ A: Is Samantha here?
☐ B: No, she's just left.

AMERICAN ENGLISH

☐ Jenny feels ill. She ate too much.

☐ I can't find my keys. Did you see them anywhere?

☐ A: Is Samantha here?
☐ B: No, she just left.

The verb "get"

AMERICAN ENGLISH	BRITISH ENGLISH
He has gotten much better at playing tennis	He has got much better at playing tennis.

have you got/ do you have

They have got a wonderful house. (BrE)	They have a wonderful house. (AmE)
Have you got a meeting today?	Do you have a meeting today?
I have got no objection. I have no objection.(formal)	We don't have a television

Collective nouns

- **In British English collective nouns, (i.e. nouns referring to particular groups of people or things), (e.g. staff , government, class, team) can be followed by a singular or plural verb depending on whether the group is thought of as one idea, or as many individuals , e.g.:**
- **My team is winning.**
  The other team are all sitting down.
  In American English collective nouns are always followed by a singular verb, so an American would usually say:
- **Which team is losing?**
  whereas in British English both plural and singular forms of the verb are possible, according to whether the emphasis is, respectively, on the body as a whole or on the individual members as in:
- **Which team is/are losing?**

Examples

- committee was appointed
- *the committee were unable to agree*
- Compare also the following lines of Elvis Costello's song "Oliver's Army": *Oliver's Army are on their way / Oliver's Army is here to stay*. Some of these nouns, for example *staff*, actually combine with plural verbs most of the time.
- In AmE, collective nouns are usually singular in construction: *the committee was unable to agree*
- *the team takes their seats*

The Differences of Vocabulary

In British English and American English

CLOTHES

BRITISH ENGLISH	AMERICAN ENGLISH
trousers	pants
tie	necktie
vest	undershirt
waistcoat	vest
nightdress	nightgown
tracksuit	Sweats/sweatsuit/sweatpants
Jumper	sweater
Pinafore	Jumper (a dress without sleeve worn over a shirt)
Wellies	Boot/ galoshes
spectacles	glasses
Pants	Underwear/underpants/boxers

Abbrevations in digital comunication

Some Important Acronyms

- 2F4U   Too Fast For You
- 4YEO/FYEO   For Your Eyes Only
- AAMOF   As a Matter of Fact
- ACK   Acknowledgment
- AFAIK   As far as I know
- AFAIR   As far as I remember/recall
- AFK   Away from Keyboard
- AKA   Also known as
- BTT   Back to Topic
- BTW   By the Way
- B/C   because
- C&P   Copy and Paste
- CU   See you
- CYS   Check your Settings
- DIY   Do it Yourself
- EOBD   End of Business Day

- EOD   End of Discussion
- EOM   End of Message
- EOT   End of Thread/..Text /.. Transmission
- FAQ   Frequently asked Questions
- FACK   Full Acknowledge
- FKA   Formerly known as
- FWIW   For what it's Worth
- FYI / JFYI   (Just) For your Information
- HF   Have fun
- HTH   Hope this Helps
- IIRC   If I Recall/Remember Correctly
- IMHO   In my Humble Opinion
- IMO   In my Opinion
- IMNSHO   In my not so Humble/Honest Opinion
- IOW   In other Words
- ITT   In this Thread
- LOL   Laughing out loud
- MMW   Mark my Words
- N/A   Not Available / Applicable
- NaN   Not a Number

- NNTR No need to Reply
- NOYB None of your Business
- NRN No Reply Necessary
- OMG Oh my God
- OP Original Poster, Original Post
- OT Off Topic
- OTOH On the other Hand
- POV Point of View
- ROTFL Rolling on the Floor Laughing
- RSVP Repondez s'il vous plait (French: Please reply)
- RTFM Read the fine Manual
- SCNR Sorry, could not Resist
- SFLR Sorry, for late Reply
- SPOC Single Point of Contact
- TBA To be Announced
- TBC To be Continued / To be Confirmed
- TIA Thanks in Advance

- THX/TNX   ThanksTQThank You
- TYVM   Thank You Very Much
- TYT   Take your Time
- TTYL   Talk to you Later
- WFM   Works for Me
- WRT   With Regard to
- WTH   What the Hell / What the HeckY
- MMD   You made my Day
- YMMV   Your Mileage may vary
- YAM   Yet Another Meeting

SMS Writing

list with useful characters and their meanings:

- & - and
- 0 - nothing
- 2 - two, to, too
- 2DAY - today
- A - a / an
- B - be
- B4 - before
- BC - because
- BK - back
- BRO - brother
- BT - but
- C - see
- D8 - date
- DNR - dinner
- EZ - easy
- F8 - fate

- GF - girlfriend
- GR8 - great
- HOLS - holidays
- HV - have
- I - I, it
- Its - it is
- KDS - kids
- L8 - late
- L8R - later
- M8 - mate
- NE1 - anyone
- PLS - please
- PS - parents
- QT - cutie
- R - are
- SIS - sister
- SKOOL - school

- SMMR - summer
- U - you
- WR - were
- A3 - anyplace, anytime, anywhere
- ASAP - as soon as possible
- B4N - Bye for now
- BAU - business as usual
- BRB - I'll be right back.
- BTW - by the way
- CUL - see you later
- CWOT - complete waste of time
- FTF - face to face
- FYI - for your information
- GMTA - great minds think alike
- HAND - have a nice day
- HRU - how are you

- ICBW - it could be worse
- IDTS - I don't think so
- IMHO - in my humble opinion
- IYKWIM - if you know what I mean
- JK - just kidding
- LOL - laughing out loud
- LTNS - long time no see
- MON - the middle of nowhere
- MTE - my thoughts exactly
- MU - I miss you.
- NP - no problem
- OIC - oh, I see
- PC&QT - peace and quiet

- PCM - please call me
- ROTFL - rolling on the floor laughing
- RUOK - are you ok?
- THNQ - thank you
- U4E - you forever
- UROK - you are okay
- WUCIWUG - what you see is what you get
- XLNT - excellent
- smiling
-) very happy
- :-0 shocked
- :") blushing
- <:3)~ mouse
- :'-) tears of laughter

- 😛 stick tongue out
- 😕*) you make me sick
- x-(you are mad
- :-" whistling
- 😉 wink
- :-@ screaming
- O 😇 saintly

use of non-verbal symbols for digital communication

Emoticons

- Emoticons are such a valuable form of nonverbal communication

- From the simple smiley and sad faces to frowning, raising eyebrows, laughing, or crying, emojis cover a wide range of human emotions, successfully substituting human facial expressions.

- Happy, surprised, sad or angry are all human emotions expressed through an icon that allows everyone else to acknowledge our feelings.

Paralanguage

- Paralanguage is the non-lexical component of spoken communication.

- It includes intonation, voice pitch and speed, gestures, hesitation noises, etc.

- People are translating into writing pretty much all the components of paralanguage, be it auditory, tactile, or visual.

GIFs

- GIFs (also called 'reaction GIFs' or 'animgifs') are so popular that about two thirds of social media users know of or use them on a daily basis.

- Even online publications use GIFs in their articles, especially when the subject has a strong visual component – such as movies or sports.