

The Importance Of Technological Advancement In Today's Business Communication

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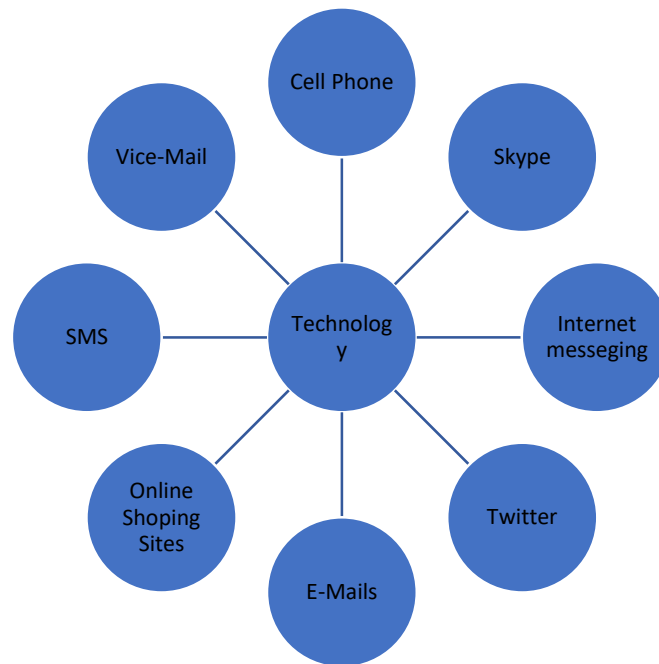
ARTICLE INFO ABSTRACT

Today's world without technology it's very difficult to manage things properly. Take the daily routine of a person in this tech-savvy world. The day begins with a "good morning message" on social networking sites and ends with a "goodnight" on the same website. The social networking sites are a world in themselves, like a virtual world. There is the incessant use of mobiles and the Internet for communication, the whole day. To make the process quick and easy, there are modes like emails, teleconferencing, video conferencing, networking sites, etc., among other tools. Mobiles, emails, and social networking sites are the most popular means of communication among the current generation.

Keyword – Technology, Communication, Organization, Impact

INTRODUCTION

The importance of Technology on Communication has brought forth a revolutionary transformation in the way we communicate with each other. As we progress through the information age, various technological devices such as the television, hand phones, and personal computers have come and established themselves in our everyday lives. This has definitely influenced interpersonal communication in many ways, both positive as well as negative. It can't be denied that using technology in communication today is the order of the day. It has become a necessity to an extent that many people and businesses can't survive without it. For this reason, it has exhibited various impacts which are both positive and negative on personal, professional and ethical issues in the community. The implication of technology on the personal lives of individuals can be easily seen. It is apparent that technology has improved the lives of people since they are able to communicate online without writing letters and even using the telephones to do it like the olden days. Today, individuals are able to chat live through Voice over the Internet Protocol conversation, and also through the instant messages. This has enabled even students to discuss over the internet without any harm hence better life style in studies. In turn minimized the cost of traveling and saved them energy. Again, personally, people have been able to get crucial information from the net, for example, information on the daily occurrences. Individuals have benefited on the reduced cost of communication due to day to day improvement of technology. Besides, it has enabled people to interact with different people from all walks of life thereby improving their social life. With the invent of internet, the world has changed drastically.



Effects of Technology on Business Communications

Technology has changed business in many ways, but its affect on communication is arguably the most significant. Indeed, according to Visvesvaraya Technological University, communication through email, text messaging, instant messaging and even budding tools like social networking have been "among the most profound effects of technology on every area of business." However, while technology did make business communications faster and easier, it has also made, at times, communication more distracting and less clear.

✓ **Communication is more rapidly**

Whether you need to speak with an employee who is traveling in another state or country or you need to communicate with your supplier half way around the world, technology allows you to do so instantaneously. In fact, thanks to email and text messages, you can now send messages to people in other time zones before you forget without worrying that you will wake them up. In fact, according to VTU, the Internet has allowed business people to communicate easily regardless of time zone and language issues.

✓ **Expanded Communication Opportunities**

Technology allows individuals to communicate and carry on a business relationship without ever meeting face to face, so people in all parts of the world now have the chance to interact with a company in a rural part of the country.

✓ **Communication Must Be More Deliberate**

Although technology has made communication instantaneous, so you don't have to spend hours planning and composing before you communicate and wait for a long period for the reply, it has also made planning deliberate communication periods more important. First, companies that do take advantage of telecommuting and virtual offices need to deliberately plan to communicate with individuals in teams to avoid employees losing touch and to make sure all are working toward the same goals. Second, even if you work in a physical office, instantaneous communication regarding quick decisions and memos cannot replace specific communication times where big decisions are discussed and progress reports given. However, when employees are communicating in multiple ways every day, it can be easy to forget to schedule these types of meetings.

✓ **Communication Is More Distracting**

Communication tools that were designed to make you more productive can actually do the opposite. Instant communication can make it harder for workers to deal with one task at a time when their work is constantly being interrupted by comments and questions that relate to other projects or even personal issues. In fact, some employees must make an effort to turn off communication devices while they work to meet deadlines. The development of technology has considerably improved our lifestyles. It has made its impact felt on each and every aspect of life, also on the communication techniques. The development of communication has seen huge progress; from the symbols to the latest swanky mobiles each century has seen a new addition to the ever-growing list of means of communication. The invention of the telephone by Alexander Graham Bell in the year 1875 was the first technological invention that impacted communication in humans to a massive

extent. Other subsequent inventions like that of the Internet, cell phones, etc further eased and changed the communication process.

Positive Impact

Technology has transformed the once big and far world into a tiny global village. Thanks to technology, we now have the power to communicate with anybody on the otherside of the world. The points below summarize these benefits.

No barriers: Communication is now easy; in case of situations when you want to convey something urgently to someone, mobiles and emails come in handy.

- ✓ **Strengthened relations:** Technology has made it easy to keep in touch with old contacts, and has also helped strengthen relationships.
- ✓ **Better solutions:** Technology has brought the world closer and promoted exchange of thoughts to find better solutions to any problem.
- ✓ **E-schools:** Services like video-conferencing has made it possible to give best education to students via expert faculty on the web.
- ✓ **Impact on relations:** Finding someone to date was never so easy, thanks to the dating and chatting websites! No one would disagree if I say - Technology is the rationale behind the success of long-distance relationships. Video chats and social networking sites have played a big role in keeping people in touch.

Negative Impact

The most prominent negative effect of technology - the charm of the good old world is missing. The letters and lengthy face-to-face conversations have gone away, and have been replaced by texting or chatting. See the below given points for details.

Impact on interpersonal communication: The current generation lacks essential interpersonal skills (the ability to express the ideas and thoughts to others face-to-face). A major reason for this tendency is increased frequency of communication through texting and chatting on websites.

- ✓ **Effect on nonverbal communication:** Technological means have also affected nonverbal communication. Lack of face-to-face interaction has reduced the nonverbal grasping power of individuals.
- ✓ **Near yet far:** Teenagers especially are always hooked to the social networking sites. They are more close to online friends, but the gap between parents and kids has increased considerably. Communication is missing, parents are not technology savvy and not used to the communication styles of their kids, and this has increased the generation gap.
- ✓ **Reduced social interactions:** Consider the socializing among people. Life has changed a lot; there are no social meetings and get-togethers (the frequency has reduced). People are more bothered about their online life rather than the real social life.
- ✓ **Has led to many addictions:** People have literally become addicted to the Internet and cell phones, and this addiction has led to many anxiety disorders. People addicted to the Internet feel lonely and isolated.
- ✓ **Malicious motives:** Many people abuse the social networking sites and communicate to unsuspecting beings pretending someone else. This tendency of people has done more harm than good.
- ✓ **As you can see, the impact is both positive and negative.** But logically thinking, technology has bettered the communication process and has done negligible harm. The positive points of the technological advancements cover up the negative points. It all depends on how we use these means; use the technological means of communication for sane purposes, and don't abuse them for malicious motives.

ADVANTAGES OF COMMUNICATION TECHNOLOGY IN AN ORGANIZATION

- ✓ **Speeds the sending of information:** Communication technology tools like electronic mail and text messaging systems speed up the sending of information within and outside of the organization. Also with the use of decentralized computing systems, sharing of information within an organization is very first because all data is accessed from one central unit "Database" and it is shared across different departments within the organization.
- ✓ **Improves organizational communication:** Communication technology helps in the creation of a shared information environment in an organization. Organization information is organized in one central location, allowing any one access that information as they need. Also technologies like electronic mail, will enable low level employees communicate with the manager without any need of having a dedicated time for meeting. This allows information to flow easily from the bottom to the top without any barriers.
- ✓ **Speeds decision making in an organization:** Since communication technology speeds the transfer of information, employees in an organization can easily consult each other and analyze information in a shortest period and make a decision. Also with the use of online analytical processing, employees can perform queries on a database to get data about a specific client or matter and make a quick decision basing on the data retrieved from the database about that specific client or matter.
- ✓ **Increases participation in organizational processes:** Every employee will have a specific task to complete and all this can be monitored remotely by the manager. So all parties will be active since their work is being made simple by easy communication. Employees who are shy to ask for advice and help, will

use tools like electronic mail or instant text messaging services to ask for help from their workmates within the organization, they can also use the same medias to participate in decision making and creative design challenges.

- ✓ **Influences the way people interact in organizations:** Let's look at an organization were you only see the operations manager twice a week, by the time he comes, everyone will need to speak to them and they will have less time for each of you. But with electronic mail, you can simply draft an email and send it to your superior or workmate. In this case, they don't have to stop what they're doing to attend to your matter, but you will get an instant replay and continue with your work.
- ✓ **Structures organizational life:** Communication technology puts everything were it is supposed to be. No need to see papers and files everywhere in the office. All data is stored on the database, and you will have less paper work in the organization which makes life easier at work. Also the organization will spend more time on other productive section since the time to organize their data is saved by technology.
- ✓ **Supports open discussions:** Most organization have used the internet to create organizational forums where members of the organization can discuss about various issues and get a solution. In this case members can suggest on areas of improvement within the organization.
- ✓ **Eliminates stereotypical classifications:** According to Stereotypical is a term used to define all people of a certain belief into a mostly negative category that may only reflect a selected few of the racial demographics. With communication technology, all this will be eliminated because there is no face-to-face communication. Stereotyping of employees can result into poor performance and lack of self esteem amongst employees, so it is a wrong character.
- ✓ **Provides a voice to those who normally would not speak up in groups:** Face-to-face communications tends to be difficult to some people, so the use of communication technology will help them communicate effectively at work. Some employees might have a fear of face-to-face expression, but these employees might have relevant suggestions or contributions which can help the organization grow, so they can easily use technological tools like electronic mail to voice out their concerns.

DISADVANTAGES OF COMMUNICATION TECHNOLOGY IN AN ORGANIZATION:

- ✓ **Poor substitute for face-to-face communication:** Since employees are using machines to communicate, they get less time to talk to each other and know each other better. This has resulted into increased bad relationships at work. Even though the shy ones will benefit from this technology, but they will also be denied the chance to learn how to interact with others.
- ✓ **Difficulty Training Employees:** If an organization deploys a new communication technology system, they will have to pay an extra fee to train employees in the organization to use that technology effectively. Sometimes some employees will not learn as first as others which might lead to job losses.
- ✓ **Expensive:** It can be very expensive to install a new communication technology system in a very big organization. Let's say that an organization has over 50 employees and they want them to access information from a centralized location. They will have to create a strong data base which will handle all the queries made by these employees in a minute as well they have to buy a computer for each of these employees.
- ✓ **Not Safe:** Since information has been centralized under one database, it is exposed to people with wrong intention within the organization. Also information can be attacked by a hacker or a virus and all data will be lost in a minute. So the organization must pay an extra cost to keep this information safe.

Conclusion

Technological advancement in today's business communication plays an important role. Even it's become the part of our day to day life's most essential part. In this generation from primary school to higher studies and small pity shop to a big business tycoon need latest technology to his business to develop. Indeed even government is also not back in this rise they have introduced. Development of Technological advancements in the modes of communication have promoted faster decision-making, and led to the development and progress of the world. Video conferencing has played a considerate role in promoting faster decision-making. Most of the businesses depend on technology for communication.

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