

# [Social media illustration](https://assignbuster.com/social-media-illustration/)

Social Media Illustration, Increasingly quick is the development speed of thehuman society in numerous factors due to the advances in scientific andtechnological field, currently it is more and more frequent for human beings toexplore clearly about the details about the social media so that they can deal betterwith business issues. It can be easily imagined that more and more people haveexperienced the appearance of various mediums and methods in businesscommunication, They hold that to choose the most appropriate social medium andmethod in business communication can, to a large extent, determine whether aspecific business issue can be achieved. Therefore in the following I willmainly discuss various mediums and methods as can help get one™s messagesacross and in the meanwhile both the advantages and challenges of each andevery of them will be elaborately explained as well from my own point of view. When talkingabout the various mediums and methods in business communication, what comefirst into human beings™ mind are primarily the below ones: the best-performinge-mails, Facebook, blogs, wikis, RSS feeds, podcasts as well as other forms ofsocial media. Just as what has been mentioned in the OCR Reading that However, many of the concepts you will learn about sales persuasion apply not only towell-established channels such as direct mail, TV, print, radio, and othertraditional media, but also to online marketing and social media.

You willlearn about nontraditional channels such as Facebook, YouTube, blogs, wikis, and other social media (Guffey et al. 2012). From this we can easilyunderstand why human beings will have strong desire to explore clearly aboutthose mediums and methods as they will really be puzzled about them when theyneed to choose one and put that specific one into the business situation. Thatis to say, all Facebook, blogs, wikis, RSS feeds, podcasts and other socialmedia can be used to connect with stakeholders and then result in thecompletion of the business issues in the end if the businessmen can becompetent enough to well control those mediums and methods. First andforemost come the verbal methods in the business communication. It is known tous that there exist many ways to verbally communicate with other businessmen inthe business context, including face-to-face communication and telephonecommunication.

To put it more specifically, Facebook, YouTube and podcastingwill undoubtedly be included in this type. The advantages of the verbal methodsof communication are that it can be more direct for two businessmen to listento and speak with each other and it is easier for them to reach an agreementwith a higher efficiency. Moreover, it can be easier for them to consult oneanother about any puzzlement during the whole process of their communication sothat they can avoid misunderstanding. While the challenges for such verbalmethods are that the businessmen should have cultivated a quite good speakingskill and the concrete content is hard to trace when they would like to checkit some day later in the future. And what has to be mentioned is that thebusinessmen may not have time to meet other businessmen because of their tight schedule, leading to the fact that the verbal communications are hard to be conducted inthe reality.

With theverbal methods in business communication being described at length in theabove, what come next at the list are the written methods. Namely speaking, thewritten methods in business communication are actually the use of physicalsymbols to represent charts, diagrams, graphs and words. The specific means ofwritten methods can be primarily divided into methods like blogs, books, thebest-performing e-mails, government publications, newspapers, RSS feeds, tradejournals as well as other methods like that. Speaking of the advantages of thewritten methods in business communication, what I would like to put forward isthat the written information is really formal and clear to stand for somethingand the readers can smoothly understand the meaning within.

In addition, thewritten information is correctly written and will be recorded and saved especiallyin order for afterward check for any reason. While the disadvantages of writtenmethods are that it will take longer for communication so as to prolong thetime period for the deal to be made and sometimes it may not be that quick forthe businessmen to get the feedback in time. The feedback obtained at once isreally significant for the business implementation and it will immediately exertimpacts toward whether a specific business deal can be successfully realized.

Then thefocus will turn to the on-screen methods in business communication. Or maybe itcan be put in another way that the on-screen methods are simply the informationthat is produced on screen and human beings can know them if they pay attentionto the screen. As on-screen text is taxing to read, it should be as brief aspossible to concentrate on one or two central selling points only. Take CD romsand multi-media television (TV) as examples, they two are perfectly thecomponents of the on screen methods as they can combine animation, audio, graphics, text and video at the same time.

The advantages of the on-screenmethods are that it can be really vivid and convincing to deliver theinformation to the audience so that they can listen clearly about the detailsand they can in the meanwhile appreciate the artistic beauty within. However, the challenges for the on screen methods are that they are not with a highaccess as businessmen are always outside and they may not be available to CDroms and multi-media television (TV) at an appointed moment, let alone sharing thebenefits of it. So we can have a fair knowledge that such methods are lack ofpracticability in the realistic business context. Last but notthe least will be the web-based methods in business communication. Blanklyspeaking, the web-based methods are taking the information on the web pages asthe subject to be supplied to other businessmen, on which there will be multiforms of media integrated together like animation, audio, data, graphics, textand so on. As a matter of fact, the web based methods can be regarded as thesharing of ideas, information or words over a network of computers. Theaforementioned wikis will be naturally in this segment.

The advantages of theweb-based methods are that the wide popularity of computers and smart phoneshas brought a really high possibility for businessmen to quickly know theupdating of the business related information at the first place and they can laterraise their own ideas about each and every aspect in the business. But thechallenges of the web-based methods are that human beings may be distracted tosomething else when they are surfing the Internet and they may not correctlyput their emphasis. In this way, some business deals may be lost so that theprofits will be influenced more or less. To sum up, the web-based method will be preferredin my own point of view. That is to say, the web pages will be the top priorityfor business communication in that it is reliable for the necessary businessinformation to be delivered so that people can be well informed.

Then thosepeople can take suitable actions after getting the specific information, resulting in the successful realization of the deals at last. And its effectcan be maximized as long as human beings can help themselves out of the bad habitand from time to time concentrate on something significant but not otheruseless content.