

Social media illustration



Social Media Illustration, Increasingly quick is the development speed of the human society in numerous factors due to the advances in scientific and technological field, currently it is more and more frequent for human beings to explore clearly about the details about the social media so that they can deal better with business issues. It can be easily imagined that more and more people have experienced the appearance of various mediums and methods in business communication, They hold that to choose the most appropriate social medium and method in business communication can, to a large extent, determine whether a specific business issue can be achieved. Therefore in the following I will mainly discuss various mediums and methods as can help get one's messages across and in the meanwhile both the advantages and challenges of each and every of them will be elaborately explained as well from my own point of view. When talking about the various mediums and methods in business communication, what come first into human beings' mind are primarily the below ones: the best-performing e-mails, Facebook, blogs, wikis, RSS feeds, podcasts as well as other forms of social 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 to well-established channels such as direct mail, TV, print, radio, and other traditional media, but also to online marketing and social media.

You will learn about nontraditional channels such as Facebook, YouTube, blogs, wikis, and other social media (Guffey et al. 2012). From this we can easily understand why human beings will have strong desire to explore clearly about those mediums and methods as they will really be puzzled about them when they need to choose one and put that specific one into the

business situation. That is to say, all Facebook, blogs, wikis, RSS feeds, podcasts and other social media can be used to connect with stakeholders and then result in the completion of the business issues in the end if the businessmen can be competent enough to well control those mediums and methods. First and foremost come the verbal methods in the business communication. It is known to us that there exist many ways to verbally communicate with other businessmen in the business context, including face-to-face communication and telephone communication.

To put it more specifically, Facebook, YouTube and podcasting will undoubtedly be included in this type. The advantages of the verbal methods of communication are that it can be more direct for two businessmen to listen to and speak with each other and it is easier for them to reach an agreement with a higher efficiency. Moreover, it can be easier for them to consult one another about any puzzlement during the whole process of their communication so that they can avoid misunderstanding. While the challenges for such verbal methods are that the businessmen should have cultivated a quite good speaking skill and the concrete content is hard to trace when they would like to check it some day later in the future. And what has to be mentioned is that the businessmen 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 in the reality.

With the verbal methods in business communication being described at length in the above, what come next at the list are the written methods. Namely speaking, the written methods in business communication are actually the use of physical symbols to represent charts, diagrams, graphs

and words. The specific means of written methods can be primarily divided into methods like blogs, books, the best-performing e-mails, government publications, newspapers, RSS feeds, trade journals as well as other methods like that. Speaking of the advantages of the written methods in business communication, what I would like to put forward is that the written information is really formal and clear to stand for something and the readers can smoothly understand the meaning within.

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

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

The advantages of the on-screen methods are that it can be really vivid and convincing to deliver the information to the audience so that they can listen clearly about the details and 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 high access 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 the benefits of it. So we can have a fair knowledge that such methods are lack of practicability in the realistic business context. Last but not the least will be the web-based methods in business communication. Blankly speaking, the web-based methods are taking the information on the web pages as the subject to be supplied to other businessmen, on which there will be multiforms of media integrated together like animation, audio, data, graphics, text and so on. As a matter of fact, the web based methods can be regarded as the sharing of ideas, information or words over a network of computers. The aforementioned wikis will be naturally in this segment.

The advantages of the web-based methods are that the wide popularity of computers and smart phones has brought a really high possibility for businessmen to quickly know the updating of the business related information at the first place and they can later raise their own ideas about each and every aspect in the business. But the challenges of the web-based methods are that human beings may be distracted to something else when they are surfing the Internet and they may not correctly put their emphasis. In this way, some business deals may be lost so that the profits will be influenced more or less. To sum up, the web-based method will be

preferred in my own point of view. That is to say, the web pages will be the top priority for business communication in that it is reliable for the necessary business information to be delivered so that people can be well informed.

Then those people can take suitable actions after getting the specific information, resulting in the successful realization of the deals at last. And its effect can be maximized as long as human beings can help themselves out of the bad habit and from time to time concentrate on something significant but not other useless content.