

Communication

[Literature](#), [Russian Literature](#)



Communication: The Positive and the Negative Sides Details: al Affiliation:
Communication: The Positive and the Negative Sides Communication is a vital element in the s survival of every species in existence on the earth surface. To be sure, all animals employ some mode of communication in ways that are impressively unique and proficient to the functioning of a species. However, none rivals the precision and flexibility that comes with the interactive mediums of human communication. Clear and effective communication is but the life blood of a good working relationship in any given society; for any misdirected/confusing communication automatically results in piling up of unresolved problems (Stuart, Sarow and Stuart, 2007, p. 108). It is important to note, therefore, that certain messages are preferably delivered effectively through specific channels. Nonetheless, any mode of communication, however preferable, has its own share of challenges. This paper endeavors to highlight the advantages and limitations of three channels of communication: speaking [oral communication], newspapers and Facebook. Speaking [Oral Communication] Oral communication refers to communication through words direct from the speaker's mouth. Speaking/oral communication includes face-to-face or over the telephone conversations, presentations, speeches, and group discussions. A more personal form of communication, speaking is of essence where direct interaction is necessary. It conveys sincerity, which in itself a significant channel of building rapport and trust; no wonder most job interviews employ the channel (Stuart, Sarow and Stuart, 2007, p. 109). It offers a high degree of understanding and transparency as the receiver reads the additional body language of the message bearer while assessing

the tone of the message itself. One of the best in cases of problem resolution, speaking gives a chance for a repeat of the message with immediate feedback in case clarity is required. It is, by and large, the most confidential channel of delivering a message. In spite of the myriad benefits, oral communication is rather unsteady, difficult to maintain in a prior format in cases of long speeches or conversations. It may also prove unproductive in time constrained meetings where a lot of clarifications are sought after.

Newspapers Communication through the newspapers has great importance in the modern business world. It is an explicit, innovative activity that involves careful choice of words intended to engage a larger audience. It is a more valid and reliable means of communication with some form of permanence; can be stored and archived whenever need arises. It offers a unique understanding capability as the receiver can repeatedly go over a message as many times as he/she may wish to get it right. A mass market medium of communication, the geographic flexibility and timeline coverage of newspapers makes the channel a preferably quick and cheaper option compared to other channels (Lamb, Hair and McDaniel, 2011, pp. 272-273).

They [newspapers], however, involve a mountainous paper work and manpower that is often transferred to the receiver in terms of cost, and thus the message may not reach the intended audience number due to the prohibitive costs. Moreover, the characteristic spontaneous response in oral communication is absent. The message source and the receivers, with the exception of a paltry number, are in this case separate by an immovable distance; a feature that makes clearing of outstanding doubts a painstaking exercise. Facebook To be sincere, Facebook and indeed the ever

mushrooming social media sites are not necessarily about perfect friendship, but more about connection. Unlike other modes of communication, especially the rival social media sites that only offer a mean to reach others [users], Facebook not only helps in maintaining friendship [old and new], but adds a distinct feature: where they are and the happenings in their lives (Ellison, Steinfield and Lampe, 2007). Through the users' news feeds, one can find out a friend's birthday, planned party, friends of friends and much more. One can as well invite the entire Facebook population or a particular group of friends. Like other internet based sites, Facebook has challenges that expose the users [both communication parties] to a certain degree of personal information spill overs. It is almost common knowledge that Facebook communication has broken marriages, led to unnecessary abduction of unsuspecting users for possible ransoms, has prompted hacking into personal savings [through the apps downloads, for instance], and quite more dangers that continue surface each day. As Lamb, Hair and McDaniel (2011, p. 273) conclude, it is indeed very difficult to measure on the ground effectiveness of electronic means of communication such as Facebook.

References Ellison, N. B., Steinfield, C. and Lampe, C. (2007) ' The Benefits of Facebook " Friends:" Social Capital and College Students' Use of Online Social Network Sites', Journal of Computer-Mediated Communication [online], 12(4), article 1, available: <http://jcmc.indiana.edu/vol12/issue4/ellison.html> [accessed 22 April 2013]. Lamb, C., Hair, J. Jr. and McDaniel, C. (2011) MKTG 5, Mason, OH: Cengage Learning. Stuart, B, Sarow, M. and Stuart, L. (2007) Integrated Business Communication: In a Global Marketplace, Hoboken, NJ: Wiley.