

Impact of technology on communication

Technology



Advancement in communication technologies has transformed the way we communicate in all aspects of society. To name a few, technologies such as the Internet, PDI, video conferencing and e-mail contribute to our ability to connect with each other without concerns of physical distance. People from one end of the world to another can instantly communicate through audio, video, and text with the correct hardware and software. Ultimately, the advancement in communication technologies is a key factor in the process of globalization. Many will say advancement in communications is a blessing because it allows for us to connect with families and friends from afar, enables us to express ourselves in many ways, provides a medium for meeting new people with similar interests, and increases our productivity. However, advocates will argue that advancement in communications contributes to violence and chaos.

In this blog, we will examine the effects of advancement in communication technology at the societal, cultural, economic, and political levels while illustrating both sides of the coin. Impacts on Society By now, many people around the world are more and more familiar with the social- networking website such as Facebook, Twitter, LinkedIn, YouTube. These technological services not only serve for daily personal social usage but also demonstrate the ways that they can assist in international business and management.

According to Jody Imminent, author of Marketing Jive, there are five major uses for businesses and social media: to create brand awareness, as an online reputation management tool, for recruiting, to learn about new technologies and competitors, and as a lead generation tool to intercept potential prospects. One example of social networking being used for business

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purpose is LinkedIn, which aims to interconnect professionals. LinkedIn has over 40 million users in over 200 countries.

Another is the use of physical spaces available to members of a social network such as Hub Culture, an invitation only social network for entrepreneurs, and other business influential, with Pavilions in major cities such as London, I-J. Having a physical presence allows members to network in the real world, as well as the virtual, adding extra business value. Impact of Technology on Communication By babysat internet, POI, video conferencing and e-mail contribute to our ability to connect with reward and software.

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