

Communication

[Sociology](#), [Communication](#)



1. What is target audience?

Target audience is a particular group of people which a product, an advertisement or a television and a radio program aimed at. A target audience can be separated into different groups such as gender, age group, marital status, e. g. male, young people, single people. For example Dell Company wants to sell their laptops at a reasonable price, so their target audience is students, small business which can be afforded to buy.

2. Non-electronic methods of communication

Non electronic is a different method of written communication through non electronic sources such as letter, memorandum, fax, invoice and publicity materials. Letters: In a business letter is written in formal language and usually used to communicate people outside the organization. There are many reasons to write a business letter. A letter could be used for legal liability like signing contract. It could be to request direct information or action from another party, to order goods, apology letter from organization to their clients.

Memorandum

A short note written as reminder is used for communication between different department in the same organization. It is normally deal with one particular subject. For example: the manager use business memo to inform the employees that the meeting date is changed. Fax The original document is scanned with a fax machine and then sent through the telephone system to a recipient. It is useful to send documents quickly if there is one copy available. For example: of a signed contract. Invoice An invoice is a detailed

bill from seller to buyer and it might list the quantity of each item, prices, service description and a contact address for payment. An invoice is a legal document, which can be used as evidence of an incurred debt”.

For example: a seller cannot collect on a bill immediately, so the company sends an invoice to a later date for payment. **Publicity materials** Most organizations use publicity materials to attract the people’s attention. The publicity materials contain essential qualities like having an eye-catching design, inform the reader and improve or promote the company’s corporate image. For example a brochure contains full stock service list, some information about the company, prices and the different types of contact. .

Electronic methods of communication Any kind of communication from an organization in electronic format instead of written communication is electronic communication.

Electronic communication is new ways of communication in today’s world. The organizations communicate with their customers, business partners, employees and others, depending upon the nature of the message. Electronic communications is interactive and it is easy to have two way communications like telephone call and video conferences. Also it is a new way of doing the advertising for a business in many ways.

The electronic communication is the fastest way to communicate with others around the world. **Telephone call** Communication with telephone is more personal and it is a two way communication. In a business using telephone is very important because communication via the phone is quite quick and it has less chance of misinterpretation. Also it is good way to advertise or sell things via the phone. For example British Gas Company advertises and sells gas

using telephones. Video conferencing “ Some companies with more than one offices use video conferencing to save travelling time and cost”.

It is a cheap way to hold video conference with people at a deferent location to see each other while talking. The video conferencing make it easier for participant to communicate effectively. Mostly, video conference is used in companies with lots offices around the world. Email Electronic mail or basically known as email is a written communication in business. It is a quick way of communication and does not require discussion or interaction. Email is used in all kind of business to communicate to their staff or customers.

Also it is a good way to send business agreements quick than letters. Some business sends their invoice and advert via email. Text message Tex messaging is common way of communication in business, and gives them the ability to stay in touch with their customers in easy way. It has a variety of uses for example: reminder for appointment from college. WWW (worldwide web) The worldwide web has a lot of impact on business and the availability of broadband across the world has given the business a range of services.

These change made lots of small business gone global by using internet to sell and advertise across the world. The internet has enabled the organization to offer a verity of services to their customers like Amazon sell their products around the world via internet. Digital broadcasting Digital broadcasting is using digital data to broadcast over television such as Sky and Freeview. “ This allows viewers to interact with programs and services provided by the broadcaster. For example, viewers can find more information, or added extras for some programs by pressing the red button”.

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Some businesses advertise their products through TV and some businesses sell their products via TV. For example sky TV sell sporting events like a box office pay per view, also sky advertise their products and services like broadband and TV channels. Concussion Both method of communication is very important and suitable for businesses at moment and both type of communication plays a major part in any organization. They need both types of communications for different things like written documents for legal liability like signing contract or email or telephone call uses for faster communication.