

Fundamentals of reporting

Literature, Russian Literature



Topic: Fundamentals of Reporting Affiliation: Technological advancement has resulted in increased use of social media for different purposes. Technology has made communication easier, making it efficient for people to send, receive, and access information. Moreover, the World Wide Web has enhanced global connectivity, with the number of Internet users increasing every single year. During an interview, Peter Sanchez said, ' Access to and obtaining information has increasingly been simplified by the use of search engines and social media like Google and Facebook respectively'.

Social media serve various purposes for different people. To my family, it keeps them together while apart, and for my friends it provides an opportunity to know the world beyond. The common denominator is that it can serve just as many purposes as those served by search engines. Social media and social connectivity have been interlinked at a personal level. Individuals across the world are using it for socialization purposes. Most importantly, constant communication is in that line. Information sending and receiving time has been brought down to seconds or even milliseconds, and users regard this as automated communication. Using social media for socialization has linked global societies, making them a single unit of global interaction and communication.

Social media have timely been integrated into business practices. Friends, relatives, and the society at large market and make sales through social media. Players in the business environment have fundamentally used social media as a strategic business tool, ranging from product marketing to sales. This follows the fact that the social media fraternity is rapidly growing every minute, making it a rich ground where customers can be captured. In her

response Stephanie Santana highlighted that messaging, voice communication and viewing of videos are the key variables that define the use of social media for whatever purpose.

Information flow through social media is a rich ground for accessing and obtaining information. Students and colleagues more often than not want to log into their respective accounts to post questions, seek opinion or recommendations for school or work-related projects. Laque, a friend, noted, ‘ search engines as sources of information are continually being replaced by social media’. Users of social media can individually or collectively obtain and/or access vast information that relate to any particular detail from anywhere around the world. Advice and recommendations available from other users make it effective to use social media as a search tool. Upon disputing this fact, Parker said, ‘ Post it on Google and I will be glad to believe you’. Obviously, I can hardly post on Google, but I can search for information. The support of social media by friends, therefore, wins.

Another personalized use of social media is entertainment. Users of social media for entertainment access and make use of numerous sources of audio and visual products through the social media. This diversifies the number of things that an individual user can do with all the services provided by social media. Say you are bored, and it will not take long before you hear this, ‘ Let us chat’ or ‘ With all the subscribers in Facebook, Twitter, G-talk...get entertained pal’. This was a response by Tom Baker during the interview.

The story on the use of social media in the place of search engines pinpoints the extent of change that societies across the globe have adapted. Different people approach social media from different perspectives, and so are the

ways in which these people use social media. The diversity accommodating factor realized in social media can critically explain this trend. Creative and innovative firms such as Blinkx have realized the potential that social media hold, and have subsequently moved swiftly to exploit emerging opportunities by establishing business operations that enhance social media usability.