

New Trends In Business Communication

In a corporate world the Internet is fast changing the way customers, suppliers, companies and other stake holders interact. It is also changing the way companies operate internally. by using the Internet, the intranet and the extranet.

The Internet has penetrated virtually every corner of the workplace because it is easy to handle easy to navigate. students are encouraged to use the Internet to get information for their project work and to augment their knowledge. They find the Internet a quick and convenient source to download supplementary study material and work sheets.

Since the use of a computer and the Internet are introduced at an early age and now constitute a vital part of our curricula, by the time students enter their professional

60) life, they are able to handle this modern technology. It is no less than a miracle

• NETWORK

A network "is a data communication system that interconnects computer systems at various sites".

The Internet connects networks of computers. We could say that the Internet is a network of networks. In the Internet, hundreds and thousands of connecting networks, made up of different kinds of computers and different technologies are put together so smoothly that the individual parts appear to be one network.

Nobody owns the Internet and nobody has any control whatsoever about how many computers are connected to it. There is no centralised control over it and nobody can turn it off.

• Transmission control Protocol (TCP)

Computers connect on the Internet using the standard TCP or the Internet protocol to communication.

Protocols are sets of standard rules that let computers communicate and exchange information no matter what kinds of computers they are and what technology is used to link them.

Business Uses of the Internet

Business houses are now using the internet for a variety of purposes. Some of the prominent ones are described below.

1. **Expansion of Customer Base** ⇒ The internet being a world wide network companies can reach out to customers in any part of the world even the remote corners of the world beyond the reach of the most expensive modes of advertisement are now easily accessible to them.

2. Providing product information

Companies can give customers direct access to information about their products and services. This information can be comprehensive and multi-faceted. The customers can read text description, see visuals, examine other users experiences. They can access the information when they like and spend as much time to study it as they like. They can access other sites listing similar products and make a comparative study before actually visiting the sale outlet.

3. Telecommuting: Now the employee need not be physically present in their office to do their work. The internet has considerably reduced the need for a conventional office. The employee can continue doing their work even while traveling in a train.

4. The intranet and extranet: An intranet is an internal internet a network of your company which runs on TCP/IP protocols. It is meant exclusively for the use of the employees. Only the company's employees can use the intranet.

Companies use their intranet interact to give their employees: -

- (i) relevant information about their policies.
- (ii) presentation and publicity material
- (iii) company directories, project status reports etc.
- (iv) information about financial benefits

An extranet is an external intranet that allows people to communicate and exchange data with a secure network. Extranet is a company's intranet that an outsider can access by using a password. It can facilitate communication with clients, suppliers and colleagues and can save companies a great deal of time and money.

5. Online Services: Many products and services can now be delivered over the internet money transfer and payment of bills is preferred over the net many banks are using the internet to pay interests and dividends to their customers since the transactions in electronic, there is

automated billing and inventory control. This increases accuracy and reduces accounting and product storage costs.

6. Elimination of the middleman: Middlemen serve the useful purpose of bringing the producer and the customer together but they add to the cost. The internet, by eliminating the middleman, lowers prices for the customers and increase profits for the producers.

7. Recruitment of new employees: Many companies now provide current information about job openings on their website. It is an easy and cost-effective way of attracting talent from far and wide.

Different Modes Of Online Communi- -cations

1. E-mail ⇒ E-mail can be used to create send and read messages on a computer. An e-mail document can be a simple text message or it might include files or programmes.
2. Video-conferencing ⇒ In the modern corporate world, top executives are always hard pressed for time. Besides, they are often located at places far removed from each other and it is difficult for them to meet personally. In this scenario, face to face meetings are being fast replaced by video-conferencing.
3. Instant Messaging ⇒ Instant messaging is fast becoming a valuable business tool and companies are encouraging it's use for work purposes.

In Instant messaging, we can text a coworker a text message, including an audio, or video if required, which will be immediately displayed on his or her screen and within-seconds we can get the response as well.

Message generated via instant

messaging are not recorded or saved, so they don't log the company's network system.

4 Collaboration \Rightarrow As the name suggests, collaboration allows the group members to come together and execute a project from the conception stage to the time it is executed. In collaboration individual members exchange their knowledge, ideas, skills and experiences over the internet.

5 File Transfer \Rightarrow There exists an internet service known as file Transfer protocol (FTP) that enables a user to download files onto it. Sometimes, when the files to be transferred are large, they are zipped. If a file is received, one needs a special software to decompress it before it can be

6. Remote Access \Rightarrow Remote Access allows computers to connect to other computers even if they are located far away from each other.

- World Wide Web

The phenomenon known as the world wide web is the most popular service on the internet. It is a source of reference material unrivalled in both the real and the virtual world.

World wide web comprises millions of web pages containing text, pictures and graphics stored on computers connected to the internet. These pages are created in a language called HTML and are linked to each other via hyperlinks. We can view these pages with the help of a software called Browser.

- Website

A collection of web pages is called a website. Every website has its own address called a URL. It also has a home page that lists all the contents page of a book. We can click on any of the hyperlinks to access the information posted on the site. A website could be the work of an individual, a business, or any other organisation and is dedicated to a particular topic or purpose.

- Local Area Network (LAN)

Local Area Network popularly known as LAN, is a computer network that covers a small range, say that a few kilometres. Since it does not need the setting up of all the features of a large network, it retains its popularity on account of its efficiency and cost-effectiveness. It is also much easier to handle.