

SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

MBA HRD 401

SUBJECT NAME: E-BUSINESS AND CYBER LAW

UNIT-V

TOPIC NAME: COMMUNICATION MEDIA

Meaning of Communication Media

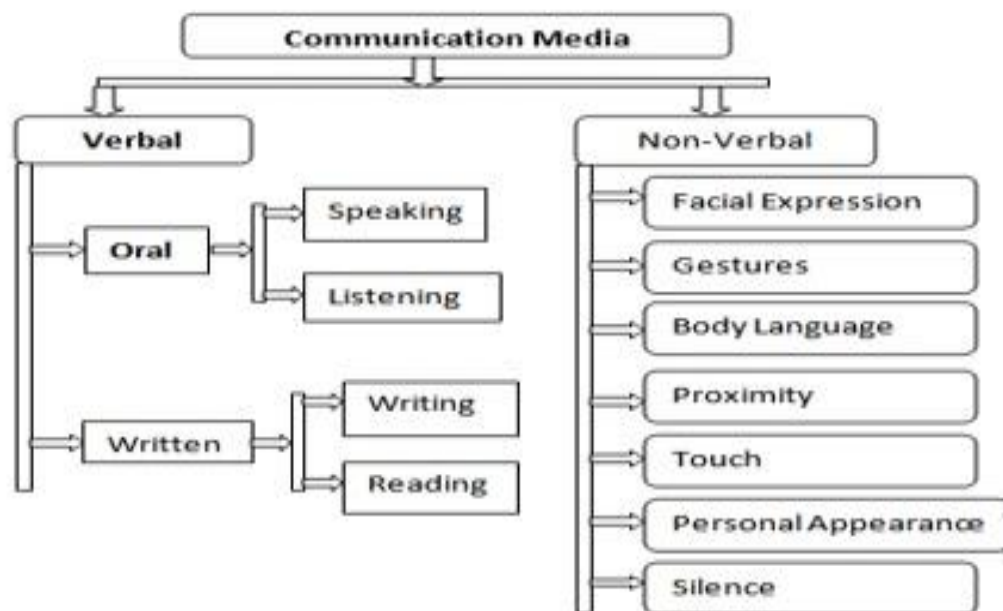
Communication media refer to the ways, means or channels of transmitting message from sender to the receiver. Communication media indicate the use of verbal or non-verbal language in the process of communication. Without language, none can communicate. Whenever communication takes place, media are used there. In telecommunication, these means are transmission and storage tools or channels for data storage and transmission. So communication media are regarded as an integral part of communication process.

- According to **Defleur and Dennis**, “A medium is a device for moving information through time or space.”
- According to **Bartol & Martin defined**. “The medium of communication is the method used to convey the message to the intended receiver.”

Finally, we can conclude that media of communication are the ways, channels, or means that are employed in establishing communication. The communicator develops message and sends it to the receiver through a medium.

Types of Communication Media or Methods of communication:

Media of communication mean methods or ways that are used in transmitting message from sender to receiver. Media of communication mainly relates to the use of language in communication. Based on the language used, communication media can broadly be categorized into two types: Verbal media and Non verbal media. Various media of communication are shown in the **following diagram**:



1. **Verbal Communication:** When information is exchanged through words, it is called verbal communication. Verbal communication may be of two types: written and oral communication.

Oral communication:

Anything emanating from the mouth is referred to as oral. Oral communication occurs in situations like conversations, telephone talk, interviews, presentations and meetings. The use of language is primarily in speech. Writing comes afterwards. That is why we are taking oral communication before its counterpart.

In any organization, as in everyday life, both formally and informally we communicate more orally than in writing. It is primarily oral communication that builds up human relationship. It is the use of gift of speech or talking that brings the members of a family, neighbors and friends and likewise colleagues in an organization together. Without oral communication any organization will become lifeless. Its importance cannot be overemphasized.

Forms of oral communication:

1. Face-to-face conversation: Oral communication is best when it is face-to-face. A face-to-face setting is possible between two individuals or among a small group of people in an interview or in a small meeting; communication can flow both ways in these situations. There is always an immediate feedback, which makes clarification possible.

2. Telephone: Telephone talk depends entirely on the voice. It does not have the advantage of physical presence. Clarity of speech and skilful use of voice are important. There can be confusion between similar sounding words like pale and bale or between light and like. Names and addresses communicated on the telephone are sometimes wrongly received. It is therefore customary to clarify spellings by saying C for Cuttack, B for Bal sore and so on.

3. Presentation: A presentation has a face-to-face setting. It is a formal and well prepared talk on a specific topic, delivered to a knowledgeable and interested audience. Visual aids are used to enhance a presentation. The person who makes the presentation is expected to answer questions at the end. It is the responsibility of the presenter to ensure that there is a clear understanding of all aspects of the topic among the audience.

4. Public speech: A public speech or lecture, with or without microphones, has a face to face setting, but the distance between the speaker and audience is great; this distance increases as the audience gets larger, as in an open air public meeting. The purpose of a public speech may be to entertain, to encourage and to inspire. Much depends on the speaker's skill in using gestures and using the microphone. Feedback is very little as the speaker can hardly see the facial expressions of people in the audience. A public speech is followed by applause rather than by questions from the audience.

5. Interview: An interview is a meeting in which a person or a panel of persons, who are the interviewers, ask questions from the interviewee. The purpose is, usually, to assess and to judge whether it would be worthwhile to enter into a business relationship with the other. Each side makes an assessment of the other. An interview is structured and is characterized by question and answer type of communication.

6. Meeting: Usually, a meeting involves many persons; there is a chairman or a leader who leads and guides the communication and maintains proper order. There is a fixed agenda, i.e., a list of issues to be discussed at the meeting. Meetings are of many types, from the small committee meeting consisting of three or four persons to the large conference or the shareholders' meeting. This type of oral communication is backed up by note-taking and writing up of minutes.

Written Communication:

Written communication involves any type of message that makes use of the written word. Written communication is the most important and the most effective of any mode of business communication.

Forms of Written Communication:

Some important forms of Written Communication includes email, Internet websites, letters, proposals, telegrams, faxes, postcards, contracts, advertisements, brochures, and news releases.

1. Emails: Emails are the most common form of written business communication, according to Startupbizhub, an online reference site. Business professionals use emails to send documents, set up meetings, confirm appointments and contact job candidates. Despite their relative casualness, your emails should still come across as professional. Make sure you address your emails to all intended parties. Leaving just one person out can hinder your email's effectiveness. Also, list the specific topic of your email in the "Subject" area. Avoid writing long paragraphs in your emails. Instead, break your text up with shorter paragraphs and bullet points, according to Forbes online magazine.

2. Proposals: Proposals are documents which outline upcoming projects. For example, business consultants and advertising agencies submit proposals to companies for projects or special assignments. A marketing manager may submit a proposal to the research and development department to conduct product research. Proposals are often just one or two pages long. Many companies use specific forms for their proposals. Make sure you clearly

identify all the project steps and tasks in your proposal. Include the associated costs of each specific task as well. For example, list the printing, mailing and postage costs if you are writing up a proposal for a direct mail project.

3. Reports: Reports are another type of written business communication. Companies use reports to inform employees about various aspects of the business. For example, the finance department will write financial reports to summarize a company's profit and sales. Similarly, a marketing research manager may write a report which summarizes results of a customer phone survey. Write your reports in a structured format. Provide a brief introduction to your report. For example, tell department managers how and when you conducted a customer phone survey. Include the key objectives you intended for the project. Summarize your findings in the body of your report. Add graphs and charts to clarify more complex concepts. Include an executive summary section in your report that highlights key findings or results. Moreover, always include a cover letter with your report to introduce it to managers or executives.

4. Brochures: Brochures are literature that features your products and services. Companies use brochures to sell products or assist sales reps with sales calls. Companies produce brochures in many shapes and sizes. Some brochures are letter size while others folded in half or thirds. Use color and pictures in your brochures that feature your main products or services. Break up each page of your brochure with plenty of blank space, which makes the brochure more readable.