BACHELOR OF COMPUTER APPLICATIONS (B.C.A)
I Semester
BUSINESS COMMUNICATION

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UNIT - VI

INFORMATION TECHNOLOGY FOR COMMUNICATION

WORD PROCESSOR

- A **word processor** is software or a device that allows users to create, edit, and print documents. It enables you to write text, store it electronically, display it on a screen, modify it by entering commands and characters from the keyboard, and print it.

- There is a wide variety of word processing software used for business communication. A business document's layout is usually simple, but do not mistake simple for lacking structure. There are expectations for page layout and formatting. Microsoft Word and Google Docs are two of the most common word processing software applications.

Formatting Business Writing

► In order to properly format a document, we must first understand the primary components of that document. These skills—including spacing, emphasis, and more—are the same skills used in emails, memos, business reports, and employability documents.

► Specifications of the basic letter, memo, or email format:

- Paragraphs are not indented

- Line spacing is 1.0 (or 1.15) in the paragraph

- Line spacing is 2 between paragraphs

- Left margin is justified/aligned, which means it looks like a straight line

- Right margin is ragged (left aligned paragraph) or straight line (block paragraph)

- Font size is 10 or 12 depending on font type (Arial and Times New Roman are common fonts because they are universal across PC and Mac platforms)

Internet in Business Communication

▶ The internet has given way to not only new technologies, but an entirely new way of life. Many personal types of communication in business are performed in a completely different way today than before the internet, affecting everything from buying groceries to meeting with global customers via video calls. The business community has especially reaped the benefits of the internet, especially in terms of productivity and discovering new opportunities. In fact, the change is so all-encompassing that it's almost impossible for those born into the post-internet world to fully understand life in those days

▶ Before the internet, businesses were required to have physical infrastructure for all communications systems located on-premises, which was expensive due to hardware and maintenance costs. However, after the internet enabled cloud communications, businesses could save a significant amount of money and increase their flexibility and collaboration.

E - Mail

- **Email** is an important method of **business communication** that is fast, cheap, accessible and easily replicated. Using **email** can greatly benefit **businesses** as it provides efficient and effective ways to transmit all kinds of electronic data.

Advantages of Using E-Mail

▶ Email can increase efficiency, productivity and your business readiness. Using email in business is:

- **cheap** - sending an email costs the same regardless of distance and the number of people you send it to

- **fast** - an email should reach its recipient in minutes, or at the most within a few hours

- **convenient** - your message will be stored until the recipient is ready to read it, and you can easily send the same message to a large number of people

- **permanent** - you can keep a record of messages and replies, including details of when a message was received

Disadvantages of Using E-Mail

▶ Despite the host of benefits, there are certain weaknesses of email that you should be aware of, such as:

- **Spam** - unsolicited email can overwhelm your email system unless you install a firewall and anti-spam software. Other **internet and email security issues** may arise, especially if you're using the cloud or remote access.

- **Viruses** - easily spread through email attachments. See how to **detect spam, malware and viruses**.

- **Sending emails by mistake** - at a click of a button, an email can go to the wrong person accidentally, potentially leaking confidential data and sensitive business information. You should take care to minimise the likelihood of **business data breach and theft**.

- **Data storage** - electronic storing space can become a problem, particularly where emails with large attachments are widely distributed.

Voice – Mail and Telephone Answering Machines

▶ Voice mail systems can greatly enhance a business' performance and increase efficiency in communication with customers and clients, which is why every business should make an effort to search for a system that will offer functionality that will help streamline communication and improve instant access to information.

▶ Voicemail services are not just an option, but a requirement for any business that seeks to increase its bottom line. Answering machines and generic voicemail give callers and potential clients a poor first impression when calls aren't answered. In order to curb this effect and to increase professionalism, many businesses have decided to couple an enhanced voicemail system with an answering service to ensure the timeliness of message delivery and response time.

ADVANTAGES OF I.T. IN BUSINESS

▶ A key advantage of information technology lies in its ability to streamline communication both internally and externally.

   ▶ For example, online meeting and video conferencing platforms such as Skype, Zoom and GoToMeeting provide businesses the opportunity to collaborate virtually in real-time.

▶ IT may seem expensive when first implemented, in the long run, however, it becomes incredibly cost-effective by streamlining a company's operational and managerial processes

▶ The storage, preservation, and maintenance of information, known as *information management,* is another domain in which IT shines. Information management is essential to any business that must store and safeguard sensitive information (such as financial data) for long periods of time.

Video Conferencing

▶ Video conferencing describes online meetings that take place over the internet to connect video conferencing systems in meeting rooms with personal devices such as laptops or mobile devices with embedded webcams.

▶ Utilizing a simple, unified video conferencing solution with support for screen sharing empowers your global teams to be more connected, productive and engaged.

Benefits of Video Conferencing

▶ Video conferencing software not only creates a more collaborative meeting culture in your organization, it's a foundation for enabling today's digital workforce.

▶ Teams need access to the collaboration solutions that let them meet via audio conferencing, video conferencing, screen sharing and real-time instant messaging.

▶ Today's workforce prioritizes mobility, flexibility and modern forms of communication over private offices and seclusion. Bringing remote workers face-to-face with in-office employees can boost productivity on both ends and lower travel costs at the same time.

▶ Video conferencing provides a fast and secure way to communicate with your teams.

Excercise

- Describe the disadvantages of Video Conferencing.

- Find out the ways to encounter the hindrances in the Business Communication over Internet and ways to resolve it.

- Write Short Notes on:

  - FAX

  - Telex

  - SMS

  - Mobile Phone Conversations

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Declaration

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THANK YOU !!!