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Communication in Society

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Communication in Society

Individuals in society can understand each other through effective communication processes. Therefore, communication plays a critical role in society because it enables individuals to navigate their daily lives. One of the benefits of communication in society is to help improve sharing information and acquaintances with other people and assisting in interaction among people. Also, through communication, businesses can flourish in society because entrepreneurs can interact and understand each other and complete transactions successfully. Furthermore, communication ensures mutual understanding among members of the society because people can share information with others and react to what they wish to present. Nevertheless, for communication to be effective, both parties need to understand what is shared and the method of communication. The current society can communicate in different ways, including face-to-face, written, mail, messages, social media, posters and other non-verbal cues. However, every communication method has a benefit and a disadvantage; therefore, this paper will discuss these methods and their pros and cons as they are used in society.

Face-to-Face Communication

One of the most common communication methods in society is face-to-face. Many people prefer to interact with each other physically and share information. Battiston et al. (2017) defined face-to-face communication as the association between two or more individuals where every one of them is in direct contact with each other. Through this method of communication, individuals can send and receive information one-on-one. One of the ways that people in society interact physically is when they have community meetings and business meetings. Nevertheless, although technology has disrupted physical interaction among individuals in society, it is still one of the best communication approaches to develop strong relationships. Building a robust

relationship is because individuals have a chance to look into the eyes, analyze body language and facial expressions, interchange ideas and reasoning, and examine one's emotions.

Face-to-face communication has several pros that make it to be outstanding in society, among other methods. One of the pros is to offer a fast and more efficient one because individuals must interact one-on-one. Hellmann et al. (2020) stated that this physical interaction makes most solving problems easy and fast. For example, individuals in society need to develop a solution on how they can cab insecurity issue. Although other methods of communication such as zoom meetings could work, face-to-face meetings would be efficient on time and resources. Also, another pro is the easy way to convince individuals using face-to-face communication. For example, leaders can easily use this method and persuade society members to follow their views. Also, entrepreneurs can use the opportunity to make investors understand their perspective rather than using other methods such as text messages which can be unwieldy and ineffective because individuals will keep their attention on the words said.

Face-to-face communication has several cons in society. One of the cons is the cost of facilitating a physical meeting which is high. First, there will be a need to find a physical space such as a hotel or a garden where people can meet and also, other people that are far will need to travel for the meeting. Therefore, this makes it challenging and cost-effective, especially for large organizations that operations in many different places and needs to reduce the operational cost. Another disadvantage is one-on-one communication in handling large meetings will be ineffective (Battiston et al., 2017). In situations where there are many people in attendance at the meeting, more communication is affected, resulting in substantial challenges. For instance, when one person will need to speak for long hours, many people will lose concentration, making it inefficient in achieving the purpose.

Written Communication

The current society is involved in businesses because of globalization and industrialization. Therefore, most of the management staff will need to communicate officially through written words. Prabavathi & Nagasubramani (2018) defined written communication as communication that comprises any message that utilizes written words. Although not all people use written communication in society because it is critical in business models, not all individuals operating in organizations and industries will need appropriate written communication skills. However, individuals using written communications need to have good writing skills because it involves proper and careful selection of words, the grouping in the right sequence in sentence development and cohesive composition of sentences (Prabavathi & Nagasubramani, 2018). Since written communication can occur in different types such as emails, and instant messages and social media, it will be important to discuss them in detail.

Emails

With the advancement in technology, society has also adopted it to enhance its operations. Technology has resulted in the development of web-based services such as Gmail and outlook and can enable people to exchange messages, share images and documents. Ogwu et al. (2020) stated that e-mail development allowed individuals to exchange short informational messages among individuals two or more through a computer network. Although not all people have adopted e-mail use as a method of communication, most of them, especially business organization and the young generation, are using it efficiently. For instance, many businesses share information through email, such as exchanging financial reports, job applications, and arranging meetings. Doyle (2018) added that it is currently hard for one to find a workplace that

does not have a functional email in society that enables them to communicate externally and internally.

Email use has both advantages and disadvantages. One of the advantages is that email provides fast customer communication (Doyle, 2018). For instance, when one wants to send important information to the customer or client in another region, they can easily write a message and send it by mail. Also, emails provide a chance for the sender to send attachments such as essential documents and presentations to convince the client upon reading the message. Also, emails have enhanced the availability and portability of messages. For instance, with the present technology use in society, busy organizations and businesses receive thousands of emails per day. This can enable them to archive the messages and documents into one folder on their computer or mobile phone (Ogwu et al., 2020). This provides them with a chance to view it whenever they need it and reduces the workload of storing many files with documents and walking around with files.

Several disadvantages are accompanied by email communication. For example, since emails transfer the message through the network, other people can easily access it. Therefore, this makes the information private because the networks are vulnerable and can be accessed by an attacker or hacker. Also, the sender can confuse the address and send the critical information to another person who was not intended to get the message (Ogwu et al., 2020). Therefore, when individuals want to send a sensitive message, email may not be the best communication method. Also, emails make it challenging to understand emotions because most users take it as a conversation because of its rapid response. However, interpretations of emotions are difficult as others may use slang terms resulting in anger and hurt feelings on the other party.

Instant Messaging

Society has embraced technology well by accepting the use of tablets, smartphones and laptops. This has enabled them to use the upcoming instant messaging services such as WhatsApp, iMessage and Facebook Messenger. Instant messaging provides one with a chance to send real-time messages using a software application (Yuan & Wu, 2020). The same source added that instant messaging software is usually called Over the Top (OTT) software since they do not need a cellular network connection. Individuals will thus need to have a device that can access the internet using a wireless fidelity or a mobile internet connection to send or receive a message. For instance, messaging has become an essential and informal communication system for individuals, especially in the business environment; it has altered how people and teams interrelate.

Instant messaging has several pros in society. For instance, it helps organizations develop informal chat communication with other work members because it is both an immediate and non-disorderly style of connecting with them to obtain a fact in real-time (Bauer et al., 2017). Another advantage of instant messaging is to help in group discussions because people can form messaging forums where they can share and solve problems affecting them instantly. This makes instant messaging more efficient than email in relating to an issue together with another group of individuals. Besides, the messaging forum makes it cooler to recognize the present state of the discussion and other operated files.

There are several disadvantages of using instant messaging communication in society. First, although organizations and businesses may want to create and ensure all employees participate in the forum, it may be challenging because not all individuals would not need or want to use the tool. This will make it challenging to ensure effective communication. Second, Bauer et al. (2017) claimed that instant messaging tools result in a lot of noise when used by

many individuals. The noise emanates from many people responding to different topics and a lot of ad hoc groups with several comments on the same stream. This will make many workers exit the chat because they always have a low tolerance to noise despite their willingness to offer assistance or require information. Also, Bauer et al. (2017) stated that instant messaging tool makes people depend on chat only, affecting society communication. For instance, community organizations and for-profit businesses will have to depend on instant messaging to build efficient team forums; nonetheless, it is not a suitable method of sharing organizational news or documents.

Text Messaging

Since the development of mobile phones, texting has become a usual way of communication in society and is always the most preferred. Moreover, its basic nature of use remains to attract more individuals into using it because it can be utilized for personal, business, social and family reasons. Gunraj et al. (2016) stated that text messaging sends short, alphanumeric communication between cellphones and pagers. Therefore, texting will always need a cellular network to send or receive messages. Besides, all cell phones, irrespective of whether it's a smartphone, can send or receive a text message, which makes it common among society members. Texting is an umbrella term that comprises text messages, MMS and SMS.

Text messaging works by an individual sending a message by SMS. Also, an individual can send a text message using the web texting from the computer to the cell phone. Gunraj et al. (2016) stated that the SMS has an integral one hundred and sixty characters in one message restriction. The text messaging tool has several advantages and disadvantages. The text has the benefits of fast response because the method allows effective communication since receivers can respond to the message immediately. Another benefit is the ability for the text message to be

stored both in the device and the database. The storage capability ensures that the messages can be retrieved for future reference and provided as proof. Finally, all mobile devices have a text messaging application; thus, everyone can use it and it is also cost-effective because it is among the cheapest methods of communication.

Text messaging has several disadvantages, such as the need for individuals to have literacy skills. Before an individual passes the information efficiently to another person, they need to know about writing and reading. Also, another con is the limitation in the number of characters to be sent. Gunraj et al. (2016), stated that text message has restriction of up to one hundred and sixty characters in one message; therefore, this makes the individuals limit the information they want to send when using the application. The text message application does not have an ordinary vocabulary and thus, one can easily shorten the message so long as the intended information is conveyed.

Phone

The phone is the most common and essential device for communication used in society today. The telephone can link people and enhance relationships regardless of distance because they can easily help them talk, send messages, and connect to the internet any time they want. Since the first telephone was developed in 1870 by Alexander Graham Bell, it has gained tremendous advancement as technology progresses (Johnsen, 2017). Thus, society has attained immense development because the phone is used in all aspects of an individual's life. Moreover, Johnsen (2017) defined a phone as an electronic gadget utilized for various mobile telecommunications through a well known cellular network of given base stations referred to as simply cell sites.

A mobile phone works by offering full-duplex communication and exchanging the connection when individuals change from one cell to another. Furthermore, when an individual utilizing the phone moves from one cell region to the other, the system will mechanically facilitate the phone to use the cell with a robust signal to continue maintaining the connection (Aledavood et al., 2016). Although the phone was designed to deal with voice communication, the present phones contain other services such as SMS, email and the internet.

Although phones are used immensely in society because it has significantly enhanced the flow of information, it also has several benefits and disadvantages. For instance, mobile phones have provided benefits to the society because they have transformed communication by making it easier and faster to utilize. Phones are easy to use and this has allowed the majority of the population to have them. Furthermore, the more people that have phones enhance communication. Another benefit of using phones in communication is because it is available and hence individuals can communicate at any time and everywhere they are in the world.

Phones have disadvantages that can affect communication. For instance, the phone uses the cellular network to enable communication to occur; therefore, in case of a network problem, individuals will be unable to communicate efficiently. Another issue is affecting the user's body physically. For example, individuals who use mobile phones can have headaches and lasting brain damage (Horst & Miller, 2020). Another essential disadvantage of using mobile phones in communication is influencing morals in society because users can easily cheat. After all, the other party is not in a position to judge.

In summation, communication plays a critical role in society because it enables information and knowledge sharing with other individuals. Moreover, communication aids in building a relationship with others. Nevertheless, society uses varying methods of

communication, for instance, face-to-face, phone, written, including instant and text message, and email. Although face-to-face is among the most effective methods of communication because individuals can get immediate responses and judge individuals based on facial expressions, technology development has disrupted individuals' approaches in communication. Written communication is mostly used in businesses and organizations because it can easily be retrieved and requires formality. However, not every person has good writing and reading skills. The phone is the most used method of sharing information globally, and almost every person can have it in society. Its availability has allowed many people to use it, although it has an issue with the network connection and it can affect society's morals by encouraging lying.

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