

unit 4

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Submission date: 18-Jun-2018 07:59PM (UTC-0500)

Submission ID: 976839411

File name: Unit 4 Individuals Project.docx

Word count: 778

Character count: 4347

Unit 4 Individual Project

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ENG105-1802B

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Introduction

The conception⁵ of social media is one of the most significant innovations in the communications and information field. According to Kim & Love (2012), Facebook, Twitter, Instagram, WhatsApp, snap chat and the like have eased sharing of information by individuals across the world through the posting of pictures, information, and use of inbuilt apps like the messenger to chat. Studies indicate that the development of social media has both positive and negative influences on communication (Huang, Batista & Gallier, 2013).⁶ This paper looks to examine the

impacts of social media on communication with the focus on the impacts that social media engagement can have professionally.

Body

Identification of positive and negative impacts of social media is simple. This is evidenced by. The fact that social media has facilitated swift and easier communication between people from different parts of the world thereby positively impacting communication. On the other hand, research has it that social media use for communication leaves out some essential elements that are crucial to effective communication thus inhibiting use of effective communication skills by the social media users (Goh, Heng & Ling, 2013). According to Huang et al. (2013), social media engagement refers to the component of the said social media users sharing information, carrying out discussions on various issues of interest and raising awareness on some of the said issues. As such, most individuals have subscribed to various social media groups from where they engage with each other including bosses, business organizations and public interest groups (Huang et al., 2013). Being a part of these groups empowers the members to effectively bargain for their entitlements (Kim & KO, 2012).

Use of social media has had numerous positive impacts in the professional realm. For instance, since it is possible for advertisements to be made on social media without necessarily incurring the advertising fee, it has become cheap for information to be passed across as well as marketing (Kim & KO, 2012). Social media engagement has greatly contributed to effective service delivery since such sessions pass across the message from consumers regarding the kind of products and services that they prefer (Goh et al., 2013). Skills and knowledge, as well as creativity, are also obtained from such forums thereby improving productivity (Kim & Love,

2012). Furthermore, social media engagement of consumers retains then leading to increased revenue of businesses (Huang et al. 2013).

Following the increased social media engagements, business organizations and all other companies have been compelled to actively engage their customers and civic rights holders as regards the developments in the related sectors (Goh ET Al., 2013). For instance, the bargaining power of buyers has increased hence threatening the competitive advantage of businesses that are involved (Huang et Al., 2013). The top leaders of various organizations are also held to account for anything that comes to the knowledge of the public, and this must be done promptly since there are no longer excuses relating to questions not reaching the relevant offices on time.

Conclusion

Social media proves to be a great development in communication. The essay points out that it has both negatively and positively affected communication. For instance, the fact that people can communicate directly across the world is an enhancement to communication. On the contrary, the essay notes that development of communication skills of the social media users has been inhibited. On this point, the essay focused on the area where effective communication of a certain message requires for instance use of signs yet such components are not available on social media platforms. As regards, the impact to professions, the essay has equally highlighted how service delivery is enhanced. On the flip side, businesses could incur losses where customers gain more bargaining powers through social media engagements. Nonetheless, as much as there are records of negative effects of social media, the positive ones outweigh them, therefore, calling for stakeholders to embrace social media use for effective communication.

² References

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