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ASSIGNMENT

Name:

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Communication is the real meaning of individual interaction plus learning. It is a fundamental individual's right (Lucas, 2011) and important to the quality of life as a social class. Above and beyond, communication is used to make association within the society, share information, call attention, share the way of thinking, convey a view or belief, agree, disputes or conflicts, clarify, query, solution, taunt, bargain, and so on.

With the passage of time, communication is becoming more technical. One of the chief reasons besides it is that technology is moving ahead at a breakneck speed and the planet of communication is moving with the same speed (Charles, 2011). Now, people communicate by means of technology, for example web pages, social media sites, and so on. In addition, social technologies have not only removed the hindrances of both space as well as time but also facilitate to network 24/7 with more individuals than ever before. Nevertheless, like any avant-garde notion, it has initiated a set of new obstacles and risks.

The aim of this essay is to get understanding of what communication is and also to identify the reasons why is it becoming more technical. Explanation is provided with the help of two real-life examples. This essay also enlightens how this technology is changing the way of communication. Besides, the thesis statement is given below;

Is social media (facebook, tweeter, and so on) or smart phone technology sabotaging real communication?

Technological advancements find out the potential, however, the necessities find out which technology will essentially leap forward and continue a facet of the life. It has been studied that at present, social media goes with several other phases of lives. Social networking websites, Facebook, Twitter, and lots of other, permit people to communicate and network with online stuff and to connect with individuals of one mind (Osterrieder, 2013). As said by Keller (2013), three main concerns are budding on the topic of the role social media currently plays in individual's communication ways. Primarily, when people connect via social media, they have a tendency to trust the individuals which are involved in the communication, thus their messages are likely to be more open. Next, the social associations are weakened as compared to face to face interaction, hence people do not tend to intensify their relations. Lastly, people are likely to go after and make contacts with individuals who have same mind-set, for this reason people are not receiving the same variety of standpoints as they received in the earlier period.

It has been noticed that social media (facebook, tweeter, and so on) has the potential to make us less social. On a fresh Thursday evening last November, Marti Hearst chatted with Sara (her daughter) who studied in university. They chatted and exchanged messages on daily basis. Marti usually asked how things are going and Sara always responded with optimistic tone along with emoticons showing big smiles, hugging, thumbs up and hearts. Later that night, Sara tried to commit suicide. Though both Marti and Sara kept in touch via commenting on each other facebook status and exchanging messages by means of their smart phones, but later on it was revealed that Sara was suffering from great depression - a totally change reality from the one that she showed via her facebook posts, tweets and so on.

In the place of work, the exploit of electronic communication has left behind face to face communication via a broad edge and up to some extent voice to voice communication too (Business Communication Quarterly, 2011). Such major transformation has been pushed by two key aspects: the pace as well as the geographic spreading of business, plus the lack of ease with conventional interpersonal communication among an increasing segment of the worker population.

With the expansion of social media exploitation around the globe, social media sites have turned out to be a vital platform for organizations to engage with clients, workers, and applicants. It has been analyzed that when it comes to social networking in the place of work, there is not any particular attitude that fits all. On the basis of platform nature, characteristics and the organization itself, both advantages and disadvantages of social networking platforms show a discrepancy. Social networking platforms possibly will permit organizations to enhance communication as well as efficiency via spreading information among diverse clusters of workers in a well-organized way. Whilst it is not meant to be across-the-board, both advantages as well as disadvantages of social media use by workplaces exist. For example, it makes open communication easy which leads to better information discovery and delivery. On the other hand, it consequences (potentially) in lost efficiency, particularly if workers are engaged in updating profiles, and so forth.

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