

# The Advantages of Email

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# The Advantages of Email for Internal Communications

- Email is a free tool. Once you are online, there is no further expense that you need to spend on in order to send and receive messages.
- Email is quick. Once you have finished composing a message, sending it is as simple as clicking a button. Email, especially if an email system is integrated into the network, is sent, delivered and read almost immediately.
- Email is simple. It is easy to use. Once your account is set up, composing, sending and receiving messages is simple. Also, email allows for the easy and quick access of information and contacts.
- Email allows for easy referencing. Messages that have been sent and received can be stored, and searched through safely and easily. It is a lot easier to go through old email messages rather than old notes written on paper.
- Email is accessible from anywhere – as long as you have an internet connection. Whether or not you are in the office or on the field, or even overseas, you can access your inbox and go through your messages.

- Email is paperless, and therefore, beneficial for the planet. Not only can you reduce the costs of paper, you are actually reducing the damage paper usage does to the environment.
- Email allows for mass sending of messages. An effective medium to utilize to get your message out there, you can send one particular message to several recipients all at once.
- Email allows for instant access of information and files. You can opt to send yourself files and keep messages so that you have a paper trail of conversations and interactions you have online just in case you may need them in the future.

- 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
- On the other hand, while email certainly has its advantages, it can also have disadvantages especially if an email alert system is not available in the workplace

# Disadvantages

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- **The Disadvantages of Email for Internal Communications**
- Email could potentially cause [information overload](#). Some messages may be dismissed or left unread, especially if there are a lot coming in and the network has not integrated some sort of email alert system into the computers at work.
- Email lacks a personal touch. While some things are better off sent as written and typed messages, some things should be verbally relayed or written by hand in a note or letter.

- Email can be disruptive. Going through each email can be disruptive to work as it does require a bit of time. This disruption is decreased through the utilization of an email alert system.
- Email cannot be ignored for a long time. The thing with email is that it needs constant maintenance. If you ignore it, more and more messages will enter your inbox until it gets to the point that your inbox is no longer manageable.
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- Email can cause misunderstandings. Because email does not include nonverbal communication, recipients may misinterpret the sender's message. This is particularly true of senders fail to go through their messages before they send them.
- Email messages can contain viruses. It's best to be aware of this possibility so that you are careful when opening messages from people you don't know, or when downloading attachments.
- Email should be kept short and brief. This is especially difficult if you are one to send messages that are too long.
- Email requires timely responses. While some people tend to disregard messages, those that require responses should be replied to as soon as they are received and read. If not, urgent and important messages may be left untended.

- The recipient needs access to the internet to receive email.
- **Viruses** are easily spread via email **attachments** (most email providers scan emails for viruses on your behalf).
- **Phishing** - sending an email to a user falsely claiming to be a legitimate company to scam the user into providing information, such as personal information and bank account numbers on a bogus **website**. The details will then be used for **identity theft**.
- No guarantee the mail will be read until the user logs on and checks their email.
- **Spam** - unsolicited email, ie junk mail.



# Advantages and disadvantages of using email for business

- **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.

- **permanent** - you can keep a record of messages and replies, including details of when a message was received
- One of the main **advantages of email** is that you can quickly and easily send electronic files such as text documents, photos and data sheets to several contacts simultaneously by attaching the file to an email. Check with your internet service provider if there is a limit to the size of email attachment you can send. Some businesses may also limit the type and size of attachments that they are willing to receive.
- You can gain further advantages and increase your efficiency by setting up your email software to:
  - automatically create entries in your address book for every message you send or receive
  - respond to incoming emails automatically, eg to confirm receipt of an order, or to let people know that you are on leave or out of the office

# Disadvantages of using email in business

- 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 minimize 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.
- Less formal nature of email can lead to careless or even libellous remarks being made which can damage your business. To minimise these risks, you should create and implement an [email and internet acceptable use policy](#) for your business.

# Advantages of Email for Education (Students):

- Lecture details and the changed scheduled can be informed to students by email.
- Research articles can be sent to students by email.
- Study material can be provided to all students easily by email.
- PowerPoint presentation and other useful information can be shared within students using email.
- Now a days many Schools or Universities provides free wifi internet access to students. In this case email is an effective and easy way of communication in education.
- Easy submission of the written work by email.
- **List of Disadvantages of Email for Education (Students):**
- Not all students have smart phones or laptop to access internet.
- Student need to check email regularly for regular updates.
- Students have to reply teacher's or professor's mail.