

# **SOS POLITICAL SCIENCE AND PUBLIC ADMINISTRATION**

## **MBA HRD 401**

### **SUBJECT NAME: E-BUSINESS AND CYBER LAW**

---

#### **UNIT-V**

#### **TOPIC NAME: ELECTRONIC COMMUNICATION**

#### **ELECTRONIC COMMUNICATION**

In ancient days, the communication can be done using Morse code in the telegraphs. These telegraphs use Morse code for long-distance communication over wires. Afterward, the wired telephone, the TV & the wireless radio was invented by the electronic industry. But at present, the information can be shared easily with each other at any place and anytime using e-communication. The communication is mandatory in different fields for processing, controlling, making decisions, and planning. The different fields are finance, accounting, establishment, personal, market, sales, purchase, production, etc. This article discusses what is electronic-communication, types, protocols, and electronic communication applications.

#### **WHAT IS AN ELECTRONIC COMMUNICATION?**

Electronic communication can be defined as, the communication which uses electronic media to transmit the information or message using computers, e-mail, telephone, video calling, FAX machine, etc. This type of communication can be developed by sharing data like images, graphics, sound, pictures, maps, software, and many things. Because of this e-communication, there is a lot of changes have

occurred in work areas, society, etc. Thus, people can simply access global communication with no physical movement.

## **TYPES OF ELECTRONIC COMMUNICATION**

Electronic communication can be classified into different types like messaging, voice call, e-mail, social media, etc. We know that e-communication has changed due to the way public interact and communicate with each other for different purposes like personal or business. By using this, it is very simple to communicate with the world.

### **E-Mail**

E-Mail or electronic mail is the most used type of electronic communication. By using this communication, one can send a message to another person through a mail immediately. For that, we need to create an account to send an e-mail, media files, photos, documents, etc. This type of communication has replaced many conventional types of communication due to many benefits.



So this type of communication is more suitable for different methods of communication. The benefits of this communication are ease of usage, completely free, etc. Additionally, this type of electronic communication doesn't affect the surroundings.

### **Messaging**

This type of communication allows people to interact with others who are far away from us. This is possible only due to technology as well as usage of the internet. There are different types of messengers available like Skype, Windows Live, Gmail, etc. These messengers help in chatting or sending messages to our beloved ones or friends.

There are many benefits by using this kind of communication like the message which we sent & the response are immediate. But in some cases, some files include nil although bug can stop the functioning of your computer by giving you lots of trouble.

### **Blogging**

Blogging is the set of many skills that one needs to run and control a blog. Equipping web page with tools to make the process of writing, posting, linking, and sharing content easier on the internet. At present, blogging is the most preferable communication method. This is a type of online journaling, which can be updated daily, or many times a day. It covers all the information or a particular topic.

By using such blogs, one can share, follow, or even post comments. This kind of communication is extremely suitable. This is the reason why people utilize blogs very often. Additionally, by using the internet, people can access, read & follow it worldwide.

A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with the latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.



## **Blog structure**

Do you know what blogs are? If you don't, then you've come to the right place. In the beginning, a blog was more of a personal diary that people shared online, and it goes back to 1994. In this online journal, you could talk about your daily life or share things you do. But, people saw an opportunity to communicate any information in a new way. So began the beautiful world of blogging.

The appearance of blogs changed over time, and nowadays blogs include different items. But, most blogs include some standard features and structure. Here are common features that a typical blog will include:

- Header with the menu or navigation bar
- Main content area with highlighted or latest blog posts
- Sidebar with social profiles, favorite content, or call-to-action
- Footer with relevant links like a disclaimer, privacy policy, contact page, etc.

## Basic blog structure

### Header

with the menu or navigation bar

### Main content

with highlighted or latest  
blog posts

### Sidebar

with social  
profiles, favorite  
content, or  
call-to-action

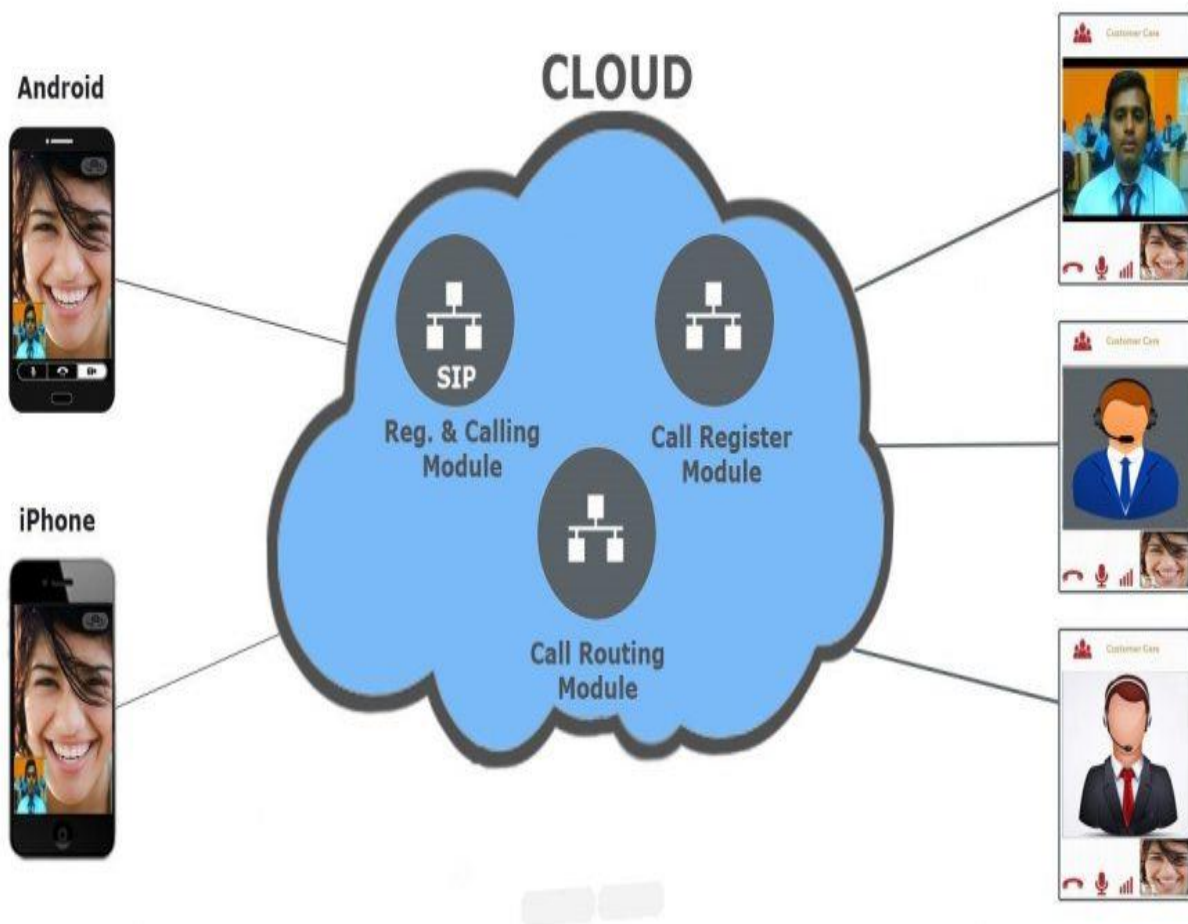
### Footer

with relevant links like a disclaimer, privacy  
policy, contact page, etc.

## Video Chat

This type of communication can be done by adding web cameras for video calling application. By using this application, one can communicate with others and also they can observe with whom they are speaking. The webcam can be connected to the computer externally and also we need to use applications like Skype, Hangouts, etc.

There are many benefits to using video chatting. We can contact anybody immediately. We can communicate with more than one person at a time by using the feature like business conference feature. Also, we can share PPTs, data sheets online.



## **Social Networking**

Social media is one kind of communication between people, which is used with their general advantage otherwise for relationships. In this, mostly Facebook, as well as LinkedIn, give places for people to work together, sometimes in real-time. There is a Micro-blogging service namely Twitter, which allows the short message of more than 140 characters to be transmitted to a huge audience.



Not like text messages, it sends to simply tiny groups. The posts like Micro blog are intended to be seen by all the followers and users can repost texts that they desire to share with their followers. Therefore, a micro blog post can reach rapidly and a viral post is a message which reports widely.

## **Telex**

This is a significant device for current electronic communication. This system uses a teleprinter to communicate from one position to another using a machine. It includes mainly two parts like keyboard transmitter as well as a receiver.



Whenever a text is to be sent, then the user presses a push-button, and stays for the call tone, calls the number preferred & enters the message on a tiny paper strip at the end of receiver end because it is entered within the creating office. This method is the quickest & most exact methods for exchanging written posts.

## **Fax**

The Fax machine is a kind of communications and use of this is increasing gradually to transmit materials which are visual like illustrations, diagrams, picture, etc. Here, this machine can be connected using a telephonic.

The transmitted document can be fed throughout the machine, after that it is scanned electronically & signals are broadcasted to the end of receiver wherever an equal document copy is replicated on a plain paper sheet using the receiving machine.





This machine has made it achievable to send important documents copies which include testimonials, certificates, degrees, contracts, agreements from one location to another in a telephone call speed. Because of this reason, it is a commonly used technique for communication.

## **Multimedia**

The multimedia is one kind of communication system and it is an excellent innovation to improve the communication system. This is a blend of several media which bring mutually to transmit messages. The multimedia mainly includes a photo, graphics, voice, music, animation, and message. Whenever all these media are located jointly otherwise computer screen then becomes multimedia. This can be used efficiently for marketing and advertising campaigns. This type of communication is extremely powerful.



**TEXTO**



**SONIDO**



**IMAGEN**

**INTERACTIVIDAD**



**VIDEO**



**ANIMACIÓN**



Thus, this is all about electronic communication principles which include immediate messaging, websites, social networking voicemail, e-mail, and text messaging. This communication has changed completely the way people communicate with each other. This can be used for personal, business, etc. By using this, it is extremely simple to communicate with the entire world. Here is a question for you, what are the strengths & weaknesses of the electronic system?