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1:Introduction:

Communication is the nervous system of an organization. It keeps the members of the organization informed about the internal and external happenings relevant to a task and of interest to the organizational objectives. It is the process of influencing the action of a person or a group. It is a process of meaningful interaction among human beings to initiate, execute, accomplish or prevent certain actions. Communication is the lifeblood of an organization. Without communication an organization is lifeless and its existence is in danger.

The term communication has been derived from the Latin word “ communis” means common. The communication means to inform , to tell , to show or to spread information. It may be interpreted as interchange of thoughts or information to bring about understanding and confidence for a good industrial relations . It brings about unity of purpose , interest and efforts in an organization.

2: Objectives of study:

- a) To see the meaning of communication and digital communication.
- b) To study the types and means of communication & growth.
- c) To study the advantages of communication.

3 Research Methodology:

Information for the present study is collected mainly from secondary sources and observation. Different books, journals, newspapers ,websites and other material are being consulted to get the information regarding the topic..

4: Observation:

A) Meaning of Communication:

There are number of definitions of the term communication.

1) “Communication is the transfer of information from one person to another whether or not it elicits confidence” -Knoontz and O Donell.

2) “ The process of passing information and understanding from one person to another . It is essentially a bridge of meaning between people by using the bridge of meaning a person can safely cross the river of misunderstanding. -Davis.

Or in simple word “Communication means the transmission of information, ideas, emotions, skills by use of symbols, pictures, figures or graphs.”

3) Digital communication: Digital communication means electronic transmission of information that has been encoded digitally .

B) Types & means of communication:

Basically organizations engage in two types of communication i.e. Internal and external communication. Internal communication comprises of such things as personal matters, the moral of the company, employees, their motivation and in general the control of the flow of information within the company

and external communication refers to a company's public relation with the aim of creating favorable public image as well as the business of departments.

There are two types of communication i.e. verbal communication and non verbal is communication.

This can be classified again visual communication which includes charts, graphs, pictograms, tables ,maps, and plans and audio visual communication.

1:Telecommunication:

Now in 21st century form of communication have expanded widely throughout the world. India now ranks among the world's top ten industrial nations. Modern telecommunication will play a central role in the development of India. Everyone agrees that telecommunication is going to be vehicle for economic growth/ development through the early part of the next century. In the recent years the number of telephone connections has been increasing by more than **20%** every year. On sept.1995 , this country had **10.6** working connections. And it has nearly reached to the level of **14 million**.

The opening up of Indian economy since 1991 has brought about revolutionary change in telecommunication by bringing cellular mobile phones, radio paging, fax, email ,video conferencing etc. So india is known as a subcontinent of cellular subscribers. The following are new avenues of digital communication.

a) Radio Trucking- Paging and mobile cellular phones are steadily gaining ground in the country. The radio trucking permits conversation between two members of a group at any point of time and cuts out the waiting period. It uses radio frequencies to communication between two points . In this way the chief of a business group can remain in constant touch with his sales and service teams. Snap decisions can be taken and put into operation with the press of button. The chief can relay a message to all the teams at one go. In 1997 , there were **116 million radios** and **312 radio broadcast stations** in india.

b)Video conferencing: Video teleconferencing was launched more than 23 years ago in India. Video conferencing is a new way to communicate over the internet. Due to this people don't have to go to meeting and have to travel to a bunch of different places. You can send videos on your cell phone , or you can send pictures. It helps a lot of larger companies get information through to all of the workers and get things settled even if the other business is overseas a thousand miles away. It requires a new culture where in the participants have to get their ideas as well as facts and figures clearly throughout before a video conference because every minute of this novel model of conferencing costs money.

c):Modern EPABX system: Modern EPABX system like matrix employ new generation concepts in hardware and software to provide the user a host of values added features like –

i) Auto operator: Auto operators allows the caller to reach desired department or person faster without the operator intervention.

ii) Cell phones: The earliest generation of hand held mobile telephones relied on the analog communication technology. 2G , 3G,4G are the examples of digital phones. Airtel ,Vodafone, BSNL, Idea, Aircell,Tata indicom,& MTNL are major operators in India .

iii) Fax housing: Now a day's fax is omnipresent. Latest EPABX system have adapted themselves to this scenario by providing the user the flexibility of combining fax and voice calls on the same lines. All incoming calls are screened by EPABX systems to filter fax calls.

iv) Call logger: Modern day EPABX system assist in cost management by recording each and every call along with minute details like extensions numbers, line number, number dialed, date and time of call along with duration.

There are **1058.01 million wireless subscribers** **24.81 million landline subscribers** in india. .

2: Satellite Technology and wireless services: Satellite technology has proved to be the most advanced means of communication. Satellite can provide the capacity of simultaneous transmission of many television, voice and data channels.

The wireless system is satellite based. Wireless personal communication Network designed to permit any type of telephone transmission ,voice, data ,fax or paging to reach its system destination anywhere on the earth. This system consists 66 interconcerned satellites located 780 km.above the earth surface. The system will facilitate communication for business s of professionals, travellers, residents of rural or undeveloped areas and others.

3. Communication through modems: With the increasing awareness and use of computers in various fields one would like to transfer data orr files from one computer to another situated in a remote place through the use of modems and telephone lines. Mainly communication through modems consists internet facility, emails, and file transfer protocol.

A) Internet system: Internet is a very powerful and fast growing communication media in the 21st century. It is the world's largest and most easily accessible computer network that provides a treasure of information to anyone who has personal computer, a modem and an individual internet address. The network allows millions of computer systems working on different platform to smoothly communicate with one another in such way that the individual computers appear to be part of the network.

The number of internet users over the world is estimated to cross 100 million by the end of the year 2000. And internet users by the end of 2012 were **6746000** .As the world is slowly moving into an era of e- commerce it is imperative to use net. , which concepts people globally as a medium of advertisement. There are At present majority of the net advertisements are two types:

- a) Bulk emails.
- b). Banners on web sites.
- c): What's up messaging
- d): Face book.

*The internet system was started in India from August 1995 and facilitates in India is provided by Vides Sanchar Nigam Limited. In the first stage the internet facility was provided at **Mumbai, Culcutta,Chhenai, Delhi ,Pune and Banglore, Hydrabad, Ahmadabad**. Today the number of user of internet facility in India is **60000**.

The Maharashtra government is trying to establish internet system at the 35 district places by connecting these districts by Geo information system. Besides this the govt. is also trying to establish the system for connecting **325 Talks** to the Mantralaya for communication of information.

In the highly competitive market scenario use of multimedia to hold on customers offers him an access to various products and exploiting the power and internet. The cyber space which brings users and products together. Bridging time and space effortlessly is becoming an important channel for adding value to the products or services that is offered to the customers. Information can be relates to buy & can be communicated to local as well as international buyers through the internet.

Information technology helps the customer and producer in different ways. The use of IT saves times and efforts and is economical too. It enhances the image of the company, increases the sales, enables to build relationship with customers and provides scope for offering prompt services in a sophisticated way to delight the customer.

* World Wide Web: The World Wide Web is one of way of practical implementation of the internet. It is an opportunity to create and permanently develop the global the field of texts , all of which are able to cross connect and interact with one another in real time. They uses the internet to store , locate and connect the world. The worldwide web is a connection of information that is linked together like web.

*E-mail: The most common method of communication used by people on internet is through electronic mailing. i.e. e-mail. E-mail is a basic service provided on the internet to enable user to exchange message electronically.

File Transfer Protocol: FTP allows users to copy files between computer system on the internet. There are various facilities provided through the internet i.e. web browser, home page, global web site, and circuit lab etc.

*What's up messaging: What's up was incorporated in 2009 by Brian Acton and Jan Koum. It is popular with end users who do not have unlimited text messaging. In addition to the messaging there is the facility to send images, audio and video messages. In 2013, what's application reached to milestone of **1 billion users**.

*Face book: A social media website first developed by Mark Zuckerberg in 2004. Since its creation it became one of the most popular social media sites attracting people of all ages from all over the world. The users can send friend requests, like pages, share articles. Face book is a way to stay in contact with friends.

4) Television:

Since 2009, the federal communication commission has required T.V. Stations in the U.S. to broadcast exclusively in digital format. Many TV's are multimedia devices that display television programming, games, photographs, movies, play music CDS & DVDs. As per 2011 census the total number of televisions was **11, 64, 38,938**.

C) Advantages Of Communication:

There are number of advantages of new technology of communication. In short these are as below.

- 1. It is a fast and easier.**
- 2. No paper is wasted.**
- 3. The message can be stored in the device for longer time.**
- 4. Communication can be done over large distance.**
- 5. It's a cheaper and needs less manpower.**
- 6. It removes semantic barriers.**
- 7. It provides facilities like video's and can save a lot of time.**

Conclusion:

Information technology is playing an important role in India today and has transformed India's image from a slow moving bureaucratic economy to land of innovative.

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