



HIGH IMPACT OF COMMUNICATION SKILLS IN UPSWING OF PRINT AND ELECTRONIC MEDIA

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ABSTRACT

This paper aims to highlight and demonstrate Impact of Communication Skills in Upswing of Print and Electronic Media. Communication is the act of conveying meanings from one group to another through the use of mutually understood signs, symbols, Gestures and semiotic rules. Communication word is derived from Latin word 'commune'. There are two types of verbal communication and nonverbal. Nonverbal communication describes the processes of conveying a type of information in the form of non-linguistic representations. An example of nonverbal communication includes gestures, body language, facial expressions, eye contact, and how one dress. Nonverbal communication also relates to the intent of a message. Verbal communication is the spoken or written conveyance of a message. Human language can be defined as a system of symbols and the grammars by which the symbols are manipulated.

Keywords: Method of Communication, Print and Electronic Media, Information, Internet, Software, Social Networking and Digital Media.

INTRODUCTION

Communication is the modus operandi of social and commercial intercourse. It is communication, which gets the world going. It is the ability of mankind to communicate across barriers and beyond boundaries that ushered the progress of mankind. It is the ability of fostering speedy and effective communication around the world, which has shrunk the world and made 'globalization' a reality. Communication is at once the cause and the consequence of a powerful world. Development of varied and sophisticated means of communication over a period of time has brought human beings across the globe closer and has also facilitated transmission of thoughts and ideas. The expanse of communication, therefore, is worldwide. And it truly encompasses human life in all its facets and endeavors. It galvanizes action among individuals, in organizations, in society and the world

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community at large. Understanding the power of communication is essential for the success of any human endeavor.

Man is a social being. He is a member of society. As a member of society he has to constantly interact with his fellow beings. He has emotions, feelings, likes and dislikes. He has to give vent to all these. He needs to convey and let others know what he feels. In other words, whatever be the environment in which a person is placed, he has to build links, establish relationships and have connections. The need for communication arises from man's desire to express him in a meaningful manner. As stated earlier, communication is the modus operandi of social interaction or social intercourse. As a member of the family, as a member of the social group, as a part of the work team, man communicates.

Effective Medium of Communication skill

A) Print Media

Print media broadcast information via physical objects, such as books, comics, magazines, newspapers, or pamphlets. Event organizing and public speaking can also be considered forms of mass media. Print media is important in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis. Print media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. So, Print media plays a vital role in communication skill.

B) Electronic media:

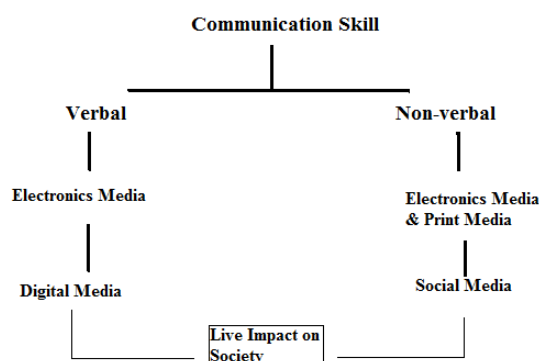
Communication is a process of transferring information from one unit to another. Over time, technology has progressed and has created new forms of and ideas about communication. Electronic media plays a vital role in today's life of communication. It plays an important role in highlighting problems in society either through entertainment, dramas or through news. Electronic Media has influenced people in developing change in attitude towards different situations. There are many forms of electronic media such as television, radio, videotape, internet through computer etc.

Electronic communication has contributed a lot in business environment. They made business meetings through Video, possible and communicating messages between employees like notices etc. Electronic Media also made possible communication between employees sitting in different branches and thus developing an organization more into community with people facing similar tasks. It also changes the way of communication for all class of people.

Mode of Communications:

Electronic media such as television, Radio and Internet has become the most popular media of communication for human kind. It's also the vital device in our daily life and almost every family has

the access to it. Many events and competition can be watched “live” and many exclusive movies are presented as well. For example now we can able to watch any kind of sports such as football, cricket, hockey, tennis etc live through cable. By the help of this electronic media people can able to know about different countries people life style ,culture ,nature wild life through some channel such as national geographic channel which can changes our way of thinking about another country.



Various news channels can give people almost every hour update what is happening different parts of the world. They sometimes broadcast live news which can give people instant view of the situation. The reporting style too is similar in almost all the channels. They all pick up the same story, at the same time and give almost accurately reporting. So television is very important electronic media of communication.

The radio is also one of the best inventions that is also included in the electronic media which also a media of communication. Radio can gives us news, information which beneficial for us. In our country scenario where television is not available in rural area people can get information about current country situation. This kind of effective information saved lots of people life in previous decade.

Another form of electronic media of communication is internet which changes our daily life so dramatically. Internet came about when need arose to share information. Internet has made sharing of information cheapest. By the help of internet now we can able to communicate with different part of the world. We can able to exchange business information, tutorial object; we can chat or send email to business partner. So internet plays a vital role in communication.

CONCLUSION

In this way, Print media and electronic media play a significant role in development communication skills. Even after the advent of electronic media like radio and television, print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the



reader with more in-depth reporting and analysis. The contribution of print media in providing information and transfer of knowledge is remarkable. Technological advances have made print media faster than before. Communication skills have become the Business communication in globalization. The print media and electronic media have improved in the help of communication skill and its modern techniques. Communication skills have innovative methods to approach the people by using different types of modern ideas through electronic devices and techniques.

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