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SEM-IV

Subject
Business Communication-II

Chapter 2
Recent Trends in Business Communication

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A) Internet

The internet is a worldwide computer network that transmits a variety of data and media across interconnected devices. It works by using a packet routing network that follows Internet Protocol (IP) and Transport Control Protocol (TCP).

Features of Internet

1. Accessibility
2. Easy to Use
3. Interaction with Other Media
4. Low Cost
5. Extension of Existing IT Technology
6. Flexibility of Communication
7. Security

B) Email

Electronic mail (e-mail) is a computer-based application for the exchange of messages between users. A worldwide e-mail network allows people to exchange e-mail messages very quickly. E-mail is the electronic equivalent of a letter, but with advantages in timeliness and flexibility.

C) Websites

A website (also written as web site) is a collection of web pages and related content that is identified by a common domain name and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.

D) Social Media Network

1) Twitter

Twitter was created by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams in March 2006 and launched in July of that year.Twitter is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

2) Facebook

Facebook is a social networking website that was founded in February 2004 by Harvard University students Chris Hughes, Andrew McCollum, Dustin Moskovitz, Eduardo Saverin and Mark Zuckerberg. The idea behind Facebook was to provide an online book of faces for university students to connect and share information. It was initially a social network for Harvard and expanded in the following years to any university. It eventually became a social network for anyone, anywhere in the world.

3) Youtube

YouTube, Web site for sharing videos. It was registered on February 14, 2005, by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of the American e-commerce company PayPal.

4) WhatsApp

In addition to basic messaging, WhatsApp provides group chat and location sharing options. Technically speaking, WhatsApp uses a customized version of the open standard Extensible Messaging and Presence Protocol (XMPP). WhatsApp Inc. was founded in 2009 by Brian Acton and Jan Koum, both veterans of Yahoo!

5) LinkedIn

LinkedIn is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. LinkedIn, business-oriented social networking Web site founded in 2002 and headquartered in Mountain View, California. LinkedIn began in co-founder Reid Hoffman's living room in 2002 and was officially launched on May 5, 2003.

E) Google Workplace/Product/Suit

Google Workspace, formerly known as G Suite software, is a collection of office and productivity applications that connect for increased integration between work processes. It originated in 2006 with Google Apps and was rebranded to G Suite in 2016. In October 2020, Google again rebranded to Google Workspace, adding new features to its collaborative software and attempting to make the suite even more accessible for business teams.

1) Google Doc

Google Docs is an online word processor that lets you create and format documents and work with other people.

2) Google Form

Google Forms is survey administration software included as part of the free, web-based Google Docs Editors suite offered by Google. Google Forms is only available as a web application.

3) Google Sheet

Google Sheets is an online spreadsheet app that lets you create and format spreadsheets and work with other people.

4) Google Slides

Google Slides is an online presentation app that lets you create and format presentations and work with other people.

5) Google Classroom

Google Classroom is a suite of online tools that allows teachers to set assignments, have work submitted by students, to mark, and to return graded papers. It was created as a way to get eliminates paper in classes and to make digital learning possible.

F) Online Video Conferencing

Video conferencing is an online technology that allows users in different locations to hold face-to-face meetings without having to move to a single location together.
Following are the various apps for video conferencing

1) Zoom App

Zoom is a cloud-based video communications app that allows you to set up virtual video and audio conferencing, webinars, live chats, screen-sharing, and other collaborative capabilities. Founded in 2011, Zoom is publicly traded and headquartered in San Jose, California.Zoom is a U.S.-founded company and its founder Eric Yuan is a Chinese immigrant who is now an American citizen.

2) Google Meet App

Google formally launched Meet in March 2017.Google Meet is Google's video conferencing app that's available to everyone who has a Google account. An online meeting is easy to set up whether you're an individual getting together with a couple of friends or a small businessperson conducting a workshop online.Anyone with a Google Account can create a video meeting, invite up to 100 participants, and meet for up to 60 minutes per meeting for free.

3) Cisco Webex Meeting App

Cisco Webex is a video conferencing and collaboration product suite. This cloud-based collaboration suite is comprised of software including Webex Meetings, Webex Teams and Webex Devices. The Webex suite is a merger of Cisco's Webex web conferencing platform and the Cisco Spark team collaboration app.

WebEx, as it was previously called, was formed in 1995 by Subrah Iyar and Min Zhu. Cisco Webex can create a video meeting, invite up to 100 participants as free and as per upgradation.

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