

COMMUNICATION IN THE MODERN ERA

Dr. Radhika Kapur

ABSTRACT

The main objective of this research paper is to acquire an efficient understanding of communication in the modern era. The developments that have taken place in the system of communication in the modern era has rendered a significant contribution in bringing about improvements in their overall quality of lives. With advancements taking place and with the advent of modernization and globalization, the individuals are making use of various kinds of technologies in communicating. These include, computers, lap-tops, I pads, smartphones, and mobile phones. There are modern communication tools as well, which are made use of in facilitating communication processes in an efficient manner. When the individuals are making use of technologies in the implementation of modern communication tools, they are able to facilitate communication with individuals residing in distant locations in same regions, other cities, and even countries. Hence, the communication that takes place in the modern era has been worthwhile and advantageous to the individuals. Furthermore, it is necessary for the individuals to enhance their skills and abilities in terms of usage of technologies and modern communication tools. The main areas that have been taken into account in this research paper include, significance of communication in modern era, communication skills in modern era, and modern communication tools.

Keywords: *Communication, Communication Tools, Individuals, Modern Era, Relationships, Skills, Technologies*

Communication is regarded as the key to building relationships. The modern forms of communication makes provision of A to the individuals to maintain links with family members, relatives and friends. In understanding communication in modern era, it is necessary to generate awareness in terms of usage of various kinds of technologies. In the modern era, technologies are made use of in communicating with others in a written as well as in a verbal manner. The various forms of technologies that are made use of by the individuals in all spheres and fields, include, phones, I pads, lap-tops, and computers. In order to promote communication in an efficacious manner, it is indispensable for the individuals to augment their skills and abilities in terms of usage of technologies. Research has indicated, in some cases, individuals feel apprehensive, when they are making use of technologies. Therefore, in order to enhance their knowledge and skills, they need to get engaged in regular practice. Through technologies, one is able to communicate with others in distant places as well.

In educational institutions at all levels and training centres of different fields, there are organization of long-term as well as short-term training courses in terms of usage of technologies, so the individuals are able to up-grade their skills and abilities. In the modern era, technologies are regarded as crucial in augmenting communication. When the individuals generate awareness in terms of technologies, they are able to understand the massive range of ways and sources, which are to be put into operation to promote effective communication with others. In the modern era, when individuals are communicating with others, they need to be well-aware in terms of ways that

are needed to communicate with others. For instance, when one has to send lengthy documents or reports, then email is regarded as significant. Whereas, when one has to send a brief message, then either one can send text messages or give a phone call. Therefore, it is vital for the individuals to make selection of the meaningful channel of communication.

SIGNIFICANCE OF COMMUNICATION IN MODERN ERA

Language and communication are undergoing transformations in a period of time. The reason being, with advancements taking place and with the advent of modernization and globalization, the individuals are making use of technologies and modern and innovative methods in communicating. The individuals have the main aim of enriching their overall living conditions and promoting better livelihoods opportunities. In order to achieve their goals and objectives, it is vital that they should promote effective communication with others. It is apparent that in order to carry out verbal communication in an appropriate manner, the individuals need to maintain eye contact and make use of polite language and decent words. On the other hand, when they are carrying out written communication, they need to augment their skills and abilities in terms of usage of technologies and ensure that they make use of decent words. In communicating appropriately in both verbal and written forms, it is vital for the individuals to inculcate the traits of morality and ethics.

Apart from augmenting ones skills and abilities in terms of usage of technologies and inculcating the traits of morality, and ethics, it is of utmost significance for the individuals to upgrade their communication skills. Communication processes are affected to a major extent through the use of technologies. New words and terminologies are encouraged to fit in the new findings of various forms of technologies. Since changes take place in languages, it is vital for the individuals to promote changes. In other words, the individuals need to possess adequate knowledge in terms of up-grading the communication processes. When the individuals are communicating with others in educational institutions, employment settings as well as other public places, they usually have an objective. In order to fulfil that objective, they need to communicate with others in a well-organized manner. Whereas, when communication takes place with family members, relatives and friends, it does not usually have a specific purpose. But the individuals need to pay attention towards up-grading of communication skills on regular basis.

The communication is effected by culture. The individuals, belonging to various cultures are different from each other in the communication processes. In the past, different cultures have been able to make use of whatever words they want to make use of to describe something. However, because of the realization that some words are offensive to other cultures, changes have been brought about in the language (The Importance of Communication Skills, 2020). The individuals, belonging to all categories, backgrounds and communities need to understand that they should not make use of language and words, which are used to degrade others. Communication processes need to be carried out in an effective manner to promote well-being and goodwill. In the modern era, the concept of social interaction has gained meaning and significance. One cannot live their lives in seclusion. Therefore, in order to alleviate seclusion, it is of utmost significance to promote social

interaction. It can be promoted, only when individuals will be able to augment their verbal as well as written communication skills.

There are number of factors that enable the individuals to recognize the ways in terms of which communication skills can be up-graded. It is through communication that the individuals can continue innovations, and discoveries. A vital aspect that enables the individuals to recognize the meaning and significance of communication in the modern era is the expression. The individuals need to express their experiences. The individuals need some ways to express themselves to share their experiences (The Importance of Communication Skills, 2020). This can be explained with an example. In the present existence, there have been establishment of adult education centres in urban as well as in rural communities. When adults are engaged in learning, they are allowed to share their experiences with others. Others include, instructors and fellow students. Therefore, when they are provided with the opportunities to share their experiences with others, they need to up-grade their communication skills. When the individuals are working on the up-gradation of particularly verbal communication skills, they need to augment their confidence levels.

In the modern era, the individuals are required to get engaged in number of tasks and activities. Some important activities that require the individuals to recognise the meaning and significance of communication are, negotiating, convincing, persuading, assigning, discussing and encouraging. When these activities are put into practice, it is vital to put forward meaningful questions and obtain good answers (Communication in the Modern World, n.d.). In this manner, there will be alleviation of conflicting and stressful situations. The individuals are usually required to carry out these activities within as well as outside the homes. When they have certain demands and requirements or when they are to achieve an aim or an objective, they are required to carry out these activities. In order to carry out these activities successfully, it is vital for the individuals to up-grade their communication skills. Normally, when individuals are well-known, such as, family members, friends and relatives, then these activities can be carried out in a manageable manner as compared to the individuals, who are not very familiar.

Asking questions is an integral part of communication. The individuals mostly ask questions, when they are communicating with others within as well as outside the home. When the individuals are pursuing educational programs and training courses or they are acquiring knowledge in terms of various aspects from their supervisors or attending training courses within the organization, then it is vital for them to ask questions. Through asking questions, they are able to augment their understanding in terms of the concepts, provide solutions to their problems and enhance their communication skills. When the individuals are putting forward questions before their instructors and supervisors, they need to ensure that they are meaningful and relevant. The answers to such questions should be worthwhile and beneficial. On the other hand, when the individuals are asking questions to their parents or other family members, they need to ensure they generate adequate awareness, which is pertinent. Therefore, meaning and significance of communication in the modern era can be understood by asking questions.

COMMUNICATION SKILLS IN MODERN ERA

The various types of communication skills that have been identified in the modern era with the main objective of promoting goodwill and well-being of the individuals have been stated as follows: (Taylor, n.d.).

Increase Vocal Clarity – When one is working in a multicultural environment, it is essential for the individuals to lead to an increase in vocal clarity. The way one pronounces their words and use the tone of voice, these aspects will have an impact on the effectiveness of the message. There are four simple steps that help to lead to an increase in vocal clarity. These are slow down, keep your language simple, check for understanding and take out time to enunciate. When the individuals are speaking, they need to speak slowly, they need to ensure that the language is clear and others are able to understand it well. Words should be simple. Articulation of every word is essential. When the individuals are preparing lectures and presentations, they usually articulate every word, so they are able to perform their tasks well.

Listen, Repeat and Reflect – Whether one is addressing a large group of people, speaking on the phone or individually with others, mastering the three essential skills of listening, repeating and reflecting are crucial. When one is speaking, it is vital to pay attention and adequately listen to them. Listening helps the individuals to obtain answers to questions, provide solutions to their problems and achieve the desired outcomes. The skill of repeating is put into practice, when the individuals are provided information in terms of complicated aspects. When the receivers experience problems in acquiring an understanding, then the senders may need to repeat the information. Reflection is referred to the factor that one should think before they speak. Thinking before speaking will enable the individuals to communicate effectively. In the modern era, these three skills are emphasised upon, particularly when communicating verbally.

Work Well in Team – In various organizations, the individuals are supposed to work in a team. Especially, when they need to work on projects, bring about transformations, provide solutions to problems and make major decisions, they need to organize meetings, exchange ideas and suggestions with others and ensure, they are able to generate productive outcomes. In order to work well in team, there are certain aspects, which need to be taken into account. These include, put into practice ones strengths, depict honesty in terms of weaknesses, communicate clearly and fluently, accept each other's categories, backgrounds, cultures, norms, values and traditions, share ideas and perspectives and ensure one works in collaboration and form amiable terms and relationships with each other. When these aspects are put into practice by all the team members in a well-organized manner, they would achieve the desired objectives.

Make use of Decent Words – When the individuals are communicating with each other in a verbal or in a written form, one needs to make use of decent words. Apart from making use of polite language and decent words, there are certain words, which need to be avoided. These are, always, never, should and but. When one makes use of these words, the politeness and decency in the communication processes get minimized. These words sound severe to the listeners and tends to impede the terms and relationships between individuals as well. Therefore, irrespective of one's educational qualifications, competencies and job positions, it is vital for the individuals to ensure

that they make use of decent words while communicating. The use of decent words helps in promoting integration, efficient performance of job duties and achievement of professional goals in a well-organized manner.

Avoid Assumptions – Making assumptions not only causes confusion, but also causes delays. One of the major disadvantages is, individuals are unable to complete their tasks and activities on time. In order to avoid assumptions, there are certain factors, which need to be taken into consideration. These are, being patient, listen carefully to ones instructors and supervisors, take notes, if necessary, put the information in one's own words, and conduct research through reading books, articles, other reading materials and technologies and internet. In other words, in order to perform one's job duties well, it is vital for the individuals to generate information and augment one's understanding in terms of various aspects. Development of knowledge is regarded as one of the essential aspects that is necessary in avoiding assumptions. Development of knowledge not only takes place through reading and making use of technologies, but through effective communication as well with others.

Depict Manners and Etiquettes - It is comprehensively understood that within the working environment, it is essential for the individuals to possess adequate knowledge and competencies in terms of job duties. But apart from knowledge and competencies, it is vital to depict manners and etiquettes. Manners and etiquettes are regarded to be of utmost significance for the individuals in order to perform their job duties satisfactorily, incur job satisfaction, maintain sociable terms and relationships with others, achieve organizational goals and retain their jobs. Manners and etiquettes are depicted by the individuals through communicating with others in a decent and respectful manner, possessing a helpful and co-operative nature, sharing with others, giving others opportunities to express their ideas and viewpoints and eliminating various types of conflicting situations. Therefore, these are regarded as important skills which promote communication processes in an effective manner.

Promote Constructivism – Within the workplace, it is apparent that in some cases, the individuals get overwhelmed by the workload, which enables them to feel anxious, pressurised, and stressed. But it is vital that they should not let these problems to become impediments within the course of implementation of their job duties and achieve the desired outcomes. It is indispensable to promote constructivism within the working environment. In promoting constructivism, the important factors, which need to be taken into account are, branding and reputation, customer satisfaction, improved working environment and friendships. Within the organizations, all the members, from the CEO till the workforce needs to generate information in terms of these factors and understand that they need to promote constructivism in order to enhance the reputation of the organizations, carry out their job duties satisfactorily, incur the feeling of job satisfaction, acquire promotional opportunities and retain their jobs.

Promote Effective Interactions – Within the organizations, one cannot work in isolation. It is essential for the members to promote interactions. Interactions within the organizations are formal as well as informal. Formal interactions are work-related, which takes place between superiors and subordinates and among colleagues. Whereas, informal interactions are in terms of

other topics, which are not work-related. In accordance to the research studies, when the individuals are interacting with each other within the working environment, they are able to concentrate well on their job duties and incur the feeling of job satisfaction. When the individuals reach office, they usually interact with each other in a friendly manner and then begin work. In an office, when number of individuals are working, they normally interact with each other formally as well as informally. Therefore, effective interactions are regarded as important communication skills in the modern era.

Depict Appropriate Body Language – Body language is non-verbal communication that involves body movement. Through depicting appropriate body language, individuals within the workplace can depict a large amount of information, without speaking, through non-verbal communication. The interpretations of body language are different among individuals (Noaimi, n.d.). But it is necessary for the individuals to depict positivity in the body language. While communicating with others, the body language of the individuals should be appropriate. For instance, one should avoid certain traits, i.e. folding arms, not maintaining eye contact, depicting hesitance and apprehensiveness, and not responding well. When one depicts these traits, it shows that one is not willing to communicate. Therefore, it can be stated that within the working environment, when the individuals are communicating with each other, superiors or subordinates or with colleagues, they need to depict appropriate body language.

Use Empathy – Empathy is referred to the feelings of sympathy, consideration, kindness, and thoughtfulness. It is referred to as the ability to mutually experience the thoughts, emotions and direct experience of others, without communicating with them intentionally. Within various types of organizations, some work duties are complicated. In order to perform them, the individuals need support and assistance from others. The others include, supervisors, managers, directors, colleagues and so forth. The individuals, who are in leadership positions, such as, heads, directors etc. need to make use of empathy. They need to contribute effectively towards the formation of pleasant environmental conditions within the workplace. Apart from enriching the working environmental conditions, there should be provision of proper infrastructure, amenities, facilities, materials and technologies. Through making use of resources, materials, tools and technologies, one can enhance the functioning of the organizations and perform their jobs well.

MODERN COMMUNICATION TOOLS

The modern communication tools, which are assisting to the individuals in forming sociable terms and relationships with others have been stated as follows: (Types of Modern Communication, 2018).

Social Media – Social media has been prevalent since the beginning of the internet and is made use of by the individuals on a regular basis. The long list of social networks continues to grow and each one is continuing to stimulate large number of individuals. Therefore, it is regarded as one of the indispensable forms of communication. It does not necessarily need to be completely public. Almost every social media channel offers a direct messaging option. Some of the messaging

services have their own messaging option, such as, Facebook Messenger. Private messaging through social networks has the same significance as email, but tends to be less formal.

Instant Message (IM) – Instant messaging is a communication tool that has been significant and meaningful to the individuals to a major extent. The individuals, belonging to all communities are communicating with others through instant messaging. Research has indicated, even when the individuals are not educated, still they learn to send messages. In most cases, phones of various types are made use of to communicate through instant message. While some of the forms of instant messages come under the social media, like Facebook Messenger. There are a comprehensive range of instant platforms that are not connected to social networks, such as, Google Hangouts and Whatsapp.

SMS Text Messaging – SMS text messaging is regarded as one of the crucial forms of communication. This is regarded as a short and informal way of communication. When the individuals are to give brief messages, they usually put into practice this communication tool. The mobile phones and smartphones are made use of to send text messages. One of the major advantages of text messaging is, they are not only made use of to send brief messages, but one can send pictures and images as well. The communication takes place in a rapid manner and individuals are able to maintain connections on a regular basis.

Emails – Emails are regarded as rapid forms of communication. In most cases, when individuals make use of lap-tops and computers, they usually communicate through emails. Through emails, one can send information in one word, one sentence, lengthy information, documents, write-ups, images and pictures in the form of attachments. It takes place in a rapid manner and facilitates communication among individuals even residing in other countries. When the individuals are learning how to make use of computers and augmenting their technical skills, they also learn how to send emails. In order to exchange emails, it is vital to be aware of the email Id of receivers. Therefore, email is regarded as a modern communication tool.

Blogging – A blog is referred to as the conversational styled website that enables the individuals to publish messages, news, knowledge and any other forms of information on the World Wide Web. When the messages, and other forms of information is published on World Wide Web, everyone has access to it. In some cases, the individuals perform the job duties as bloggers. Research studies have indicated that in some cases, individuals write blogs on a regular basis, particularly when they are to impart information to others. Through blogs, individuals are able to acquire knowledge and understanding in terms of various aspects. Therefore, blogging is regarded as an important modern communication tool.

Voice Calling – Voice calling is regarded as even more personalized as compared to the above stated tools of communication. The telephones or mobile phones are the ones that are made use of in order to communicate verbally with others. In some cases, verbal communication is regarded as more crucial and worthwhile, because the individuals feel that they can communicate with others well and exchange ideas and viewpoints more conveniently, when they are communicating with others in a verbal manner, rather than in a written manner. Therefore, voice

calling is regarded as a modern communication tool that is implemented by the individuals to a major extent.

Video Marketing – When the individuals are in business, then in order to market their products, they need to generate awareness in terms of various factors. These include, not only labour market factors, need and demands of the consumers, but other factors as well. One of the significant modern communication tool is video marketing. The social channels, such as, YouTube, Facebook, Snapchat and Instagram are utilized to promote video marketing. The main objective is, through video marketing, one is able to generate information in terms of products and services and contribute well in increasing productivity. Therefore, this communication tool is made use of to lead to an increase in productivity and profitability.

Video Chat – Video chat is a way of communication that enables both parties to see each other. It is apparent that when the individuals communicate with each other, they are able to impart information satisfactorily and even observe the facial expressions. This communication tool is in most cases put into practice, when the individuals are located at a distance. The individuals in some cases are not familiar in terms of how to operate this communication tool. But generation of awareness will enable them to encourage video chat. It is regarded as useful, as one of the major advantages is the individuals are able to facilitate communication processes with each other face to face.

Live Web Chat – Live web chats allow the individuals on the websites to put forward questions before others, so they are able to provide them answers without leaving the website. One can only consider making use of live web chats that allow the individuals on the website to get engaged in communication processes on a regular basis. In the utilization of this communication tool, one has to guarantee others that they will be visiting the widget on a regular basis. If it takes more than few seconds to respond to someone through the web chat, then it may cause unfavourable effects. Therefore, it is vital for the individuals to augment their knowledge and competencies in terms of the communication tool of live web chat.

Technologies – The various forms of technologies, such as, smartphones, I pads, lap-tops and computers are regarded as modern communication tools. The individuals make use of these technologies to a major extent in generating information among themselves regarding various factors and in communicating with others. Apart from making use of them in communicating with others, the individuals also utilize them to prepare documents, reports, articles and to work on projects. It is vital for all the individuals to work effectively towards the up-gradation of technical skills from the initial stage. Therefore, technologies are regarded as one of the indispensable tools of modern communication.

CONCLUSION

Communication in the modern era has undergone transformations with the advent of technologies and scientific and innovative methods. The individuals are making use of technologies to a major extent in communicating with others. In order to communicate effectively, the individuals need to augment their skills and abilities. The various types of communication skills

that have been identified in the modern era are, increase vocal clarity, listen, repeat and reflect, work well in team, make use of decent words, avoid assumptions, depict manners and etiquettes, promote constructivism, promote effective interactions, depict appropriate body language and use empathy. The modern communication tools are, social media, instant message (IM), SMS text messaging, emails, blogging, voice calling, video marketing, video chat, live web chat, and technologies. The individuals are making use of these communication tools in interacting with each other. Interaction also takes place among individuals even residing in other countries. Finally, it can be stated that communication in the modern era is dominated by various types of communication skills and modern communication tools.

BIBLIOGRAPHY

Communication in the Modern World. (n.d.). Retrieved September 05, 2020 from secure.toolkitfiles.co.uk

Noaimi, H.B.A.B.A.L. (n.d.). The Body Language. University of Bahrain. Retrieved September 06, 2020 from uob.edu.bh

Taylor, S. (n.d.). Success Strategies to Supercharge Your Communication Skills. Retrieved September 06, 2020 from sttstraining.com

The Importance of Communication Skills in Today's World. (2020). Retrieved September 05, 2020 from communicationskills.peoplecentrum.com

Types of Modern Communication. (2018). Retrieved September 06, 2020 from resourcetechniques.co.uk