



Transforming Business Communication through Social Media

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ABSTRACT

Social media is changing the way people interact, present ideas and information, and communicate and it is growing bigger than ever. Social Media, in its basic sense, is a shift how people discover, read and share news information and content. The fusion of sociology and technology, transforming monologues (one to many) and is the democratization of information, transforming people from content readers into publishers. Social media allows people to connect in the online world to form relationships for personal, political and business use. Social Media is a real time approach to communication and engagement.

It provides you the ability to self publish and promote yourself, your products and your thoughts in real time to literally millions of people who can respond back.

In this age of globalization, the world has become too small a place and the credit goes to the electronic media and portals. Communication has become effective as never before due to the advent of internet. The social networking sites have also played a crucial role in bridging all people at a common platform where they can meet like-minded people or find old friends and communicate with them. It has become a potential mean to relation building and stay in touch with all known.

Mass communication is yet another dimension of communication social networking, whereby a business organisation endeavors to reach out to a wider section of the society. In fact, mass communication aims at reaching out well-defined target group. It attracts their attention and hence plays a bigger role in and for the business organizations. So, at this point it becomes important to organization that they have adequate media management skills or business etiquettes that take care of all media related activities.

With business going global and operating in geographically and culturally dispersed location a number of communication related issues hence become relevant and require focus. Networking, perception management, crisis communication, motivation, persuasion- all these factors and even many more deserve attention today which our business communication students/ business houses must be fully equipped with.

This paper aims at highlighting important issues with special focus on the role of Business Communication courses taught by teachers, skills learnt by students especially targeting the electronic media- radio broadcasts, television channels and advertising.

Key Expressions: Social Media, democratization, globalization, mass-communication, perception management, crisis-communication, electronic media.