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**Global Trends in Electronic Communication  
&  
Revolution Toward Business**

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## Abstract

**Dr. Brahmhatt** has discussed 6 sections in this paper entitled 'Global Trends in Electronic Communication and Revolution toward Business'. In the **introductory section** of this paper, the author discusses how DSL, Speech Recognition and Internet Telephony have literally swept the world. The author states here that these services of e-mail are now commercially available in India and the world has become a global village on account of the speed of the delivery of the message. More than a 100 countries have electronic networks, inter-linked to one another at some point. In **the next section**, he has discussed 'Internet' and its multifarious uses, search engines, download-upload of information and, e-mail address. In **the third section**, the hardware and software requirements for connecting to the internet are discussed. In **the forth section**, definition of e-commerce and how it has transformed the lives of millions of people is well discussed. Further, the author claims here that it has reached the common man. The **fifth section** of the paper discusses the effect of technology on language and finally **the sixth section** discusses disadvantages of the electronic communication.

**Keywords:** E-commerce, E-mail, Internet, Hardware and Software.

## 1.0 Introduction

The telephone and the fax are means of electronic communication. We are also familiar with television, telex and radio. Since the arrival on the scene of the modern computer, human communication has been revolutionized to an unimaginable extent; so much so, we now see and experience that everyone is connected. The cell phone device started with receiving voice calls. Now, it can receive any kind of information. According to Pradhan (2010), The Digital Subscriber Line (DSL), Speech Recognition and Internet Telephony have literally swept the world. DSL makes it possible for an existing telephone line to become a high speed data communications channel (p.16). The speech recognition software enables one to dictate drafts of memos, letters and reports directly into the word processing programmes thus eliminating the inefficiencies of other methods. The dictation appears on the computer screen as the



person speaks. The entire process this is smoother, more flexible and, more efficient (Pradhan 2010, p.16). With Internet Telephony programmes like ICQ and AOL's Instant Messenger enable people to communicate with each other through the Internet in real time, almost essentially for free.

The American Electronic Mail Association (EMA) defines Electronic Mail (e-mail) as: "Electronic mail is the generic name for non-interactive communication of text, data, image or voice messages between a sender and designated recipients by systems utilizing telecommunication links. Thus telegraph, telex, facsimile, voice mail and computer based messaging systems (CBMS) fall within the preview of e-mail" (Pradhan 2010, p.16). The author states here that these services of e-mail are now commercially available in India and the world has become a global village on account of the speed of the delivery of the message. It does not need any specialized training too. He further states that incredible speeds have been achieved just because of electronic messages, whereas as an air letter posted from Ahmedabad to a person in Canada will take 10 days to reach, while the e-mail message is delivered instantly.

More than a 100 countries have electronic networks, inter-linked to one another at some point. Documents, letters, ideas, information and graphics can be exchanged between computers. Certain networks offer facilities for file transfer by remote log-in. Several other networks allow the subscriber to even access on-line databases; thus the world is literally at your finger-tips.

## **2.0 Internet**

Internet is a very important and complex innovation of the mankind. Internet is a network of networks. It means that a lot of computers are connected with each other, communicating with each other. It is the largest and complete tool for information exchange for the global population. Internet means basically the following activities: **(i)** communication; **(ii)** file/document transfer; **(iii)** inter-active borrowing and **(iv)** bulletin boards. These are operated by 4 basic tools, viz., **(i)** E-Mail: Electronic Message Exchange, **(ii)** FTP (File Transfer Protocol); **(iii)** Telenet: accessing another computer system's database, images,



sounds, etc. and (iv) USENET – global bulletin board service and World Wide Web (www) – a hypertext interface to information on the Internet.

## 2.1 Use of Internet

- 1) Exchange personal messages at other sites.
- 2) Publicity.
- 3) Make contacts with customers and get their feedback.
- 4) Entertainment.
- 5) Group discussion.
- 6) Automatic receipt of information on the world events, leisure interests, technical, business, professional matters by subscribing to electronic journals, news letters, conferences; look up information in reference works, data-bases and libraries worldwide.
- 7) Retrieve articles, programmes and graphics.
- 8) Browse catalogue of goods and services and make purchases by credit card.
- 9) Participate in distance learning and academic conferencing.
- 10) Engage in real-time “Chat” and multi-player interactive games.
- 11) Publish information for access by other internet users.
- 12) Share knowledge and information to avoid duplication.
- 13) Get government information.

## 2.2 Search Engines

These are computer programmes which search for documents containing keywords or phrases of interest to users. They make possible an access, through information servers on the Internet, to millions of pages of information available via the web.

## 2.3 Download and Upload

When you receive information from another computer on the Internet it is called **downloading** of information. When you send information to another computer on the internet, it is **uploading**.



## 2.4 E-mail Address

An address is needed for sending an e-mail. It has two parts: username and the name of the domain or mail server. Examples of mail servers are – Yahoo; Hotmail; Netaddress; Mailcity; Indiatimes. A typical e-mail address is – raghavhb @ vsnl. Com.

Here raghavhb is the user name of Raghav House Books. VSNL is the mail server. The @ symbol is used between the name of the user and the place. It is said that this trend of using @ symbol to separate the name and the place was set by Ray Tomlinson, An American programmer in 1971. The e-mail addresses are to be found in Internet directories.

**FTP** is a utility which allows browsing through the files stored in computers all over the world and copy files on to your computers. FTP sites are maintained by colleges, universities, government agencies, companies and even individuals.

**Intranet** is the latest tool to manage information and is used effectively within an organization. It is an internal internet to which access is available to a restricted group within the organization. It's a private computer network based on the data communication standards of the public internet.

A **Web Page** is a document on the web. The Web contains information which can be presented in a variety of ways, e.g., text, pictures, video clips, images, animation, music and sound. Web Site and Web Servers are a collection of Web pages and maintained generally by colleges, universities, government agencies etc.

**World Wide Web (WWW)** is the most commonly used form for locating information on the Web. It is a collection of hypertext documents existing on the Internet. Hypertext documents provide the ability to make associations between related parts of a documents and related documents.

## 3.0 Hardware and Software

The hardware and software requirements for connecting to the Internet are:



### 3.1 Hardware

- Pentium based machine
- Modem
- Telephone line

### 3.2 Software

- Windows 95 and above
- Internet Explorer and Netscape Navigator or any other Browser.
- Other plug-ins as per requirement of the Internet Service Provider.

### 4.0 E-commerce

E-commerce or e-business has transformed the lives of millions of people. E-commerce is a way of conducting business electronically between buyers, between sellers, between distributors and between partners (Pradhan 2010, p.18). The real usage of e-commerce came around 1995 with the advent of the Internet which made possible a world-wide network with common protocol and common standard. E-commerce cannot be neglected as each business is under threat. There are different types of e-commerce or e-business. Every company in every kind of business activity is affected by e-commerce. Any business that avoids e-commerce is likely to become obsolete because there will be operators in the market who come using e-commerce solution and delivering the product or service, better and cheaper to the customers.

The distinction between e-commerce and e-business involved in buying and selling of goods and services over the Internet and e-business includes, in its ambit, the entire gamut of supply chain, manufacturing system, procurement system, and management systems to deliver products by companies more effectively to customers. You can do almost anything without leaving your desk – you can order your groceries, do your banking transactions, process all your business deals and transactions, chat with friends and like minded persons, in fact, with anyone, you can see movies and what not.

The spread of internet can be seen by the fact that there are 80,00,40,498 internet uses in the world (1<sup>st</sup> September 2004) of whom 1,84,81,000 are from India (Pradhan 2010, p.19). One

feature of e-commerce is that it has reached the common man and even he can set up an e-business.

### **5.0 Effect of Technology on Language**

The language of communication is entirely different from that used in normal written communication. Dr. Alastair Niven, World Head of Literature, British Council, has expressed concern about the “debased and sloppy way of writing English in the new virtual environment”. Taking short-cuts may finally lead us to speaking in morse code”, said Dr. Niven, “There is a lot of rubbish out there, and one cannot control that”. Also there is what is called mail etiquette or Netiquette to be observed by the user. Examples:

1. Be Concise.
2. Keep your lines short.
3. Use mixed case, i.e., upper and lower cases (meaning capital and small letters). Some systems will not accept all lower case messages. All upper case messages would be considered rude.
4. Keep it simple; that is to say, do not use bold letters or italics etc. The reason is that these will not travel well over other networks and will appear terrible on the recipients' terminal.
5. Review your message.
6. Be polite.
7. Do not be satirical. This may not be understood in the proper way.
8. No spamming. This means do not send a huge number of useless or rude messages.
9. Packets. When information is sent through the Internet, it is broken down in smaller pieces, called packets. Each packet travels independently through the Internet and may take a different path to arrive at the intended destination and on arrival the packets are re-assembled.

## 6.0 Disadvantages of Electronic Communication

Lest it appear that the electronic revolution has brought about hunky-dory, it is necessary to mention here some disadvantages of the new juggernaut.

- 1) There is a continuous stream of changes in techniques, applications and appliances. The computer bought today soon becomes obsolete, needing new investment and new learning.
- 2) Though accesses are incredibly fast, it requires tremendous patience and time.
- 3) Operators become addicted to the computer and the Internet, so it is difficult to supervise office workers. Most office staff is learning at the cost and time of the employer. Hence work productivity suffers badly.
- 4) Contrary to claims, the new methods of communication affect the eyesight and generally the health of the user.
- 5) The phone calls come any time and has destroyed personal privacy and freedom. One hand is all the time engaged in holding the cell phone. It is very difficult to avoid calls or to screen them.
- 6) On the internet, huge time is consumed in connecting and downloading.
- 7) Others can place “cookies” on your website and thus confidentiality of your affairs is laid bare. This is often dangerous when financial matters are concerned.
- 8) E-mail brings you trash mail, hoax mail and generally unwanted and unsolicited information, leading to waste of valuable time resource.
- 9) The availability of scores of channels on the T.V. makes for compulsory watching and turning whole populations into couch potatoes.
- 10) New virtues appear every day, as also new methods to discover and kill them.
- 11) Cyber crimes are on the rise and it will require all the ingenuity of man to combat them.

## Conclusion

Thus, innovations in electronic communications technology spurred the information age, a time period featuring fluid, almost instantaneous information transmission. The digital world offers interfaces such as e-mail, instant messaging and chat rooms that help with





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simultaneous interfaces of information to a large number of people. For many organizations, electronic communication has become a necessity for participation in modern commerce. Electronic commerce has opened up many opportunities because it allows large-scale global collaboration.

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Pradhan, N. (2010). Business Communication. London; Mumbai: Himalaya Publishing House.



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