Modern Conversation Management

Ashok Kumar Srivastava

Associate Professor, Dean & Head, Faculty of Commerce, SMMTPG College, Ballia

Abstract: *Modern forms of communication mostly include the various forms of electronic machines and gadgets. During the first half of last century typewriters, copiers, radio black and white television were in use, where as in the second half of the last century electronics technique and digital technique developed. Electronic typewriter, telex, word processor offset, computer etc. gave strong and powerful shape to communication. Today, news forms of have become very popular and they are now the necessity of our daily life. For leading Businessman of the 21st century the information technology is the most powerful weapon to get success in the Global market.*

The modern techniques of conversation have introduced a management information system in the field of business. To make the conversation system more effective and useful, strategic management and consumer benefit attitude are adapted and for that information is collected and transmitted continuously with Modern means of conversation.

Modern farms of conversation:- Based on modern technique, the main forms of conversation are as follows:-

(i)   Cellular phones
(ii)   Pagers
(iii)   Video conferencing
(iv)   Fax
(v)   Electronic mail or e-mail
(vi)   Satellite
(vii)   Citizen Band Radio
(viii) Internet
(ix)   Intelligent Network
(x)   Electronic Bulletin Board

From the study point of view, the following forms of conversation will be discussed:-

(i) Cellular phones- 'Cellular' is derived from the word 'cell'. These phones work with the help of these cells and, therefore, they are known as cellular phones. Cellular phones is also called 'mobile' as it is very e small and can be taken along with you where ever you go. There is a F.M. Transmitter in the cellular phone which converts the frequency of words into signals and transmits them. In cellular telephone system divide area is divided into a number of small Ranges. Each range has its transmitter. Telephones and antenna and when is receives a message it give signals. The consumer button and it gets connected to the local translator at the particular range from which he gets the message or send message through radio waves. The whole system is self operated.

It is the means of oral conversation and can easily be used in car, train etc. It can be operated in any part of the country and also at anywhere in the world where you have been conversation system. It is an important tool of time management and a businessman can make his is available time more productive. Cellular phone system is there boon in in conversation process, particularly in the case of natural calamities like flood, earthquake etc. When landline phone Gate jammed. Cellular phones Cauvery useful to those Businessman who had to travel a lot in connection with their business work. Cellular phones can be used while moving or travelling and also from anywhere. One can easily keep himself connected with others from anywhere and at any time. During natural calamity are disaster like floods, earthquakes when landline phones are out of order or damaged, cellular phones importance

can be realised. Cellular phones can be used to talk on other cellular phones are on landline phones. Cellular phones are very important in connecting people in distant rural areas. They are important in time management and thereby helpful in increasing productivity.

Cellular phones are more expensive instrument of communication. Cellular phone number are quite lengthy, always off more than 10 digits and difficult to note down and remember. It is a very smallest comment and there are chances of missing or lossing it. It's wrong use, particularly while driving may cause accident.

(ii) Fax or Fsscimile- Fax is a great achievement in the field of Information Technology. Through fax, any document printed or handwritten, graph, chart, picture etc. Can be sent from one place to any other place in the form of a photocopy, with the help of Telephone Network. It takes hardly anytime to send the printed or handwritten matter in larger quantity to any place.

Word 'Fax' is derived from 'Fascimile' 'Fase' means 'to make' and 'cimile' means 'like that'. It means you send a similar copy of the original. This system compared to other system, is faster and less expensive. In our situation, where the distance between sender and receiver is very wide, the use of this system is very useful and beneficial.

Fascimile are fax was invited by Alexander Lain of Scotland in 1842. In 1850, frederic backwell developed paschim Mila machine. In 1875, william samper of New York gave a new form to this instrument. It was in 1910 Arthur Carn of Germany developed the first fax machine and in 1902 we used photo electric fax machine to transmit and receive photos. In 1907, he developed a commercial photoelectric factor which was Germany. Later on, in 1910 it connected Berlin with London and Paris. In 1922, Century transmitted a picture to America through radio. This picture was published in various newspapers of America. By 1980, the fax machine were developed in such a way that they can serve the purpose in homes and offices. Today, fax machine have become multi purpose terminal, and

there iI is possibility of its use in email in future. In fax, first the printed or written message is a scanned. In scanning, the original image is converted into electric signal and transmitted. On the receiver's end these electric signals pass through the fax recorder and the hard copy of transmitted message is obtained. The detailed working process is as follows:-

1. Most of the fax machine work on the principles of electronic engineering and use photo electrical scanning System. Its main objective is to develop electronic onlog signals and publish document page and the images are analysed into small particle, raunak on lock signals are created.

2. Like scanning, most of the recorders are of electronic engineering nature. Their shape is like a cylinder.

3. The transmitted message is restricted at the receiver's end.

Earlier the fact services were performed through cables. Now it is performed through satellite conversation system.

In the beginning The Hindu had adopted Fax service in 1969. Now, almost all all the newspaper groups are using it.

Fax server with is a very prompt and very e in extensive system. By fax, can easily and promptly transmit printed and written documents in the form of photocopy to any concerned person, fax service has become an important part of our daily working. It is being used increasingly in health, business, trade agriculture, banking, insurance, education and various other fields.

(iii) Electronic Mail- Just as letters are sent from one place to some other place by DAK/ POST, so also letters are now sent from computer from one place to other. It is known as email. Email is a form of using internet. Through e-mail, a message can be communicated from one place to another place faster than any other channel/ media offer conversation.

The matter of the message or letter, that is to be communicated, it is prepared by word processor on the computer screen, then it is

transmitted to the desired address by Telephone Network/ cable network. The whole matter the message or letter is executed on the computer screen/ TV is screen for the concerned person at that address. If necessary, e the concerned bring out it's print also. If the concerned person is not present at the computer, then the matter of the message/ letter is Stored in the memory of the computer. The concerned person as and when returns to the computer, he gets the information that a message is in the the memory and he can get it exhibited on the screen.

A person can type the message on his computer and send it to another computer by email provided both the computers are are connected with the internet email is very fast. Time and paper is saved by email system and it is not at all expensive. In 1960, email was known as CBMS, i.e., computer best messaging system. In 1974, western Union got it registered under its trademark as electronic mail. For sending email in addition to computer and internet connection you require and email address, and also software related to email.

If you want to to send email to some person then you first click on start of the windows and click on the sign programe. Now the list of all the programs in the computer will appear on the screen. You will find outlook express also in the list. After you click on Outlook Express it will start. New mail sign will appear on the screen. Click it, and new message window will open, in the box where'To' is written, write email address. Below 'To' you find a box CC, where you can enter other person addresses if you are required to send message to other also. Below this you find subject box in in which you write the title of your subject matter and enter the whole message in the blank space. After entering the complete message, click on the icon 'send' on the left corner of the window new message. If you are already connected with modem or internet then your message will immediately be transmitted, otherwise your message will be stored in in outbox and when you get connected to internet, the message will be transmitted.

Email can be send in Hindi also, but for this a particular software is is required. Search softwares of liplite or I aur -lip are available on internet. You can download liplite from www.dac.org. or I-lip from www.nit.gov.in. Through tu them you can easily, send your email in Hindi, provided that the concerned software is also available in the computer of the receiver.

It is very easy and simple to receive email. If your computer is having Outlook Express our any email software, then after getting connected to internet, this software will itself search the message. If there is any message it will shine on the Taskbar of the computer screen. You can open Outlook Express and read your email message.

For sending message by email it is necessary that the receiver of the message should also have the email facility. If receiver's email address is not correctly written then the message will come back on your own email address. It is known as bound mail.

It is evident that email is the most modern and inexpensive medium of communicating messages. You are not required to spend anything on paper, pen, ink, envelope and postage stamps. Only sitting on your computer you can send your message addressed to any person anywhere in the world. Your message will reach the the concerned person within seconds, let the receiver be miles away.

(iv) Video Conferencing-Video conferencing is an excellent technique of audio-visual communication. People present at distant places communicate with each other as if attending a conference or meeting together in a meeting room. In this technique, not only the communication of messages is possible but also concerned person can have lively talk among themselves, in which the body language like postures, gestures, facial expression etc. Also help in communication of the message. Today almost every district in India enjoys the facility of video conferencing.

Videoconferencing is a substitute half face to face communication. Face to face video

conferencing can be accomplished in two ways: (i) by using computer, and (ii) without using computer

The video conferencing with the use of computer is known as computer conferencing, in which computer, web camera, telephone connection and internet connection are are necessary. Video conferencing without the use of computer needs digital web camera video conferencing machine, telephone satellite connection and projector.

Advantages:

1. In videoconferencing persons sitting at distance places in different parts of the world communicate with each other as if communicating face to face.

2. At a particular time, two different parties from two different places can confer with mother and thus, their continuous contact becomes easily possible.

3. Through video conferencing, an organisation can have very fast and direct communication with its various departments/branches situated at various distance places.

4. It is possible to have audio and video both types of communication of messages.

5. Through video conferencing, it is is possible to participate in meetings/seminars/conferences without wasting time and money on long and tidious journeys.

6. Ud, head office of an organisation can directly monitor by giving and gathering information to to and from its all branch this is situated at various place.

Limitations:

1. High quality images can be received only by encouraging extermely high cost, and therefore, this technology is not very popular.

2. Video conferencing maybe e suitable for big organisations. It is not very suitable for small organisations because of high costs involved.

Presently, some companies are trying for quality improvements in video conferencing Technology. Efforts are going on to prepare specific software, experimenting multimedia's special effects, and to improve internal mechanism so that video-conferencing becomes less expensive with better quality.

(v) Internet- Internet is the most modern International communication system which creates, by connecting computers with the help of telephones, and international route for exchange of message/ informations promptly without delay throughout the world.

Care of our requirements whether they are smallest ka biggest in 1969, advanced research project agency prepared a plan for USA defence department to provide data and information to you it's different departments. In this plan, satellite and cable network was used to communicate information and, therefore, the plan was named as internet. In 1990-91, after the end of 'cold war', internet was made available to general public. Today, internet is present everywhere. Internet word is derived from two English words international and network, which means international network. The strength of internet as the most powerful network of communication can be described in the words of K.K. Sinha as follows: " if we look at the speed and expansion of communication means, we will see that while it took radio 40 years to reach 50 million people, TV and computer did this in about 13 and 16 years respectively. But internet has reached 50 million people in just 4 years."

To use internet, it is necessary to become member of internet service provider. In India it is controlled by BSNL bye. Apart from this, micro process are having 16 megabyte capacity, along with WINDOWS terminal software, internet explorer is required for internet. In addition to hardware and software, a telephone line and specific modem is also necessary. Faster the speed of the modem, better will be the utility of internet.

Presently, a new form of internet has come up in the form of Neton cable. Various companies are laying down Optical Fibre cables net for providing internet on TV from house to house.

Internet has completed 10 odd years in India. Education and Research network had provided internet facility for the first time in India,

but it was in August, 1995 when BSNL started providing internet facility for commercial purpose. In August 1995 itself the number of internet users in Delhi and its surrounding area was 32000. The number of internet users in India was 16.5 lacs by March, 2002 and as per Indian internet business report of Indian credit rating agency the number of internet users in 2005 estimated to be 83 lacs.

Use of Internet- from internet we can get various kind of information, but it is used mainly for the following purposes:

1. The specialty of internet is very popular among the users. The sender and the receiver both should have the ID the address on some website like-Yahoo, Hotmail, Rediffmail etc.

2. This is used to provide concerned information to consumer. Yahoo, Google, Lycos are the prominent Search Engines today.

3. Which is next in popularity after email. It is known as www. Providing information subject-wise.

4. Through telent you can log in on any computer connected with Internet and work on it has if it is under your control.

5. It helps in sending the message on electronic bulletin board, where anybody can see it.

6. It helps in classifying the information available in the internet according to specific subjects, so so that persons interested in a particular subject can exchange information. It is also very popular.

7. Its use has converted distance in to nearess. In addition to unlimited chit-chat you can see the concerned person on the screen with the help of web camera and he can also see you.

8. Its use is limited. Only big corporates use to keep connected with its various branches and departments.

9. The speciality of internet has turned the whole x in the internet according to specific subjects.

7. Its use has converted distance in to nearess.

8. Its use is limited. Only big corporates use to keep connected with its various branches and departments.

9. The speciality of internet has turned the whole world into a big market.

Problem from using Internet: Today, internet is a very popular medium of communication, but 810 mm problem in using it:

1.   Unlimited knowledge and information is available on internet but the route, through which it reaches the consumer, is highly crowded.

2.   The worst, problem is that of hacking in in which any person can steal your password and use your personal files and records and can benefit from them. During Kargil War, computer experts of Pakistan head hacked some 250 indian sites.

3. Cybercriminals spread viruses that damage the working of computers.

4. Internet is Miss used for spreading interest in vulgar in films and literature and have and adverse effect on the youth.

5. The internet also give information about technique of making bomb which is very dangerous for the society.

6. Misuse of credit cards by criminals is also a big problem.

7. Language is a barrier in the use of computer as mainly english language is used in internet.

However, various steps are being taken to avoid these problems. For example, governments are trying to ban to the vulgar films, information on internet. Computer experts are also trying to repair softwares to filter and join such information.

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