

Impact of Digital Communication on Social Networks: A Review

Dr. S. Revathi

Assistant Professor, Department of English
Srinivasan College of Arts and Science, Perambalur, India
sanjirevathi@gmail.com

Abstract: *In recent years, technology has digitised various fields, making tasks easier and more efficient. Digital communication is an important aspect of technological advancements that have changed accessibility all over the world. Learning about unique examples of digital communications and how they work can help you discover how to use them and may allow you to explore various opportunities in the technology field. In this article, we explore what digital communication is, discuss some examples, outline the skills you may require and provide examples of careers in the field*

Keywords: Digital communication

I. INTRODUCTION

Digital communication is any type of communication between people that involves the use of technology. This can be a crucial tool or element in an organisation as they can use it to connect with customers, employees and other stakeholders. Digital communication may also occur when an organisation or person uses digital tools to spread news, entertainment or information about a product or brand.

Digital television is a device that allows users to receive digital information as movies, television shows and news segments. Advertisers use digital television to market their products and services to a wider audience. It's a useful digital communication tool as it can transmit a wider variety of channels, thanks to satellites, compared to analogue television. Modern televisions also allow users to stream movies and shows by connecting to the internet, which provides viewers with access to more content from all over the world.

Websites are one of the most popular methods for individuals and organisations to transmit digital information to a worldwide audience. For instance, a news organisation can communicate with internet users by posting news articles on their website. The audience is also free to express their thoughts on certain issues to the rest of the readers.

A smartphone refers to a device that can perform many computer functions and has an operating system capable of running apps and providing internet access. Through smartphones, people may now access social media platforms, which allow them to connect with each other and send information to multiple users at once. With messaging and call features, users may also send and receive messages in seconds from anywhere around the world. Smartphones have also made products and services more accessible through phone applications that support online shopping.

Using programs with video streaming, you can talk with people online and see them in real-time. Live streaming also allows you to watch or stream live events and other viewing alternatives for knowledge or entertainment. Streaming technology is also available on a wide range of devices, including computers, TVs and smartphones.

Users may now access a wide range of reading materials from a single, portable device, eliminating the necessity of physical books. E-books have allowed many people who may not have been able to access certain books to have their own electronic copies. This has allowed greater dispersion of knowledge, especially in low-income countries where publishers may not send books or where they may be too costly.

The combination of satellite and digital technology means that remote users can now identify the location of a device, such as a mobile phone, GPS device or computer. This information is useful with other digital applications, such as mapping technology, to provide users with information on how to find a specified location or person. Geolocation devices are also efficient for communication, especially for stranded individuals who may choose to send emergency messages even without an internet connection

These are messages that one computer user distributes to one or more recipients' networks by electronic means. They have become an essential method of digital communication that is fast, cheap and easy for users to access on most devices. Using emails can benefit businesses as they are an efficient and effective way to transmit information on sales, promotions and discounts to exclusive customers.

A blog is a type of journal where an individual, group or organisation posts material about their thoughts, beliefs or activities. They usually contain personal reflections on events or news. Blogs can be useful digital communication tools as many internet users may read important information from them and they're available to a wide audience.

This is a wireless mobile technology for short-range device communication. They can be cheap and may serve as short-range communication solutions when minimal alternatives are available. Other devices that may also use infrared energy include home entertainment control units, robot control systems and cordless microphones.

Blockchain technology is a system that records transactions in a digital ledger and can then share the information among different computers. This includes digital communication that connects different computers and distributes their data to mixed locations to ensure no entity can track or hack a transaction. A blockchain may allow an organisation that handles sensitive data to transfer information through different departments without the possibility of data theft.

Cryptocurrency refers to digital money that is available only over the internet and may not be under federal control. Cryptocurrency uses unique encryption technologies to control the creation of money, that is, as coins and to track the exchange of funds. This type of technology allows many users to send funds to remote areas without using a physical card or a money transfer agency.

Employers across industries are looking for digital communication professionals with a variety of specific skill sets. Here are some skills you may acquire.

Flexibility: To thrive in digital communication, one important asset is adaptability as priorities in this discipline can often shift quickly. For instance, the organisation may require you to learn how to use different machines, which developers can create and release often.

Commitment to lifelong learning: Ongoing education may be necessary for you to stay marketable in technology. You may decide to gain further certifications in the field, such as a master's degree, or you can attend seminars or conferences, which present the newest trends in digital communication.

People skills: This is the ability to have conversations with diverse individuals. This trait is essential in digital communication as it may teach you how to use digital tools properly for you to communicate information effectively.

WORKS CITED:

- [1]. Kazmeyer, M. "Negative Effects of Technology on Communication." Techwalla, <https://www.techwalla.com/articles/negative-effects-of-technology-on-communication>. Accessed 23 November 2018.
- [2]. Tardanico, S. "Is Social Media Sabotaging Real Communication?" Forbes, 30 April 2012, <https://www.forbes.com/sites/susantardanico/2012/04/30/is-social-media-sabotaging-real-communication/#6ddb55402b62>. Accessed 23 November 2018.
- [3]. The Impact of Social Media Use on Social Skills." New York Behavior Health, <http://newyorkbehavioralhealth.com/the-impact-of-social-media-use-on-social-skills>. Accessed 23 November 2018