

Unit-4

Analysis of different media of communication



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**Fax communication,
Voicemail, Email,
Tele -conferencing
communication though
Social media**



Fax communication

- Fax is that the short variety of facsimile. Typically it's additionally referred to as telescoping. it's the telecom transmission of scanned written material each text and pictures, usually to a phone number connected to a printer or different output device.



- The initial document is scanned with a fax machine, that processes the contents text or pictures as one fastened graphic image, changing it into a image, the knowledge is then transmitted as electrical signals through the phone system. The receiving fax machine reconverts the coded image, printing a paper copy.



What is Fax

- In 1924, Herbert E. Ives of AT and T transmitted and reconstructed the primary color facsimile, exploitation color separations. within the Nineteen Sixties, the u. s. Army transmitted the primary photograph via satellite facsimile (FAX) to Puerto Rico Act kind the Deal check web site victimization the traveler satellite. The use of fax is step by step increasing for sending visual materials like image, diagrams, illustrations etc.



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- The fax machine has created it doable to send copies of necessary documents as well as certificates, testimonials, degrees, agreements, contracts, etc. from one place to a different at the speed of telephony. For this reason, it's universally used technique of communication.



Important or Advantages of Fax in Communication

- Fax provides some important or advantages that are unique over other electronic communication media. The advantages of using fax are mentioned below-



1. Universal Method of Communication:

The fax machine has made it possible to send copies of important documents including certificates, testimonials, degrees, agreements, contracts etc. from one place to another at the speed of a telephone call. For this reason, it is universally used method of communication.



2. Sending Message Directly by Computer:

If a document is generated on computer, it can be sent directly using a fax modem, bypassing the need to print the document first.

3. Advantage over Telex:

Charts, graphs and other visuals cannot be sent through telex but they can be easily sent through fax.



4. Quickest Means of Communication:

Fax is one of the quickest means of transmitting information. In fax, the finally prepared document is inserted in the machine and almost instantly copy of the document comes out at the receiving end.

At last we can say that fax is used for varieties of purpose as it offers different benefits for its users.



Voicemail

- Voicemail is a method of storing voice messages electronically for later retrieval by intended recipients. Callers leave short messages that are stored on digital media (or, in some older systems, on analog recording tape).



- Originally, voicemail was developed for telephony as a means to prevent missed calls, and also to facilitate call screening. In recent years, voicemail has become integrated with the Internet, allowing users to receive incoming messages on traditional computers as well as on tablets and mobile phones.
- Microsoft Exchange is a popular platform for voicemail with desktop and notebook computers.



Users can play their voicemail messages either as audio (Mp3) or as text. In order to play a voicemail or read it as text, the user simply clicks on an inbox item, just as would be done with an ordinary e-mail message.

- One particularly interesting development is the integration of voicemail with e-mail. Google Voice, for example, can translate voice messages into text for viewing on mobile and tablet devices. Google Voice also allows free or low-cost worldwide texting. Users can set up custom greetings for various callers.

- Address books can be shared across multiple platforms such as e-mail, a landline phone, and a mobile phone. Google Voice and similar applications work in effect like voice-enabled e-mail in reverse.
- Proponents of voicemail-to-text, voice-enabled e-mail, and unified messaging assert that these applications have largely dissolved the barriers between data networks and traditional voice networks.



Voice mail advantages

- The messages may be created in the user's voice mailbox and then they are transported to another voice mailbox, Voice messaging is a viable alternative to e-mail and fax systems as a business communication tool, The voice-messaging system improves the public relations in the companies.



- The voice-messaging systems include many services such as voice messages, the voice-mail distribution lists, fax-in and fax-on-demand in the mailbox, the interactive voice response, and the voice forms that any user can access anywhere in the world.
- Voice mail provides twenty-four-hour-a-day answering capability, It can enhance the efficiency and boost the job productivity, It can save and generate the money for the company, It can improve the accuracy of message content and it can enable one to send multiple messages to the people.





Voicemail



- You no longer miss any calls when the people leave the messages on your voice mail, you can listen to your messages, you will remember your schedules and it will keep you in the loop.
- Your callers will be able to get in touch with you by leaving you a voice mail message, Instead of calling you until they get hold of you, they can leave the message, their name, and the phone number.



Voice mail disadvantages

- Some people can not use the voice-messaging systems, The voice-messaging system is less economical for the smaller companies, Some people do not see any benefit in having a voice mailing system in place, It will be a nuisance for them.



- Some people do not like that they can not reach a live person when there are too many voice-messaging options that may make it difficult for people to recall which options they used previously.
- If you miss a lot of calls that you will be flooded by many voicemail messages, Listening to the voice mail is very tiring and time-consuming, you can use your time doing more important and urgent tasks.



- You will get tired of listening to the messages and end up deleting the messages without listening to them, This causes you to miss the important messages.
- The message recording systems can fall prey to the hackers who phish the passwords through spam email or social engineering, They can access to the messages, They can take the personally identifiable or proprietary business information.



Email

- There are two main types of email, client-based email and webmail. Client-based email is often used by business users and involves the email being downloaded from a server to an application (such as Microsoft Outlook or Mozilla Thunderbird) on the user's computer. Webmail is accessed through a web browser and can be accessed from any computer with an internet connection.



✓ Client-based email

- To set up this type of email you need:
- a computer
- an internet connection
- an account with an ISP (Internet Service Provider)
- an email application, eg Outlook, Thunderbird or Entourage
- Your Internet Service Provider will give you an email account, a password and a mailbox such as yourname@hostname.co.uk.



- With a dial-up connection you have to pay the cost of your internet phone calls (local rate) and in most cases a subscription to your provider (though some are free). Dial-up users can download their emails and read them offline to keep costs down.
- A broadband connection is 'always on' with a flat-rate subscription. Very few people pay by the minute nowadays and the majority of people pay a monthly fee for broadband access.
- Anti-virus scanning is becoming standard on email accounts and many email providers now offer a spam (electronic junk mail) filtering service.

✓Webmail

- Webmail, as its name suggests, is web-based email. To use webmail you do not need any email software - just a computer connected to the internet and a browser. Webmail accounts are usually free.
- Users simply sign up to a webmail service such as Gmail, Hotmail or Yahoo. They are then given a unique user name, password and a personal mailbox. The mailbox is accessed by visiting a specific web address and logging in. Once logged in, users can send and receive messages.



Features of email

- The many different features of email include:
- automatic reply to messages
- auto-forward and redirection of messages
- facility to send copies of a message to many people
- automatic filing and retrieval of messages
- addresses can be stored in an address book and retrieved instantly.



- notification if a message cannot be delivered
- emails are automatically date and time stamped
- signatures can be attached
- files, graphics or sound can be sent as attachments, often in compressed formats
- webmail and mobile email can be used to receive and send messages while on the move



Advantages of Email

- Emails are delivered extremely fast when compared to traditional post.
- Emails can be sent 24 hours a day, 365 days a year.
- Webmail means emails can be sent and received from any computer, anywhere in the world, that has an internet connection.



- Cheap - when using broadband, each email sent is effectively free. Dial-up users are charged at local call rates but it only takes a few seconds (for conventional email, eg text only) to send an email.
- Emails can be sent to one person or several people.



Disadvantages of Email

- The recipient needs access to the internet to receive email.
- Viruses are easily spread via email attachments (most email providers scan emails for viruses on your behalf).
- Phishing - sending an email to a user falsely claiming to be a legitimate company to scam the user into providing information, such as personal information and bank account numbers on a bogus website. The details will then be used for identity theft.
- No guarantee the mail will be read until the user logs on and checks their email.
- Spam - unsolicited email, ie junk mail.

Teleconferencing

- Teleconferencing means meeting through a telecommunications medium. It is a generic term for linking people between two or more locations by electronics. There are at least six types of teleconferencing: audio, audiographic, computer, video, business television (BTV), and distance education. The methods used differ in the technology, but common factors contribute to the shared definition of teleconferencing:



- ✓ Use a telecommunications channel
- ✓ Link people at multiple locations
- ✓ Interactive to provide two-way communications
- ✓ Dynamic to require users' active participation



Types of Teleconferences

1. Audio Teleconference: Voice-only; sometimes called conference calling. Interactively links people in remote locations via telephone lines. Audio bridges tie all lines together. Meetings can be conducted via audio conference. Preplanning is necessary which includes naming a chair, setting an agenda, and providing printed materials to participants ahead of time so that they can be reviewed.

- Distance learning can be conducted by audio conference. In fact, it is one of the most underutilized, yet cost effective methods available to education. Instructors should receive training on how to best utilize audio conferences to augment other forms of distance learning.

2. Audiographics Teleconference: Uses narrowband telecommunications channels to transmit visual information such as graphics, alpha-numerics, documents, and video pictures as an adjunct to voice communication. Other terms are desk-top computer conferencing and enhanced audio. Devices include electronic tablets/boards, freeze-frame video terminals, integrated graphics systems (as part of personal computers), Fax, remote-access microfiche and slide projectors, optical graphic scanners, and voice/data terminals.

- Audiographics can be used for meetings and distance learning.



3. Video Teleconference: Combines audio and video to provide voice communications and video images. Can be one-way video/two-way audio, or two-way video/two-way audio. It can display anything that can be captured by a TV camera. The advantage is the capability to display moving images. In two-way audio/video systems, a common application is to show people which creates a social presence that resembles face-to-face meetings and classes and enables participants to see the facial expressions and physical demeanor of participants at remote sites. Graphics are used to enhance understanding. There are three basic systems: freeze frame, compressed, and full-motion video.

4. Computer Teleconference: Uses telephone lines to connect two or more computers and modems. Anything that can be done on a computer can be sent over the lines. It can be synchronous or asynchronous. An example of an asynchronous mode is electronic mail. Using electronic mail (E-Mail), memos, reports, updates, newsletters can be sent to anyone on the local area network (LAN) or wide area network (WAN). Items generated on computer which are normally printed and then sent by facsimile can be sent by E-Mail.



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