

Paper –Principles and Practice of Management

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## **Topic- Computer -Based Communication(Part1)**

In the present environment, communication has enhanced and enriched by the use of computer-based communication technology. Experts have estimated that performance of new information technology (at the same cost) doubles every eighteen months. Because of this phenomenon, newer organisational designs like virtual organisation and virtual office in which employees do not meet face-to-face but are linked through computer-based communication. Computer-based communication takes place in the form of electronic mail. Intranet and extranet links, and videoconferencing.

**Electronic Mail.** Electronic mail (e-mail) is a fast and efficient method to exchange messages between two or more persons. E-mail can be defined as the exchange of messages through a computer network. Messages can be entered via the keyboard or can be taken from files stored on a disk. In general, e-mail takes the form of a text with little formatting, though more sophisticated e-mail software packages can allow users to send messages that contain different typefaces, graphics, and other elements that enhance the quality of presentation of the messages.

E-mail messages can be composed on-line or off-line. When a message is composed on line, the user's connection to the Internet is active. When the message is composed off-line, the user's connection to the Internet is inactive. This allows the user to take more time and care over the content of the message. A message can be posted for immediate delivery or deferred delivery. Immediate delivery means that the message will be transmitted through the Internet immediately. If the user is working on-line, the message is queued for delivery and as soon as the transmission

channel is available, the message is transmitted to the receiving end. If the user is working off-line, the message will be transmitted only when the user chooses to send it. Deferred delivery allows a user to compose a number of messages and store them so that they can be transmitted together at one time. This tends to be the most efficient way of working since sending a batch of messages is quicker and easier than sending large number of messages individually.