
RESEARCH ARTICLE

Electronic and Social Media Enhance Business Communication: A Literature Survey

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ABSTRACT

The study explores the role of electronic and social media in enhancing business communication. A qualitative approach is used to uncover the role of both media types. For this purpose, the study conducts a literature survey over the last three decades. We observe that electronic media enhances business communication, and email is the most popular electronic media content. Our findings demonstrate that social media favours business performance because it promotes customers' corporate image and enhances the sale of products and services. In practice, the findings can guide businesses to optimize their social media usage to constantly update consumer expectations and maximize profitability.

KEYWORDS

Electronic and Social Media; Business Communication; Literature Survey

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1. Introduction

In communication, media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data. It is often synonymous with mass media or news media but may refer to a single medium used to communicate data for any purpose. Although the term is usually associated with content recorded on a storage medium, recordings are not required for live broadcasting and online networking. Any equipment used in the electronic communication process (e.g., television, radio, telephone, telegram, telegraph, telex, and desktop computers, including the Internet) may also be considered electronic media. Human communication began through artificial channels, i.e., non-vocalization or gestures, ancient cave paintings, drawn maps, and writings (Murphy & Holderbrandt, 1988).

For organizations, modern communication media allows long-distance exchanges between more significant numbers of people (many-to-many communication via e-mail and Internet forums and apps). On the other hand, many traditional broadcast media and mass media favour one-to-many communication (television, cinema, radio, newspaper, and magazines). Media technology has made communication increasingly more accessible throughout history. The internet is arguably one of the most effective tools in media for communication and also improves the standards of information, education, and entertainment. According to (Orlik, 2004), "As Electronic media become even more prominent in interconnecting our life experiences, and as concern about the content and responsibilities of these media becomes more central to the concerns of society as a whole media, media studies themselves constitute the nucleus of instruction for the educated person of the twenty-first century."

Electronic media enlarge the available alternatives to people in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama, and other subjects of public and national

interest. Electronic media also facilitates the devolution of responsibility and power to the grassroots by improving people's access to mass media at the local and community levels. It also ensures accountability, transparency, and good governance by optimizing the free flow of information. Media has helped Business organizations from far and near geographical locations. It has also helped in the aspect of online/ internet business and other activities that have an online version. Electronic media enable interaction among organizations such as banks or financial institutions, particularly communicative exchange. For example, a company can send or receive money from one country to another through online banking on the confirmation of an order to sell or buy goods or services (Macca et al., 2024). Also, banks and financial institutions can display their information about products, services, schemes, profit rates, and interest rates on loans and job opportunities by using different E- media tools that the general public can facilitate according to their needs (Kirakosyan & Danaiața, 2014).

To enhance the awareness of different organizations making different types of products or providing different kinds of services, most traditional communications media, such as telephone, fax, and television services, have been reshaped or redefined using the technologies of the Internet, i.e., E-mail, which improves communication in modern organizations. Therefore, the current study aims to enhance the knowledge of how electronic and social media have improved business communication in the recent era. Moreover, the study also aims to identify which type of media is more powerful in enhancing business communication.

2. Methodology

A qualitative research approach is used to achieve the objectives. According to Cooper and Schindler (2006), using a qualitative research strategy is to collect data that depicts a detailed picture of events, situations, and interactions with people and things. Qualitative research is more relevant to studying social relations (Shahid, 2017; Shahid et al., 2018a, b). We analyze material using the "qualitative literature survey" technique based on a qualitative approach.

3. Discussion

In the past, the telegraph has played a very good role in improving communication for different organizations; as discussed, *"The telephone, telegraph, data services, switching equipment, and terminal equipment, the telecommunication industry, like the electronic media industries, has undergone considerable consolidation and change"* (Albarran, 2010). In the past, when modern means of communication like e-mail, telephone, television, etc., were not so popular, the telegraph played a very important role in transferring messages, mail, letters, and especially the important documents of many companies like contract papers, sales agreements, enquiries, order letters, and order confirmation letters can be sent from one place to another. *"Withstanding the great change with the invention of the Electrical telegraph has wrought in all social and political relations; few persons are familiar with its history or practical operation"* (Prescott, 2022). The telex and the telegraph have also played a vital role in judicial organizations. They transfer written information by clearly describing the terms and conditions of any legal issue or action against any individual or group. *"Courts have generally held that a message created and sent via telex or telegraph satisfies the writing and signature requirement of the statute frauds, provided the message, "First; indicates the parties, second; sets forth terms of the parties agreement and third; indicates the parties intended to be bound by such terms"* (Stuckey, 2000). However, in the rapidly developing era, the use of telegraph is very low.

Different means of electronic media have been facilitating business communication in past decades. In the last century, a revolution in telecommunications has significantly altered communication by providing new media for long-distance communication. In order to improve organizational communication, the telephone has a great impotence. Because it transmits the message between the two people without ambiguity and transfers the information simultaneously when someone inquires, as described by Simon Penny in his book, *"We trust that the telephone represents us accurately, transmitting our voice and therefore our intentions and meanings without distortion. However, the natural intelligence of communication networks is rapidly increasing"* (Penny, 1995). A revolution in telecommunication has greatly altered communication by providing the telephone as an Internet communication medium, making Internet banking easier and faster. As reported, *"It will contain lessons for other industries which are yet to move down the E-commerce path. Technologies such as Automatic Teller Machine (ATM), electronic fund transfer, intranet, telephone, and internet banking have made banking accessible in many more formats and have assisted the industry in reducing costs in a competitive and increasingly global environment"* (Andersen et al., 2013). Different organizations use Telephone to connect to the internet to communicate with other organizations, can access much information, and can provide job opportunities for their vacant positions by using the telephone as an internet connecting medium, *"The Apple iPhone has an incredible range of functions available. Surfing the internet, accessing music videos getting direction to a restaurant, organization's appointments"* (Miller, 2012). Telephones can also communicate general matters, ideas, and problems within and outside any organization by making and receiving calls. Although it has so many other features, *"Yes, it is also still possible to use the phone just to make and receive calls. Use of technology depends on features and how individual use that features"* (ibid).

Like television, Radio is also an important source of entertainment and information. Companies can advertise products on the radio to create awareness in people about their products. Thus, radio provides a source of communication for organizations. *"The auditory base of electronic media. Television, film, radio, tapes, and records have contributed to a radical transformation in our perception of the world from a visual, print base to an ordinary base"*. (Schwartz, 1974). Similarly, fax is very important in improving communication within and outside the organization in cities, countries, and the world. The information can be shared immediately between or among the people; information is transmitted in seconds, and this instant transmission of information proves miraculous in every walk of life, especially in the business world where feedback is immediately required, as reported by Wilhelm, *"Now just when it took likely that all written communications are going to shift to electronic media or fax and be sent by satellite? A letter addressed to someone in your city takes a few seconds by fax instead of 48 hours in the post"* (Wilhelm, 2013).

In a large consumer-driven society, electronic media (such as television) and print media (such as newspapers) are essential for distributing advertisement media. More technologically advanced societies can access goods and services through television because Television is an essential electronic media content. It revolutionized providing information on many issues in detail worldwide by telecasting live movies on every issue.

Different television channels broadcast current affairs news where companies can get information about government policies, rules and regulations to operate business in different cultures and environments. The different channels design their programs for international, national, provincial, district, and local or special target audiences. *"Television is a medium that is constructed out of two separate modes of communication – sound and vision- and where one of these is creating a kind of transparency and ideology, which is showing us something that has come the way of the broadcaster, so to speak, but this is also taxed over, with input that still has to work"* (Kelly-Holmes,1999).

Television also contributes to the economy because every company has to communicate with people through advertisements on television about its products to get value and profit from customers. They also want a better position in the market, so they invest heavily in advertising, thus easily flowing the money into the country's economy. *"Based on present evidence, the potential exists for both scenarios. Economically, TV is the greatest selling tool in human history. Every day, we are bombarded with hundreds of commercials for every product and service. Television advertising may be manipulated and misleading if we do not view it with a critical eye. At the same time, it helps to derive and stimulate national economies and pay the bills for commercial programming."* (Otfinoski, 2007). By Advertising on television, the companies describe the possible advantages of their products and also take information about the plans, objectives, goals, and strategies of the competitors by the advertisement of the competitor's products and can compete with each other in the market and then enhance the industry structure. *"It is hard to imagine the global marketplace without it (Television)"* (ibid).

Television is an essential source of public awareness. Organizations advertise their products according to the changing demands of people on television, thus improving organizational communication with people and other organizations, as Mrunalini discussed in his book. *"Today, with the rapid growth and development brought about by science and technology, information or news from the world over comes into one's steps. Mass media television plays a vital role in this progressive, informative world. Every detail, along with moving pictures, is given by this audio-visual media. Television is instrumental because of its unlimited scope, reaching every section of the population."* (Mrunalini, 2008).

E-mail is a speedy, timely, cheap, and inexpensive way of communication. People can send and receive messages anywhere in the world. Organizations, for their business purpose, use the facility of e-mail to send and receive documents, inquiries, orders, order confirmation, and designs of different products from one organization to another in the world as described by David Wood, *"The more I use it, the more I realize that my use centers around electronic mail. Although I surf the web, use Usenet and newsgroups, transfer files, and conference with others regularly, it is a rare day that does not involve E-mail. E-mail keeps me in touch with friends overseas, lets me consider business, documents my work day, and generally keeps me on track. Email is the internet's "killer app" and now defines much of my communication with others."* (Wood, 1999). Herta A. Murphy reported in her book the importance of electronic media involving e-mail. According to her, organizations have used e-mail as a daily means of communication. *"E-mail is beginning to dominate day-to-day communication in business organizations."* (Murphy & Holderbrandt,1988)." E-mail in electronic media is very helpful for organizational communication because companies can get feedback from people related to liking or disliking their products and get their opinions regarding improvements in the quality of their products. As Donald explained, *"Broadcast systems in all countries have various devices for eliciting feedback from the public. E-mail for certain specialized publics, serve as bridges between broadcasters and public"* (Browne, 1999).

E-mail also leads to poorer communication because it does not provide high privacy. Because an e-mail passes from one system to another through different networks. The system administrator of a network or a hacker can read the contents of emails, *"E-mail*

cannot be used to communicate trade secret or other confidential information without prior written permission." (McCavitt & Pringle, 1986). People can communicate over the Internet using an e-mail facility. People discuss different topics and distribute their ideas to others worldwide. "People use e-mail for anything for which they might use paper mail, faxes, special delivery of documents, or the telephone. You can communicate globally for the cost of a local phone call" (Liaqat & Harris, 2008). However, several studies have highlighted the relevance of technology for micro, small, and medium-sized firms in enhancing competitiveness and performance, including (Charoensukmongkol and Sasatanun, 2017; Jung and Shegai, 2023; Trinugroho et al., 2022; Zhou et al., 2019). Technology allows humans to perform more efficiently in a variety of industries, including business. In the new era, social media is a type of technical innovation commonly used in the business world. This media is ideal for small businesses because it is simple and inexpensive. Micro businesses can reach more customers using social media than traditional or manual media, thus enhancing communication in modern businesses. Denicolai et al. (2021) emphasised that traditionally run business units with a restricted geographic reach were no longer applicable to contemporary trends. Micro companies in the business world mostly use Facebook, Instagram, Twitter, and other social media platforms. The usage of social media is critical, particularly for businesses that target social media users (Charoensukmongkol and Sasatanun, 2017).

4. Conclusion

The current study aims to enhance our knowledge of how electronic and social media have improved business communication and identify which type is more powerful in this regard. From the literature survey, we observe that television plays a very negative role by live telecasting horrible scenes, which cause psychological problems in people. Some scenes also hurt people's thinking. It also causes people to stick to the scenes; thus, social sitting has been abandoned. Radio can help educate people on social issues. However, it can also lead to many problems, such as radiation, which has different medical and psychological effects on human health. It is right that each piece of electronic media improves and leads to poorer communication, as discussed with each piece of content individually. Moreover, certain types of media can hinder face-to-face communication, resulting in complications like identity fraud. However, organizations benefit greatly from electronic media because it improves communications in many ways by transferring the information an organization desires. Internet forums, like internet marketing places, are where companies can search for the price of raw materials, access the quality of different raw materials, and search for the goodwill of the other companies from which a company is going to purchase the raw materials or products. Moreover, companies can assess the solvency or worth of the company to whom an organization will sell its product. To recover dues for the products, companies can take information about the competitor's advertising strategies, search for where to compete, and check the geographical/demographical trends or patterns of different countries if the organization wishes to operate a business in various countries along with the homeland.

Similarly, electronic media has many drawbacks in organizational communication. Electronic media can also affect interpersonal discussions among employees in organizational communication because online privacy on the job does not exist, as employers can access workers' private e-mail messages. Moreover, due to electronic media, anyone can edit his or her opinion, whether right or wrong, in publications by others, thus creating a severe problem for those searching the internet to obtain information about their research topics. Electronic media, especially the internet, have made it possible for almost anyone to become a publisher. Therein lies the problem for the historian.

However, the findings suggest that social media is the key player in enhancing organizational communication. Our findings demonstrate that social media has a favorable impact on business performance. The literature suggests businesses can learn how consumers react to corporate service developments through social media platforms. Thus, in practice, this research can be used as a guide for businesses to optimize their usage of social media in order to update consumer expectations and maximize profitability constantly. The policy advice for the government is to improve the degree of digital literacy among micro-scale e-commerce entrepreneurs. Furthermore, a majority of businesses are converting to e-commerce enterprises. The government needs to perform extensive mass training for them. The current study suggests that entrepreneurs are to revamp customer management. Customers are the foundation of a business's growth, so customer relationship management via social media is crucial. The study suggests that customization through social media is a significant tool for attracting consumer behaviour. Entrepreneurs might propose alternative plans and strategies to customers based on their age, gender, educational background, and so forth via social media. However, the main challenge faced by micro-scale e-commerce businesses worldwide is a lack of full demand for goods and services through social media. This study recommends that the government provide guidance and training to improve the quality of the products produced by e-commerce entrepreneurs. As a result, their products are becoming increasingly popular among purchasers and can compete with company products.

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