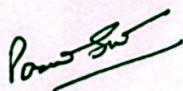


MANAGING
THE CHANGE
FOR BETTER TOMORROW




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CHAPTER 11

SWOT ANALYSIS OF VIRTUAL COMMUNICATION

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Abstract

In a globalized world, the all information in the organization is not only transferred through face-to-face communication but also through Virtual Communication. The importance of Virtual Communication is arisen when our friends, relatives, colleagues are from all corners of the world. Business organizations meet their goal through effective implementation of Virtual Communication. The meaning of Virtual Communication is transferring information through internet by way audio and video conference.

Keywords: virtual communication, future techniques, SWOT

Introduction

The word “communication” derived from the Latin word “communicare” that means to make common. The word “communication” used in common talk, normally, to man speaking or writing or sending a message to another person. In communication process, it involves receive, understand, interpret, and respond to messages that are sent to you.

Passing of information is called communication. Communication is essential for improve the performance of job. A manager should communicate the policies, plans, programmes of management to the workers so then they co-operate with others. Communication process ends with reaches the destination. Communication is also important part of the function of management. So, the meaning of communication to inform, to tell, to show or to spread information. Communication is that a process in which an information idea or opinion is transferred to a greater number of persons. When information is communicated to only one person, that will also be called as communication. According to oxford dictionary the meaning of Virtual means to Carried out, accessed, or stored by means of a computer, especially over a network.

Virtual Communication means that mode of communication that include the use of technology –audio and video to communicate with people who are not physically present. People can communicate anywhere in the world. The virtual communication started from invention of telephone later on the advent of webcams, video conferencing and instant