

SOCIAL MEDIA COMMUNICATION

Concept of Media Communication: Meaning, Definition, Process, Need, Feedback. Emergence of Media Communication as a key concept in the Personal, Corporate and Global world,
Impact of technological advancements on media communication
Media Etiquette Modes

Problems in Communication / Barriers to Communication:
Physical/ Semantic/Language / Socio-Cultural / Psychological / Barriers
Ways to Overcome these Barriers

Listening: Importance of Listening Skills, Cultivating good Listening Skills

The right move:

Image building
Breaking the barriers in media communication.
How to overcome the language barrier and gain confidence.
Right ways to communicate in media.
The right DP
Choice of media

Technique and technology of Social Media Communication

Reels and short videos, Twitter, Facebook, LinkedIn, Vlogs, Blogs
Exploring the usability of mobiles and other available means of communication.
Choice of content.
Continuity in media communication.