



Paradigm Shift in Corporate Communication

**Ayush Srivastava**

Research Scholar, Dept. of Journalism & Mass Communication  
Vardhman Mahaveer Open University, Kota. (Rajasthan)

**Dr. Subodh Kumar**

Associate Professor & Convener, Dept. of Journalism & Mass Communication, Vardhman Mahaveer Open University, Kota. (Rajasthan)

ABSTRACT

Growing use of Information & Communication Technology has tempted the business houses to devise new communication strategies. The Corporate Houses have created special departments for social media management. The task before these departments is to analyse the trends and modify the communication strategy at digital media platform. Recently policy makers of India advocating the use of digital media as it empower the people. Digital India policy directly connects the villages to markets. Digital media is a platform beyond geographical boundaries. The whole world shrinks in a click. The formation of global village is creating new dimensions for trade and commerce. Social media has shifted the paradigms in corporate communication.

KEYWORDS

Corporate Communication, Communication Technology, Social media management.

**Introduction**

Renowned mass media philosopher Herbert Marshall McLuhan said 'Medium is the message'. These words show the power of 'medium' in human communication system. Always media are involved to communicating the mass. When the medium is strong, message has full value, but when the medium has less power, the importance of message too reduces. We get instant feedback in digital media because the medium is strong. If we talk about the user base of digital media, we find that at least 35 crore users access internet in India as on June 15, 2015. It is approximately 27 percent of the total population of India. And it is increasing continuously. In this segment approximately 65 percent users access social media websites. Before the invention of social media, the Corporate Houses used to have extensive advertising campaigns through newspapers, radio and television. But now in the era of Convergence, every medium is spotted online. The feedback in social media is much instant than any other conventional medium. Any type of content gets instant feedback. People make comment or give likes as they value the content on their social media pages. Undoubtedly, now-a-days people enjoy the full magic of virtual space. They try to make the life easier by interacting with even unknown friends on social media. All such characteristics of social media basically pressurise the Corporate Houses to accelerate their communication through social media.

Today, there is paradigm shift in corporate communication media. The Corporate Houses devising new strategies to connect to the consumers through digital media. They continue to research to find communication gap between the industry and the consumer in digital media. They are working to develop a global chain system to customise the whole communication. The traditional system of communication has limited access but the digital media have a worldwide reach. The digital media is promoting different kind of things like conversation, sharing, public relations, advertisements and marketing etc. Some time ago an online media marketing website made a record sale; it earned billions of rupees in a day. These things show the new dimensions for the future of online industry. This has enhanced the pressure on Corporate Houses to make more effective presence in the social media. They are creating road map to sift the whole communication on digital media. Their overall communication is coming closure to the digital

media. They use video conferencing for meeting client's worldwide. Use of *facebook, LinkedIn, YouTube, Instagram, Twitter*, etc for reaching the consumers is also getting popular. Social media is also their favourite destination for even advertisement.

**Social media**

Social media is a part of online media. At the platform of social media you may socially interact with the community. It's a boundary-less environment. If you have an e-mail id, you could register it on social media website and you may create an account on social media. The groups of social networking sites are called social media. For example Facebook, Twitter, LinkedIn, YouTube, Google+ and Instagram, etc. 'Social media has been broadly defined to refer to 'the many relatively inexpensive and widely accessible electronic tools that enable anyone to publish and access information, collaborate on a common effort, or build relationships'. Social media are Information technology tools that allow individuals & community to share or exchange information in virtual space.

'Social media is defined as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content. Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content (Martin & Thomas, 2012)'. All these things show the social media is a web based media, which provide web space to communicate, share and exchange text, video and photos worldwide.

**Corporate Communication**

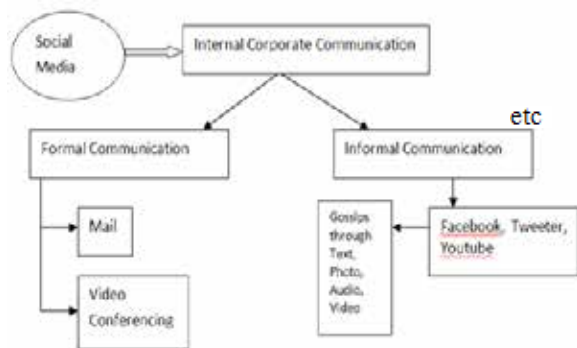
The communication done by business community is called corporate communication. It has a goal of trade and commerce. A communication strategy of a company or system of communication in a company is called corporate communication. "Corporate communication is a set of activities involved in managing and orchestrating all internal and external communications aimed at creating favourable point of view among stakeholders on which the company depends. It is the messages issued by a corporate organization, body, or institute to its audiences, such as employees, media, channel partners and the general public. Organizations aim to communicate the same message to all its stake-

holders, to transmit coherence, credibility and ethic.” Corporate Communications helps organizations to explore their aim, mission, vision and values to employees, clients and consumers.

**Shifting paradigm in Corporate Communication**

Social media provide a platform to introduce anything worldwide. It is the popular form of media in modern day. Today it is a powerful tool in the hands of common men. In social media people interact with a virtual society, promote thoughts, share photos and videos, upload news, advertise and create public opinion, etc. The entire world has seen revolutions like Anna Hazare Campaign against Corruption in India, Jasmine Revolution, Arab Spring, etc. Social media has become the basic need in today’s communication system. It is cheaper than any other media. If you want to advertise a product you will have to pay minimum Rs.1,000 to 5,000. But you advertise through television or radio you will require to spend from Rs 10,000 to 15,000. But if you choose the social media you can do it free of cost or at very low price throughout the world. Corporate Houses are working to encash all such opportunities. ‘Various experiments have been done by companies to popularize the means of communication and got instant publicity too. For example, Diet coke, mentos experiments, proctor and gamble, being girl community are some of example to be mentioned which have tasted success by using various social networking sites (Sapana, 2010).’

**Internal Corporate Communication**



First, we should know what is internal corporate communication? In a company or institution employer and employee exchange information, it is called internal corporate communication. There is basically two types of internal corporate communication—Formal and Informal (Grape Wine). Formal communication is a way to express anything with logical or documental process in a company or institution. Informal communication is like gossips between employees of a company or institution. In present scenario, technology has involved in both types of communication. Basically, social media has created a gap and pressurise to use social networking in the process of communication, because in busy schedule of life we have not enough time to send a letter through convention system (postal department) and wait for response one or two weeks. The receive feedback in second when they use social media. All these qualities of social media are major shift in the internal corporate communication. The companies or institutions which used to mail letters and notices in much advance for communication now use video conferencing to organise meetings or interacting worldwide at a time. If we talk in terms of grape wine communication, they use Facebook, Tweeter, Whats-App, We-Chat and YouTube, etc for sharing or exchanging jokes, photos, videos and comments. Today both the employer and the employee use social media to communicate each other.

**External Corporate Communication**

First, we should know what is external corporate communication? When a company or institution contact sits consumers, clients and other business houses, it is called external corporate communication. It means communication between corpo-

rate house and consumers is external corporate communication. Before the invention of social media, corporate houses used to be totally dependent on conventional media. They used to connect to the people through newspapers, radio, television channels. All these media had the problem of instant feedback which normally took minimum one or two weeks. In the era of conversance, every medium is now spotted on the web. Web based media have instant feedback and worldwide reach. Social media have a large number of users worldwide and it is mediator-less platform. If any corporate house wants to use social media for promotion of its services, it registers on the social networking site and starts advertising campaign without restrictions. If they want to sale products online, they create a website like Amazon, Flipkart and sale the commodities through virtual media. Many business houses have shifted their communication from convention to social media and they found better results. When we sign in our social media account, we saw many notifications sent by corporate houses. We find many advertisements also on our social media pages. Many times we go to see the offers and if it finds suitable deal we go for it. In present scenario banking, medical services, shopping, ticketing, education, job, sale, exams, etc are available through web media.

**Conclusion**

Social media’s popularity is increasing day-by-day. Technological interventions have taken the technology in the hands of common people. Every second large number of people connects to the social networking sites. Developmental Communication has used the social media in a different way. Many government policies like digital media are further strengthening the online industry. All these things are attracting the corporate houses to redesign their communication strategies through social media. Now-a-days a large number of corporate houses use social media for internal and external communication. Social media is also strengthening the online marketing system. Keeping in view the changes in digital technology, it is sure that it will rule the world for decades.

**Bibliography**

1. Lunenfeld, P. (2000). *The Digital Dialectic: New Essays on New Media*. London: MIT Press.
2. Gupta, O., & Jasra, A. (2002). *Information Technology in Journalism*. New Delhi: Kanishka Distributors.
3. Lister, M. (2003). *New Media: A Critical Introduction*. New York: Taylor & Francis.
4. Grunig, J. E. (2008). *Excellence in Public Relations and Communication Management*. New York: Taylor and Francis.
5. Sapana, (2010). Social Media: Effective Mean of communication in corporate sector. *Communication Today*, (April-June), 115-116.
6. Arya, N. (2011). *Social Media*. New Delhi: Anmol Publication Pvt. Ltd.
7. Gagan, G. (2012). Social Media Networking and concept of International Citizenship. In A. Saxena (Ed.), *Issue of communication development and society* (pp. 163-167). New Delhi: Kanishka Publisher, Distributors.
8. Herrick, D. F. (2012). *Media Management in the Age of Giants: Business Dynamics of Journalism*. Albuquerque: UNM Press.s
9. Mandiberg, M. (2012). *The Social Media Reader*. New Your: NYU Press.
10. Martin, P., & Thomas, E. (2012). *Social Media Usage and Empact*. New Delhi: Global Vision Publishing House.
11. Mathur, P. (2012). *Social Media and Networking Concept trend and dimensions*. New Delhi: Kanishka Publisher, Distributors.
12. P., Acharya, K. (2013). Social Networking: Youth in New Millennium. *Communication Today*, (Oct-Dec), 75-86.
13. Gupta, K. (2013). ICT Vision 2020: A Milestone. *Communication Today*, (Oct-Dec), 44-53.
14. Mathur, A. (2013). Mobile Comes to India. *Communication Today*, (Oct-Dec).
15. Smith, R. D. (2013). *Strategic Planning for Public Relations*. New York: Taylor and Francis.
16. Cornelissen, J. (2014). *Corporate Commuication A Guide to Theory & Practice*. New Delhi: Sage Publications.
17. <http://www.citationmachine.net/apa/cite-a-website?new=true>. (n.d.). Retrieved September 13, 2015.
18. [https://en.wikipedia.org/wiki/Corporate\\_communication](https://en.wikipedia.org/wiki/Corporate_communication). (n.d.). Retrieved September 14, 2015.
19. [www.slideshare.net/vinayaka57/corporate-communicationslexicon.ft.com/](http://www.slideshare.net/vinayaka57/corporate-communicationslexicon.ft.com/). (n.d.). Retrieved September 14, 2015.

20. corporatecommunicationwww.businessdictionary.com/definition/corporatecommunication. (n.d.). Retrieved September 15, 2015.
21. Communsmallbusiness.chron.com. (n.d.). Retrieved September 16, 2015.
22. [www.prsa.org/.../communications/www.knowledgevision.com/why...vision/.../corporate communications/](http://www.prsa.org/.../communications/www.knowledgevision.com/why...vision/.../corporatecommunications/). (n.d.). Retrieved September 19, 2015.