

The International Symposium on Cultural Diplomacy 2010

The Importance of Communication Alienating Mankind? – Modern Age Phenomenon

Aleksandra BOKAN

Teaching Assistant

Faculty of Culture and Media

Megatrend University, Belgrade.

A., MILICEVIC-LANGOVIC

Faculty for Business Studies

Megatrend University, Belgrade.

Key words: *communication, information, globalization, impact, business system*

As Homo sapiens coming to raise, there was a need for communication at a higher level than animal's. The development of the intellect and the needs of man, gradually developing itself communication, following the changes in society.

Detection and improvement of various technical aids and achievements accomplished by the new ways of establishing a connection and transfer of information between people. Inventions of phone and fiber optic cable, accelerated once the weeks and months waiting for letters that have traveled around the world. Mobile phones have brought the freedom of movement. Massive use of computers and the Internet, the world has become a separate country, transparent and unhidden information as is available to anyone anytime, anywhere.

Today's age is the age hyperdevelopment, where the techniques developed unstoppable speed. Telephones, computers and other communication devices, alternate physical, almost from moment to moment, with more perfect performance and offer endless possibilities for the user. More important is whether the man in the office, car, on the beach, in water or on the ski slope, he may at any time to talk, send e-mail, messages, to request or receive information. It seems that for the possibilities, the end can not be seen.

The question of whether people are like this away or closer, is irresistibly reminiscent of the famous about chicken and egg. Is the development of communication in this extent, in order to bring together physically distant people, unconsciously divided those that "until recently" were "next" to each other? Everything is less - time for seeing, social gatherings, business meetings... Now there are video conferencing, virtual meetings in which each participant sitting in his office, instant communicators (messengers) and people are more likely to be seen online than in real life.

Pace of life has resulted in the lack of free time and it seems that the hypertechnological craze in fact, in most cases, is the only possible means of communication among people today.

In today's world globalization has become a country of erased boundaries, there are no undiscovered areas or barriers. However, it must be borne in mind, the culture of non-Western cultures, especially people who are more traditional and dedicated to their climate and geographical heritage.

Modern conditions have given a new system of communication, development of new technologies, telecommunications and transport. It is therefore imperative for successful business and, primarily, survival in the market, understanding cultural differences and the rules of participants from different parts of the world.

Going from the fact that communication is the exchange of information and the knowledge mastery of information or data that is collected by reading, listening, talking and watching, globalization means the simultaneity of communication. Today, frequent changes caused by the accelerated process of globalization, the Internet explosion, all the shorter product cycles, intellectual property issues and other challenges that shape the technology industry, globalization is associated with "postmodernisation". Time of globalization has caused the development of all segments of society. Communication, as one of its roots, is vulnerable to the impact of the changes that time brings to contemporary life. At the time of hyper-development, funds transfer information, the question is how many people actually communicate and what is the quality of the same, whether the indirect communication overpowered direct and if so, whether it is positive. Development of electronic transmission of information, people move away, all less seen, and heard. Is exploring and communicating via the Internet, for example. The result of alienation among the people in "real world" or vice versa? More mention of communication barriers, which is more pronounced, as one of the main problems of today.

The business systems of our time, hypercompetition dictates attention at any time, information is key to good business and their timeliness and accuracy are essential. The subject of the communication in the globalization and its application in business systems, as well as its impact on them.

The importance of primarily regular communication, clear and accurate transmission and receipt of information, directly or indirectly, the issue which we will deal with and through the work itself, goal is to give an answer to the following questions:

- *Is it and how much is expressed the impact of globalization on communication?*
- *Are the benefits of modern times just seemingly facilitate the essence of the exchange of information?*
- *What is the impact of modern business communication systems and how this influence is expressed?*
- *Is mentioned impact, with positive or negative effects?*

In the research which was held during 2009 the main hypothesis was: *The better communications of manager with subordinates, the greater motivation of employees.*

Other hypothesis were:

- *The greater the motivation of employees, the greater the efficiency and effectiveness of business systems.*
- *The better communication among employees, the less the possibility of conflicts among employees.*
- *The better communication with the external environment of employees of the business system, the better adjustment of the company changes in the environment.*
- *The better adaptation of the company changes in the environment, it is a better growth and development of business systems.*

All hypotheses absolutely confirmed evidence for this is, for example, team building, and the efforts of management to show employees that they perceive themselves as straight.

It has a positive effect on them, and it reflected in the results. All assumptions are closely related and the other initiated.

Better communication is the foundation for greater motivation to reduce the possibility of conflicts, and therefore it gives better results of adjustment of the company changes, resulting in better growth and development of business systems.

In business systems of our time, hypercompetition dictates attention at all times, data are key to good business and their timeliness and accuracy are essential.

The importance of proper communication above all, clear and accurate transmission and reception of information, direct or indirect, are questions which this paper deals with the answers given to the initial questions.

Globalization and communication have become inseparable whole from the beginning, more and more pervasive. The benefits of modern times significantly facilitate the exchange of data, because the information available everywhere at the same time, ie. immediately.

Communication is the foundation of modern business systems and the impact is expressed just through speed data availability, as well as their timeliness and accuracy.

Transparency and broad distribution are also part of the base. However, the question: *Is mentioned impact, with positive or negative effects?* must be taken into account the pro and cons. Development of new (communication) technology and Internet business is immensely improved and facilitated, but lost the direct contact and communication as the essential characteristics of the communication. Business management systems, aware of this fact, more and more work on team building, and the gatherings as employees and business partners, to the physical distance between people as much overcome. Communication still holds primacy in the foundations of a successful business.