



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Shortening The Gap Between Formal And Informal Communication During The Social Media Era Of Communication

By – Ms. Meenakshi Siwach

Supervisor – Dr Rajni Mudgal

Head – JMC, Banasthali Vidyapeeth

Abstract: Introduction- Centuries over centuries human societies have overcome all the barriers in communicating within or outside the community. Communication as per its modern definition and understanding stands as the backbone for interpersonal, social and professional development. As the human civilisation has walked into new millennium, we have developed different tools and modes of communication. In today's digital Fastrack social media tools platforms have promptly come up as most widely used channels for mass and individual communication. Social media tools have not only made communication more spontaneous but also more convenient in terms of frequency of active participation in communication, be it informal or formal setting.

Social media tools also have shortened the communication gap between formal and informal modes. In the modern era free flow communication between the different parties, have seen tremendous feed in terms of technological modes. These ultra-modern tools of communication have not only made communication faster but also time saving as compared to ancient time.

Key words: Social media, Formal & Informal Communication, Communication Tools

Purpose: In the modern world where technology is playing a vital role in individual and social communication. Modern tools of corporate communication such as social media platforms, Chatbots, Emailers, Texting apps, Telegram, Google meet etc have stood firm in feeding this digital revolution. These modern tools social media have not only made communication spontaneous but also these tools have shortened the gap between formal and informal communication. Purpose of this study is to explore roles of these modern corporate communication tools and platforms in upbringing spontaneity and shortening the gap between formal and informal communication.

Methodology: This study is based on Secondary and primary data review collected from various articles, texts and online sources. Various sources such as journals, online reports and other quality data sources fed the study and analysis.

Results and findings: Analysis based on the data review suggests that social media has not only made individual and social communication easier but also shortened the gap between formal and informal communication.

Statement- In today's social media Era, how different social media tools have made individual or mass communication more spontaneous. These different tools and channels have also shortened the gap between the formal and informal communication.

Literature Review: In the modern world where technology based individual and social communication is the dominant part of life. Social media has become part and partial of everyday life. No other media has become so popular in such a short period of time as social media (social media and changing communication patterns, Global Media Journal, 2014, Dr Kiran Bala), Even in workspaces the usage of social media communication tools is increasing day by day. Social media has shortened the gap between formal and informal communication by making communication more accessible and instantaneous, and by encouraging a more concise style of communication.

Here we may consider some of the factors that how social media has shortened the gap between formal and informal communication, also how social media tools have made communication more Spontaneous in today's life even in workspaces.

- **Easy map-less communication**

Social media platforms such as Instagram, WhatsApp, and X (formerly Twitter) allow people to connect with others across the globe in no time.

Messages, photos, and videos can be shared easily, distance is no longer a barrier. This Spontaneity has bridged gaps and enabled collaborations that were once unimaginable.

- **Real-time communication**

Social media platforms allow people to exchange information in real time through video calls and meetings.

- **Communication Style**

The rise of character limits, emojis, and hashtags has led to more concise style of communication. Though this imparts creativity and clarity in communication, it often sacrifices details of message.

- **Visual Over Written Communication**

Social media platforms like Instagram, Snapchat, WhatsApp and different other platforms give people access to real time visual communication over written communication. This technological advancement has given rise to a visual language, where memes, GIFs, and short videos often speak louder than words. For many, this format of communication is more engaging.

- **Communication Norms**

In the era of social media Social new etiquette and norms for communication have come into existence, for instance, liking, commenting, and sharing posts are seen as gestures of engagement and acknowledgment of other parties.

Globalization of Conversations

Social media has platforms have given freedom communication, giving a voice to individuals who may not have been heard otherwise. Movements like #MeToo and #BlackLivesMatter gained traction because of social platforms, highlighting their role in amplifying marginalized voices. This globalization of conversations has made the world more interconnected but has also brought challenges such as misinformation and digital echo chambers.

- **Impact on Interpersonal Relationships**

While social media allows us to stay connected with friends and family, it can also lead to superficial relationships. Online interactions often lack the emotional depth of face-to-face conversations. Additionally, the pressure to maintain a curated online persona can sometimes create misunderstandings in personal relationships.

- **Communication in Workspaces**

Social media is also bringing new workplace communication trends. Platforms like LinkedIn, have become hubs for professional networking, while organizations use tools like Slack, WhatsApp for internal Team communications. This has also shortened the gap between personal and professional communication.

- **Challenges and Opportunities**

Despite its advantages, social media poses challenges like the spread of misinformation, cyberbullying, and addiction. However, it also presents opportunities for learning, networking, and advocacy. The key lies in using these platforms mindfully to foster meaningful communication rather than superficial interactions.

Social media has undoubtedly reshaped how we communicate, making it faster, more accessible, and global. While it comes with its own set of challenges, it has opened avenues for connection and expression that were previously unimaginable. By balancing its use with thoughtful engagement, we can harness its potential to enhance both our personal and professional lives.

Shortening the Gap Between Formal & Informal Communication- When the tools of communication are swapped, It changes the nature of communication which leads to shortening the gap between formal and informal communication. A random data from various corporate managers and working professionals was collected as shown in fig.1. Also, it immensely impacts on the psychological aspects of communication (fig 1.1)

If the tool of communication is changed, does it change the nature of the communication? (For example from email to whatsapp)
23 responses

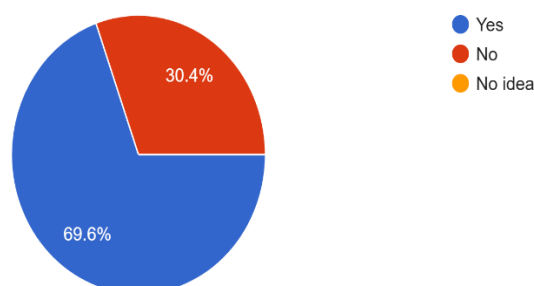
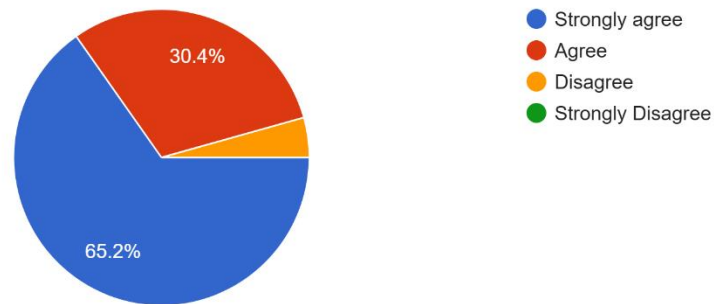


Fig1.

Psychological Communication Preface-(Fig1.1)

Phycological aspects of communication depend on the mode and tool of communication.

23 responses



Conclusion: Over the review of data and literature concerned it's been observed that social media has become dominant part of all sorts of communication. Even in workspaces social media has shortened the gap between formal and informal communication.

References & Consultations:

- Cathy Lewin, social media and education: Reconceptualizing the boundaries of formal and informal learning, 2015
- social media and changing communication patterns, Global Media Journal, 2014, Dr Kiran Bala
- www.researchgate.com
- Kamoru Aremu Salaudeen, Hummulikhairi Aderonke Lawal, The Journal of Social Media in Society, 2019)
- Social Media Revolution Video. YouTube. Retrieved from <http://www.youtube.com/watch>
- www.wikipedia.com