

Task 4

External Communication Media

Fax

Also known as facsimile machine this is a way of sending black and white printed material or images between two people or organisations. This is done by two telephone lines sending letters and forms and important papers like documents that need signing. This is a reliable way of transmitting information from one place to another because it will be instantly received and if need be sent off again. Fax can be circulated to different people from all over the world.

Example

The school was doing a foreign school exchange with a school in France and needed to send off a confirmation of the students that were going and if they needed a place to stay. The school would send it off to the school in France; they would get it and copy it then give it to those who are involved.

Advantages

- Messages can be sent quickly when compared with letters.
- Exact copies of the messages , images or drawings are sent.

Disadvantages

- This Message is NOT Confidential
- Can be time consuming feeding the sheets through

Telephone

A fast form of communication in which other people can talk from one place to another. It can also be used to phone aboard to call different types of organisations. Mobile phones (portable hand phones) can ensure that people can be contacted in case of an emergency.

Example

Parents can call up the school to give messages to there children and also teachers can call up parents to talk about the students success. If talks and lectures are to be made and the lecturers can not make it then they can call up the school to cancel it.

Advantages

- They provide two-way communication
- Problems can be sorted out quickly

Disadvantages

- There is no written record of the conversation
- When using mobile phones, it is sometimes difficult to get a signal or the signal fails.

Video Conferencing

Video conferencing is when through a television link people can see and talk to each other automatically. Meetings can be held and it is really convenient for people who

live faraway, as this can sometimes be hard for them to attend using the video link will be a much simpler way. It is also money wise as in cost of travel and accommodation the meeting is for more than one day.

Example

Lessons can be held via video conferencing. This can make it easier for the teacher who might live far away and also it can give the students that kind of feel of less pressure. This is because as the teacher is not there to watch their every move.

Advantages

- Save people travelling long distances
- Face to face communication rather than telephone or letter

Disadvantages

- The hardware required is still expensive
- People may prefer 'Live' meetings

Letters

Letters are in written form and can either be formal or informal. Letters can be used to confirm arrangements or to give information. It can be from the latest thing that is going on or important matters such as hospital appointments etc...

Example

If parents want to write to the school about matters to do with their children they would send a letter by mail. Another would be when the school gives letters to students to give to their parents about arrangements etc.....

Advantages

- Letters Can provide a permanent record for future reference
- Accurate, clear messages can be sent

Disadvantages

- They are slower than other methods, for example, telephone, e-mail
- They can be less personal

Forms and Documents

Application form, invoice and delivery notes are types of forms and documents. These can be confirmations or papers that need to be filled out. Surveys are also part of forms and documents.

Example

The Year 11's applying for sixth form places. They would have to fill out an application form, giving all their details and everything that is needed.

Internet

The internet is obtained via computer and dial up link. You can obtain information and also put information on it. It is a worldwide way of communicating and also checking things from all over the world. The internet also holds E-mail.

Example

Students in the school can go on the internet to get information for their research. This would also mean they could print it out and keep it for future reference

