

Is Face-to –Face Communication Today Losing its Relevance in the Digital world

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Abstract

Face to face communication is an important medium of oral communication. Everyday people exchange their ideas and opinions through Face to face communication whenever they get chance. It is a widely used technique of oral (mostly informal) communication. Gradually, technology came to dominate every facets of human life including human communication so much so that the communication is mediated largely through technology now. Today, People rely heavily on the convenience of emails, text messages, and social media. The Y- generation prefers to communicate through e-mail and text messaging rather than face-to-face contact and prefers webinars and online technology to traditional face-to –face interactions. Findings of the study suggest that majority of young adults’ possess and carry mobile devices of communication though majority of them use it mostly for about four hours. They have the understanding of negative effects of using mobile devices during face to face communication and they dislike it too when someone uses it while communicating with them, but ironically majority of them use it themselves during face to face communication.

Keywords: Face-to-face communication, Online technology, Social media, y-generation, Oral communication, Mobile devices.

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