

other Internet search tools, and these provide a further communication and marketing opportunity.

- Many organizations use electronic communication facilities, such as the World Wide Web, as internal communication tools to enhance team work. Many individuals at different locations can work on the same documents, hold meetings and integrate research findings.
- Electronic communication removes the power of communication *gatekeepers* to both positive and negative effects. Most organizations are used to controlling the messages that go out to their constituents through managers, spokespeople and others. But with the Internet, constituents begin to talk among themselves, requiring new approaches and a new emphasis on listening and reacting, not just talking.
- With the Internet people have the ability to transmit and receive large amounts of information quickly to and from individuals and workgroups worldwide. It changes the way activists, for example, can galvanize communities, inform legislators and change public opinion. It changes the sources and depth of the constituents' knowledge levels.

And these are only some of the changes we can witness now. There will be unanticipated and ripple effects we can't imagine. For example, will electronic mail become a buffer to avoid communication or confrontations that might be better resolved in person? Will managers find themselves traveling more in order to gain the personal touch with members of distributed workgroups? How will organizations prepare themselves for this increased level of participatory constituent interaction?

It shows both sides of this new situation in communication development and we are to choose the one that is most suitable for us.

### *References*

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