

EFFECT OF TECHNOLOGY ON COMMUNICATION

From the dawn of human civilisation, we have invented forms of communication - be it smoke signals or messenger pigeons, or e-mail and Instant messaging apps on the tip of our fingers. People's ability to communicate with each other is a major reason why humans have managed to stick around for so long despite our shortcomings.

The 'Internet', since its globalisation in the early 2000s, has completely altered the idea of communication from what it was a few decades ago. The state of modern technology has allowed us to express ourselves to more people than ever before. The fact that we can instantly contact someone on the other side of the planet, would leave Guglielmo Marconi, the first person to establish radio communication, very pleased and impressed.

The meaning of geographic boundaries has been since been losing its significance as that constrain of nature is easily overcome now leading to flourishing businesses and constantly growing economies. Corporate communication means have seamlessly shifted from post office boxes to online 'inboxes'. Forms of Expression have helped amateurs and the common public to actively interact with professionals from every field

The advent of modern technology has meant strengthened relations, better solutions to our problems, and increased efficiency in quick decision making.

The transfer of knowledge between people has never been faster, easier and more efficient. With the help of softwares like Google Meet, and Microsoft Teams, online schooling has become the new normal. A recent survey published in the Elon Journal suggested 60% of the respondents used their phones for more than 4 hours in a day. This has vastly changed the day to day life of our youth.

We say and hear that technology has brought us closer than ever before; but has it though? We spend so much time looking at screens, that used to be spent looking at faces. This has inevitably reduced the quality and increased the quantity of valued relationships in our lives. The means of communication are higher than before, yet human connection is on an all time low.

It has severely affected non-verbal communication, reduced social interactions, and has also led to the increase in cyber crime, exploiting the very boon that the Internet has provided. This advancement, nevertheless, has definitely more merits than demerits.

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