Name - Shreering Mhatre
Roll no - 111056

Division - 11

Batch - K3

Date - 29 september 2021

Topic - Eassy writing

3) what is the role of technology in advancement of communication (500 words)

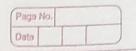
The realm of technology is over-changing and the new technological advances have transformed the way people communicate. Debating on how the technology has changed the way we communicate and connect with othe people seems to be the topaic of the day. Technology has allowed people to keep in touch no matter the distance one is able to communicate 24 hours around the dock seven days a week, 365 days on a interpersonal level. To begin this examination and find answers to these guestions, we begin by defining media and communication and outlining the stages of technological advancement from oldage to the present day in the field of communication-The paper will highlight the use of internet now spaper, radio and other modia but it mostly dwell on the use of mobile telephony

of information by speciking, writing or using some other medium? on the other hand media is defined as of the main means of mais communication regarded collectively Technology has changed everything in the modern society. The way we communicate has been revoluti onized by the advancement of new imporation in the telecommunication sector several conturies ago books and newspapers reigned as the only choice of communication Then later, innovates braight the radio and television before innovation was taken a notch higher with coming of the personal computer with every new innovation, the reliance on books and nowspaper as the mass medium of communication continued to reduce. With time, the human dilture has come to undorstand the power and themechanoms involved in technology and invention. The Innovation of having a conversation using a devise called telephone changed everything in communication. This became magical and one coludn't believe such innovation would exist.

with the emergence of now media technologies consumers have been empowered to filter the information they want to receive. Media consumption has been made an engaging experience with marketers studying the preferences of the consumers in order to reflect broader social changes in the society. In today's

world, computer is seen as a multi-prurpose machine with work and leigure functions therefore creating more value. The rise of internet has also made it possible to have virtual offices where the user can work from homeor any convinent location. The flow of information from different media has greatly changed the social structures of the society at different levels. The emergence of social modia like face book and twitter has enabled people to manage interactions and relationship with many friends Technologies have imported on interpersonal communication enabling people to interact more often than before. In addition to reducing distance between people online communication with took like facebook and twitter enable people to keep track of their contracts with friends and are more aware of the last time they interacted with

Mobile phone is a device that has always been seen as connecting people who are far apart thus overcoming the geographical distance between them. The number of mobile phone users has continued to increase substablially. The mobile phone has been integrated as part of people lives in the sense that its available and easy to use keeping us connected to our families, friends and business people. The how and



when way we use our mobile phones impacts on our communication not only to those we're communicating to but also the people within our proximity. At this point, it is paramount to note the changes that have taken place and that have allowed the adopt ion of mobile phones. The tremendous prolife ration of this device has drastically changed the traditional communication madel.

There is no doubt that technology has changed the way human communicate Great impacts can be seen in the way communication has changed the social structures of our society at all levels. Even in yours to come, technology remains the driving force of the way people interacts we have seen the merging together of newspapers and books with computer technology so that the frequency and ease of reporting information and advertisents can be increased. The exposure of both individuals and society to the mediated communication has therefore affected our daily lives particularly on our culture and the way we communicate.