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TOPIC - Essay writing

Q) What is the role of technology in advancement of communication (500 words)

The realm of technology is ever-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 other people seems to be the topic of the day. Technology has allowed people to keep in touch no matter the distance. One is able to communicate 24 hours around the clock, seven days a week, 365 days on a interpersonal level. To begin this examination and find answers to these questions, we begin by defining media and communication and outlining the stages of technological advancement from old age to the present day in the field of communication. The paper will highlight the use of internet, newspaper, radio and other media but it mostly dwell on the use of mobile telephony.



Communication is "the imparting or exchange of information by speaking, writing or using some other medium". On the other hand media is defined as "the main means of mass communication regarded collectively". Technology has changed everything in the modern society. The way we communicate has been revolutionized by the advancement of new innovation in the telecommunication sector. Several centuries ago books and newspapers reigned as the only choice of communication. Then later, innovates brought 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 newspaper as the mass medium of communication continued to reduce. With time, the human culture has come to understand the power and the mechanisms involved in technology and invention. The innovation of having a conversation using a device called telephone changed everything in communication. This became magical and one couldn't believe such innovation would exist.

With the emergence of new 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-purpose machine with work and leisure functions therefore creating more value. The rise of internet has also made it possible to have virtual offices where the user can work from home or any convenient location. The flow of information from different media has greatly changed the social structures of the society at different levels. The emergence of social media like face book and twitter has enabled people to manage interactions and relationship with many friends. Technologies have impacted on interpersonal communication enabling people to interact more often than before. In addition to reducing distance between people online communication with tools like facebook and twitter enable people to keep track of their contacts with friends and are more aware of the last time they interacted with them.

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 substantially. 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 adoption of mobile phones. The tremendous proliferation of this device has drastically changed the traditional communication model.

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 years 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 advertisements 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.