

Communication Yesterday, Today and Tomorrow

Dr. Shashikala Patil

Assistant Professor, Symbiosis Institute of Media and Communication, Symbiosis International University
95/1, 95/2, Electronic City Phase I, Hosur Road - Bangalore, 560100, India

Abstract: *The need to communicate is part of mans inherent being. Since the beginning of time the human race has communicated using different techniques and methods. Circumstances and available technology have dictated the method and means of communications. Communication is an exciting and truly challenging field of human interaction. With every interaction, whether active or passive, we find ourselves communicating with other people. Even our silence connotes some intention, which others may interpret at their discretion. Whether by artifact or by attendance, every human being constantly participates in the process of communication. Communication takes place all around us. Mankind has communicated in various ways since the beginning of their existence till date in different forms through different means.*

Keywords: Communication, various forms and means, integral part, human race

1. Introduction

Communication is a part of our everyday lives. Certainly, we can never live without it. How can we express ourselves, send important information, or just call somebody without communicating? Well, because of its importance, our means of communication was widened by specialists and inventors. These common mediums are the ones that we use every day in order to communicate with one another and indeed, we can never imagine life without these.

The concept of communication is universal and as old as human beings. Communication is an interesting and challenging field of human interaction. The word "communication" is derived from the Latin word *Communis* which means Common. It means a common ground of understanding. It is defined as an exchange of facts, ideas, opinions, feelings, or attitudes by two or more persons. In other words it is the process of passing information and understanding from one person to another, and making oneself understood by others.

Communication is an inborn quality. To communicate with one-another is a compulsive urge of human beings. There can be no mutual understanding without communication. Communication is like birth, death, breath and wanting to be loved as a part of life itself. Man is a communicating animal; he alone has the power to express in words, sight, sound, touch, smell, and taste are the modes of exchange of messages. The purpose of it is to make others to understand and act upon it accordingly in the same sense. It is effective when one message is shared and understood with one another. It is a process that uses a set of media to transmit ideas, facts, and feelings from one person to another. Type of media to transmit message varies from time to time as civilization and technologies have progressed.

2. Communication in the Past

In the olden days the communication methods adopted were in various forms. The first means of communication was of

course, the human voice. They produced sounds and made gestures to convey his feelings of joy, fear and sorrow.

There are forms of long-distance communication not based on words. The smoke signals used by American Indians (above all perhaps in Westerns) are of this kind. So are bonfires lit in succession on a line of hilltops. Soldiers' holding guard on the Great Wall in China were able to inform their comrades of a forth coming attack. But such devices are only capable of conveying very limited pre-arranged signals, such as 'danger' or 'victory'.

Messages carved on stone pillars communicate very well across time, down through the centuries, but they were an inefficient method of communicating across space. The message reads only within reading range; its recipients must travel to receive it. Messengers were used in ancient times to deliver important communications from one place to another either by foot or on horseback. It was only as fast as the messenger could go.

The carrier Pigeons have also been used to transfer physical messages from place to place. These birds were used to great effect during World War I and World War II. Pigeon post was the world's fastest communication system for all the centuries of the Dark and Middle Ages. But the rapid and widespread dissemination of a message must await the development of printing.

3. Communication in the Present

The next major improvement in communication was the invention of printing. The Chinese invented printing with blocks in the 6th century AD. In Europe in the mid-15th century Johannes Gutenberg invented the printing press, which made books much cheaper and allowed newspapers to be invented. William Caxton introduced the Printing Press into England in 1476. The first newspapers were printed in the 17th century. Meanwhile European monarchs set up postal services to carry their messages. The printing press was the big innovation in communications until the telegraph was invented

by Thomas Edison in 1837. Printing remained key format for mass messages for years. This allowed instant communication over vast distances for the first time in human history. In the meantime the first fax machine was invented in 1843.

Alexander Graham Bell invented the telephone in 1876. The first telephone exchange in Britain opened in 1879. It was an invention that replaced its electric counterpart, making communication easier because of the exchange of messages by speech. Privacy was also a major concern. In the beginning days of the telephone, people would often have to journey to the local general store or some other central point to be able to make and receive calls.

Communication continued to improve in the 20th century. In 1901 Marconi first developed the idea of a radio, or wireless telegraph. Radio broadcasting began in Britain in 1922 when the BBC was formed. Radio was a key life line of information for the masses in the years of World War II.

Television was invented in 1925 by John Logie Baird and the BBC began regular, high definition broadcasting in 1936. TV was suspended in Britain during World War II but it began again in 1946. TV had become the main form of entertainment - at the expense of cinema, which declined in popularity. TV became the dominant form of mass-communication technology; the internet came next, and newspapers, radio, telephones, and televisions are being rolled into this far reaching information medium.

As days go by and the human mind became more and more creative, the cellular phones were invented. These wireless phones were actually inspired from the telephone. The first sets of cellular phones were actually very simple and had combined both the characteristics of a pager and a telephone. By using the cell phone, one can send instant messages which are commonly known as text messages. However, people were not that satisfied by these features which led inventors to add more and more applications to it. Nowadays, a modern cell phone already has a double camera, video camera, games and other entertaining applications, sound recorder; music player, television, radio, and some even have internet access.

The technology used in communicating today is more advanced than those in the past. Currently the whole world is witnessing a revolution in this technology. The Internet is the latest and most popular medium of communication nowadays. By using the computer, whether it is a desk top unit or a laptop, people are able to connect to different individuals around the world. Not only have that but one can get almost everything that need in the World Wide Web. It was developed by Tim Berners-Lee as way for people to share information. Wireless satellite and broadband communications net works are helping people in even the most remote locations to find ways to connect.

In the early 21st century the internet became an important form of communication. Today email has become one of the most

popular methods of communication. Now a days the largest social network is Face book and other popular networks include Twitter, Instagram, LinkedIn, and Pinterest. It is different from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. Social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. If people have a mobile device, they can access the communication from wherever they are. With these networks one can find their family and friends at their finger tips via texting, online updates, e-mail and the Likes. They can also see each others from miles away over computer or smart phone and also with different apps. So, earlier it was more of a face to face communication which have changed to more of texting, e-mailing and through the social media.

In the short term, we will likely see basic cell phones slowly fade away. As smart phones become more common and less expensive, more people will adopt them. The process is gradual. Smart phones seem to be in the first category. Products like the Apple iPhone and Google's Android operating system have pushed the smart phone out of the world of gadget geeks and into the mass market.

The Internet will continue to play an increasing role in communication. Voice over Internet protocol (VoIP) already plays a large role in several communication products and services. Sites like Facebook and Twitter allow users to communicate with networks of people. With the rise of the Web, people now have a platform from which they can address the world. In the past, only celebrities and politicians could address so many people at one time. Now, anyone with an Internet connection can do the same thing.

(a) Communication in Future

There are many different types of concepts for future communication. No one is sure about what is next, but the predictions are in a few years a super computer will be built that exceeds the computational capabilities of human brain. The future will bring a slew of new products that will change the way we communicate with each other and with machines. Recent advancements in 3D imaging and scanning technologies making your "Virtual presence" a real possibility. Methods of reassembling your virtual 3D self might take the form of 3D holographic displays or shape-shifting nano-bots.

In the distant future, we may be able to communicate by sending our thoughts through a network directly into someone else's brain. We are decades away from such technology, but scientists are working on creating brain-computer interfaces that allow people to transmit thoughts directly to a computer. Perhaps 50 years from now we will all use an electronic version of telepathy.

Scientists and computer engineers around the world are working on some very exciting communication technologies that could quickly revolutionize the way we talk to, work with, and relate to each other. Michael Wesch said that "When media changes, human relationships change," and it looks like we're

at a perfect point in history to see just how true that is. The technology of communication evolves at a blistering pace. It may turn out that our predictions don't even scratch the surface. Only time will tell.

References

- [1] C.S Rayudu, Communication, Himalaya Publishing house 8th edition, Mumbai, 2007
- [2] http://en.wikipedia.org/wiki/History_of_communication
<http://www.localhistories.org/communications.html>
- [3] <http://www.blurtit.com/2548675/how-did-people-communicate-in-the-olde-days>
- [4] <http://electronics.howstuffworks.com/everyday-tech/future-of-communication1.htm>

