

TECHNOLOGY AFFECTS CHANGES IN COMMUNICATION

by:

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Our ancestors have invented different forms of communication even before languages were developed. Such as smoke signals, paintings, cave drawings and messenger pigeons up to the telephone and email, which have constantly evolved in our interaction with each other at present.

According to S. Rogers (2019), one of the biggest developments in communication came in 1831 when the electric telegraph was invented. While post existed prior to this date, it was electrical engineering in the nineteenth century that had a revolutionary impact.

Now, digital approaches have superseded almost all other forms of communication, especially in businesses. Nowadays, most letters are sent through electronic mail or e-mail. rather than handwritten, even signature nowadays is digital. At present, in business and education sector alike Zoom, or Google Hangout Google Classroom, or Google Workspace and I Face Time and video conferencing are utilized in communication.

It is quite amazing how technology has presented drastic changes on how communication has advanced over the years. It is really incredible if we shall look back and review these changes.

On the other hand, technology makes communication easier, quicker, and more efficient. Tracking of conversations were allowed for everyone and therefore, in business provide better customer service. Technology also makes it easier to gather customer

insights and improve the entire customer experience, while in the Philippine Educational System, Online modality was at its best when the country was hit by the COVID 19 Pandemic, like other countries in the global community. Most students showed their preference to this teaching-learning approach in their lesson and other forms of communication. They find this approach as helpful in their studies.

Technology has a long way to go, however, students, teachers and other individuals should be wary on too much technology dependence, it may lessen one's natural creativity, and much more, we cannot perform our tasks well and other daily activities without the use of technology.

References:

Retrieved From: <https://www.forbes.com>, Rogers, S. (2019), The Role of Technology in the Evolution of Communication