

The history of communication media

Media



Effect of Advancements in Communication Media

Friedreich Kittler focuses on an analysis of the scientific history of media tools, and he criticizes the formal model of communication. Communication has moved from orality to written words, and he identifies that interaction and communication have been made two different things (Kittler, n. d). The move from writing to media led to the separation of the arts of communication and storage of information.

He explains the technological advancements that have taken place in communication since its beginning to its current state. All through the book, he prompts the reader to certain perspectives as he reveals the interesting facts showing the interdependencies of the past and the present. The main guideline to technological advancement in media is the reduction and elimination of the need to meet in order to communicate (Kittler, n. d). Communication in the past was based on the capability to read and inscribe but with the latest technologies, it relies on the application of computer skills (Kittler, n. d). The quality of communication today is guided by the ability to employ the latest technologies in communication correctly.

Advancements such as they move from the olden pictographs that were done on clay tablets to the current broadband communication clearly show the great improvement in media technology. All media tools have improved in terms of information collected, Storage capability and speed of transmission. Technology has made places connect, and the limitations of time and distance have been wiped out.

Digital technologies produce information for an instant, but one time use as opposed to olden methods that produced information to be used over centuries.

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