

Life without technology

Sociology, Communication



The importance of technology in the modern world can hardly be overstated. One way or the other, technology affects almost everything we do today and it also influences most of our plans for the future. In our everyday life, we owe mass media and technology for our modern way of life. When we use a cellular phone to call our friend, watch a DVD on television, listen to songs recorded on a CD, listen to radio, surf the internet for news, read newspapers to get knowledge about the world or the magazines for entertainment or fashion, we enjoy the benefits of information communications technology.

The revolutionary developments in the mass media have changed it from the old stand-alone technologies to the new convergent technologies. One form is now a convergence of two other forms.

We have come a long way since the time 'kabootars' were the messengers or there were 'Doots' (human messengers) or other ancient message delivery systems. Nowadays delivering a message quickly and efficiently by various forms of mass media is like a piece of cake.

Media content delivered through the television provides audio-visual appeal. With the ecommerce and social networking sites, the world has come close to us. Newspapers provide us with the detailed stories with a morning cup of tea, whereas, for the tech-savvy generation, e-papers serve the purpose as they can be accessed from anywhere and anytime. Radio commercials and popular TV shows attract a larger audience. Delivering content to the masses is no longer a task that is as cumbersome as it used to be.

What would we be without technology? Without it, knowledge would not have been disseminated as efficiently throughout the world. The message would have been hard to deliver to the right audience at the right time at the right place. Without mass communication , our technological growth would most certainly have been stunted from lack of information .