

The Impact Of Technology on Communication

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Technology is a worldwide phenomenon. It has revolutionized the way people communicate, without the disruption and worry of distance and time. Tools such as smartphones, instant messaging on social media applications have further enhanced the communication of today's present generation in a more convenient, accessible and globally interactive way.

A major benefit of technology comes with the ability to communicate with people across the globe in an easier manner than the past. Modern platforms such as WhatsApp and Zoom have allowed instant interactions between geographically separated individuals, fostering and building a relationship online. Businesses around the globe have also adapted to modern collaboration through emails, video conferences and used the benefit of social media communication and marketing to increase their revenues and customer audience. Furthermore these platforms help raise awareness on global issues, allowing voices of opinions as a freedom of speech. An infamous example can be taken from the 2020 "Black Lives Matter" movement, gathering over 50 million worldwide participating online and offline protesting.

However, we are not void of the drawbacks of advanced technology. The overreliance on digital communications has been leading to a decline of face interactions, reducing opportunities in enhancing a relationships to a deeper connection. Miscommunication and misinterpretation is another common aspect from online interactions, where even the lack of tone or body language in text communication may lead to misunderstandings, creating unnecessary issues which could've been solved easily. Another concern is the growth of privacy issues, following the increase in exchange of information online, personal data may be accidentally leaked or unintentionally given. This may cause a case of a cybercrime or breaches of trust.

Technology has transformed communication in profound ways beneficially and strenuously. However, we should be able to create a balance between optimizing technology and maintaining meaningful connections between individuals, creating a bridge rather than a barrier in human interaction.