

TOPIC:

## The Impact of Technology on Communication

Communication plays an important role in the growth and progress of a society. It involves the exchange of ideas, thoughts, opinions and feelings between two or more people. The introduction of technology has improved the process of communication by connecting people all over the world. This process involves the use of electronic media to send and receive information using equipments such as telephone networks,

radio links, satellites and optic fibers. The information which is transferred through these media takes various forms which include picture, video and voice etc.

Video is one of the most effective and efficient tools of learning particularly for rural communities. The major benefit of video is it can be played and replayed many times. Along with, video can also be used as medium to present the community viewpoints in front of policy makers. Being a visual medium of learning, it presents real life events, practices and operations from different places to audience. By persuading the mind and grabbing the attention of people, it

enjoys high credibility among other tools, on the contrary, this tool have certain limitations. Firstly, video, as a powerful medium, is a self absorbing, diverting people's attention from the intended content onto the video itself. Secondly, by educating society through this tool needs proper understanding of what should be presented to the audience. Lastly, the equipments of video are quite delicate which need proper handling and maintenance to use properly in future. Therefore technology is a double edge sword, but its advantages are more effective if used for meaningful purposes.