**History of Mass Communication**

twofold apparent continents storehouses transition presentation two-way interactivity interconnectedness consequences Illiterate instantaneous mass

Some communication scholars chronicle the history of mass communication as a series of revolutions in the development of language and communication itself.

􀂃 The first communication revolution came with the invention of writing. This allowed people to communicate over time and distance. Writing also carried with it an inherent division between literate and ………………persons, as well as the spread of knowledge and the creation of a system of administration that serve the interests of culture, commerce and imperialism.

􀂃 The second major communication revolution came with the invention of …………..writing by first the printing press and more importantly with the movable-type press. This allowed people to communicate in larger numbers. The printing press spurred the ………..from medieval to modern society and the concurrent growth of education and discovery.

􀂃 The third communication revolution was led by the invention of the telegraph in the 1830s. Prior to that time, people could communicate only if they could see or hear a message……………….. – read a book, hear a speech, observe smoke signals, and receive a message by horse or carrier pigeon. The telegraph made possible ……………communication at the speed of light (186,000 miles per second) in real time. It also made possible communication that was not bound by distance, quickly spreading across ……………..and oceans. The telephone enhanced this technology, and both inventions brought not only new communication opportunities but also new ways of thinking about the …………………of families and communities, cultures and nations.

􀂃 The fourth communication revolution involved what today can be categorized as electronic media

devices such as radio, photography, film, television and sound recordings (some of which actually were mechanical devices in their early stages). These devices not only built upon the telegraph to extend the reach of mass media, but they also increased the …………….realism associated with the sounds and sights they made possible. These communication devices had major social…………….., creating new opportunities for learning, sharing and discovery, as well as new patterns of entertainment and information.

􀂃 The fifth communication revolution was……………. It involves the invention of both the computer and the communication satellite. Computers serve as the …………….and transmitters of vast amount of information, virtually the sum of all human knowledge. Satellites make possible the ………………transmission of messages throughout the world. Features associated with both include wireless technology, fiber optics, digitization, miniaturization, data compression and………………….