

COMMUNICATION MANAGEMENT SYSTEM: ANCIENT TO PRESENT

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ABSTRACT

Communication is exchange of opinions, messages, emotions or ideas among two or more than two persons or groups. It is an act of information transformation from one person, place or group to another person, place or group by speaking, writing, signals, behavior or some other medium. At least one sender, one message and one recipient are must for communication. There are lots of means of communication which have been used from ancient time to modern era.

Keywords: *Communication, Emotions, Ideas, Ancient Time, Modern Era.*

Introduction

“Communication” word has been derived from Latin word *communicatio* which means ‘to share’. Communication is the exchange of thoughts, messages or information from one person, place or group to another person, place or group by mutually understood signs, symbols, and semiotic rules through speech, signals, writing behavior or using some other medium. It involves at least one sender, one message and at least one recipient. It is well established that communication played important role since beginning of present era.

We can split Communication process into three major steps. These steps are thought, encoding and decoding. The thought is the subject of information that exists in sender’s mind. Encoding is the process when a sender transforms his thoughts, concepts or ideas through verbal speech or a written message. It is known as the encryption of ideas from the perspective of the sender. Whenever receiver receives the message, the receiver reads it and understands it. The recipient may sometime translate the received information to better understand it. Therefore it can be said that the word decoding is related to the interpretation of information received from the perspective of the receiver. Finally when the receiver clearly understands the information which was sent to him, this is the end of two-way communication process.

Means of communication changed from time to time.

Types of Communication

- **Verbal Communication**

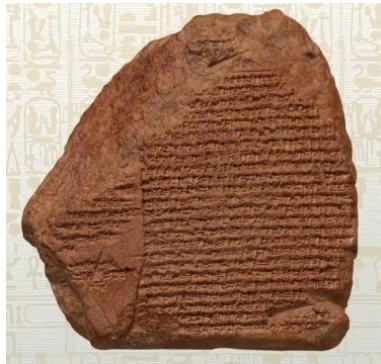
Verbal communication is very common and easy type of communication. When information is shared through speech, it is known as Verbal communication. Effective verbal communication incorporates use of interpersonal skills. For the effectiveness of verbal communication major factors are first the clarity of voice and second perception and listening skills of the recipient. Verbal communication is usually based on immediate responses. It is also influenced by eye contact, gestures and facial expressions. The hearing and understanding skills of recipient help him understand the context of information and develops his responses accordingly. Linguistics and the way of presenting information build the impact of communication on the recipient. Verbal communication through speech had existed since the evolution of languages. During ancient era, man was creative with verbal communication. In around 500,000 BCE, when speech was originated, communication was changed. But this system was not perfect hence there was need of assistance.

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- **Writing**

The initial means of communication was of course through human voice which was being conveyed in spoken form, it was safer to do it oneself. Sending anyone else was unreliable. Therefore for efficient communication, other requirement was writing. Iraq and Egypt first invented writing during 3200 BC and later on in China in 1500 BC. In the meanwhile Israel and Lebanon invented alphabets in 1800 BC.



Initially stone or clay tablets were used on which the characters were inscribed. This method was used to communicate with others. This technique was replaced with alphabetic writing during the Roman Era. Messages carved on stone or clay pillars communicated very well but this method was inefficient for communication because this message was readable only within reading area. The recipient must have to travel to receive the message. This was thought that if it is the message which travels, then system will be altogether more efficient. This required portable writing material such stones, leaves, bones or horsebacks. Moreover, there were no proper means for wiring. The messages were penned down with coal or other useful tools.

For the first time the ancient Egyptians used an aquatic plant papyrus to prepare writing sheets on thin layers of plant's tissue and stacking them in overlapping process, crosshatched pieces so that it forms a sheet. Scribes usually wrote on papyrus with reed brushes by dipping in ink. Colored minerals were grinded into powder shape and mixed with liquid. This formed ink which was easier to apply. Egyptians were also amongst the first to use written communication by symbols which afterwards developed into the alphabet system.

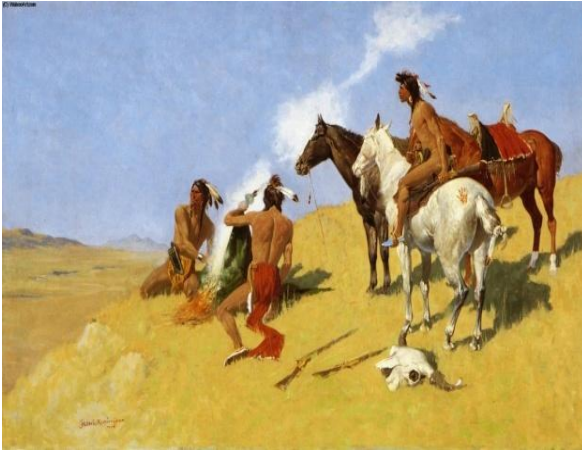
Cuneiform script was the earliest method of writing which was used in the fourth millennium. After that, there was an evolution of different kinds of writing styles. Egyptians developed hieroglyphic writing in 3100 BC and Greeks developed the phonetic style of writing i.e. the writing from left to right. China invented paper in the 200 BC and passed this knowledge to the Arabs. It reached Europe in the middle ages.

Drums



Communication through Drums was also a system way to send the messages neighboring persons or groups. Different type of sound of the drumming was conveying others about the messages they wanted to know. Grunting or guttural sounds made by drums in low or high pitch was indicating to others that it is a social communication or a warning signal.

- **Smoke**



Smoke signals was also one of the oldest forms of long-distance communication which was not based on words. American Indians were using this system. But this method was capable of conveying only limited pre-decided signals, for example 'danger' or 'victory'. took place In the year 1800 BC Chinese soldiers used this smoke communication to warn their comrades who were about 500 miles away from the Great Wall of China.

- **Pigeons**



In 776 BC, a new idea of communication through pigeons was introduced. Pigeons were effective as messengers due to their natural homing abilities. A written message was tied with the wings or legs of a pigeon and the pigeon used to deliver it to the intended recipient. As the travelling time of pigeons was relatively less, it was saving time. But it was not reliable as the communication was solely dependent on the well-being of the pigeon and if a pigeon was caught up in danger, which was a common occurrence, then the message was wasted.

- **Through Bottles in Sea**



Message through bottles means a message written on a paper, rolled-up, put in an empty transparent bottle, tied its cap and set adrift on the ocean. Message through bottle method of communication has been used to send distress messages, memorial tributes, to convey expedition reports, scientific studies of ocean currents, to send deceased ashes on a final journey and sometime just for fun and adventure.

Originally the message through bottle had been used as a tool to identify water currents in large bodies of water. The first recorded use of this method was in 310 BC when a Greek philosopher *Theophrastus* was trying to prove that the Mediterranean Sea had been formed by the inflowing Atlantic. Recently a 131 year-old bottle was recovered in Australia which was tossed from a German merchant ship named *Paula* on June 12, 1886. Interestingly the oldest bottle ever retrieved was from Chunosuke Matsuyama, who had sent one message in 1784 after him and 43 of his shipmates wrecked. This message was found in 1935, after 150 years travelling in the sea.

- **Printing**



Printing was the next major invention in the field of communication. In the 6th century China invented printing process with blocks and first known printed book was Diamond Sutra (year 686). In the year 1456, Johannes Gutenberg of Germany established a modernized version of the printing press which was producing mass printed materials. The printing press conveniently produced large quantity of written material which supported the flow of information. The flow of information was the true purpose of communication among people. This revolutionized the communication process, as the printing of books, pamphlets etc. became easier and cheaper. After Germany, first Italian press was founded in 1464 and in Switzerland in 1465. France (1470), Spain and Hungary (1473), Sweden (1483) were other countries who has started orienting press in early says.

- **Newspapers**



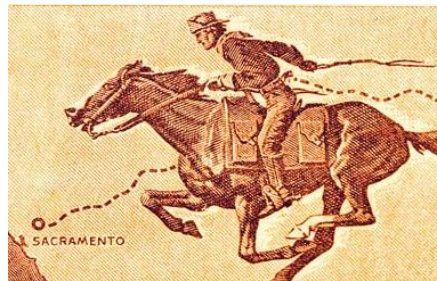
After running of Printing Press, a new source of communication was explored, that was publication of newspapers. Newspapers increased interest of common man and served to advance communication mechanisms. Printing of newspapers was started in the 17th century. Although first irregular and handwritten newspaper "News of Cent" was started in England in the year 1561, but first regular printed newspaper was published from Amsterdam (Holland) in the year 1620. After that on the year 1621, newspapers titled as "*Corante*", "*News from Italy*" etc. started from European countries. France (1631), Denmark (1634), Sweden (1645), Poland (1661) and America (1690) are the other countries who had printed newspapers. In the war of 17th century, famine, and domination became regular concerns of the world. People were now interested to know updates of these events. Therefore most of the countries started printing of newspapers with local and international news to keep people informed. This newspaper became primary source of information.

- **Harkare / Runners**



In the olden days the *Harkare* (Runners) were running with the postal bag carrying on with a long staff on his hand on which bells were attached. When they were running, everybody moved away hearing the bell sound to make them way. These mail runners, carrying mail bags were running on foot and delivering messages across villages and towns. The mail runners used to run at a uniform speed. After running for some time, they passed on the message to the next mail runner. It was like a relay system.

- **Postal System**



Postal system is one of the ancient fast systems of communication. The oldest postal system of the world was developed by ancient Egyptians in 2000 BC. It was transported through the famous Nile River. All the letters were kept in a box and escorted by armed guards. At that time, these postal services were exclusively for the pharaohs (rulers of ancient Egypt). China, under the Chou dynasty, had established first organized postal system in 900 BC. After that Rome, Persia, Syria and Egypt also adopted the postal system. Horses were used as the main carriers during early postal system. There were relay stations established where the horses were required to deliver the information. Horses were taking small bundles while carts pulled by horses big packets of mails for long distances. European monarchs setup postal system to carry their messages. France introduced postal services in the year 1477 while England introduces in the year 1512.

Till the early 19th century, instead of sender, the recipient of communication had to pay charges. In the year 1840 Rowland Hill had invented first postage stamp named Penny Black and from then sender of a mail has to make payment through postage stamps. Later on Benjamin Franklin established more practical U.S. postal system which made the delivery of mail more productive.

- **Mail Coach**



In 1782 in England, John Palmer proposed an ambitious scheme in which the mail was to be carried by special coaches pulled by horses and armed guards. First mail coach was started in 1784 from Bristol to London. Within one year Mail coach services were launched to sixteen other towns.

- **Flags**



In the 17th century, invention of a new device called telescope made possible wide range of optical signaling system like flags at sea. Started in 1653 in England, complexity of the messages sent through flags became greater over the years. By 1782 Lord Howe, an admiral of the fleet, had 28 flags at his disposal for using in conjunction with some fixed printed codes which were issued to all his officers. These codes in different combinations used either as single letters or whole words, the flags could form any sentence.



In 1791 France developed the idea of series of hilltop towers, those bearing a structure with two hinged arms. These pair of arms was movable to any of 49 recognizably different positions, seven for each arm. All the towers had two telescopes, which were fixed and focused on its neighbor in either direction between the distance of three and six miles away. Messages, made up of a few frequently used words were rapidly passed from tower to tower.

Several lines of towers were built in Chappe's semaphore which were used in France. Later It was adopted by many other countries and used for short distances extended by flags, with a signaler's two arms, taking up the coded positions in the tower. Within a year a similar device was developed in England by Mr. Reverend Lord George Murray, an aristocratic clergyman. On his towers he placed a structure with six sections. Each section can be either open to the sky or closed with a black panel. Chappe's pair of arms was movable to any of 49 recognizably different positions but Murray's six black-white options were giving 64 elements.

- **Telephone / Telegram**



A new method of fast communication was invented by Joseph Henry in 1837 called Telegram. Although first cable line was laid in the year 1850 but sending messages across the Atlantic was made possible after 1866. After telegram, fax machine was invented in 1843. Telephone was invented by Alexander Graham Bell in 1876 which allowed two persons to communicate with each other verbally with these devices that converted the sound. In the year 1879 first telephone exchange was started in Britain and first telephone directory was published in London in 1880.

The first telephone line was established in the year 1887 from Paris to Brussels. First telephone line between London to Paris was opened in the year 1891. In the year 1927 first transatlantic telephone line opened. Telephone link from Britain to Australia was established in the year 1930.



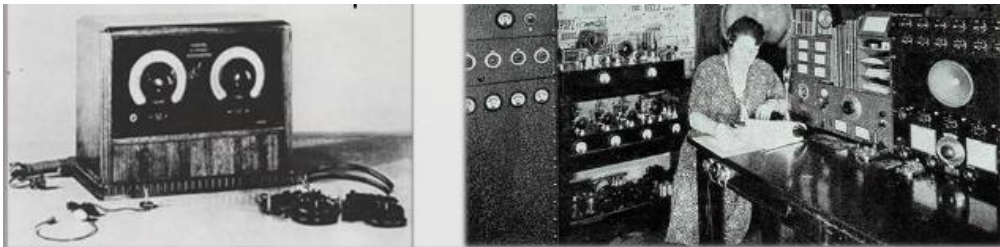
Cell phone invented by Martin Cooper in the year 1973 through which communication got easier. First phone call through mobile was made in 1985 in Britain and first commercial text was sent through cell phone in 1992. Smartphone was introduced in 1996 In Britain.

- **Computer Network**



Electricity was incorporated into communication in the 19th century field coining the term telecommunication which denotes sending and receiving of information using electronic means like wire, radio or any other electromagnetic devices. In 1965, online written communication expanded into email system which completely changed the scenario. To make it even more enticing for users, this email system was soon adapted the means to share entire files or photographs from one place to other in seconds.

- **Radio Message**



Communication continued to improve in the 20th century. In 1901 Marconi sent a radio message across the Atlantic. Radio broadcasting started in Britain in 1922 when the British Broadcasting Corporation was formed. Radio became a great source of communication in the early 1900s. By 1933 half the households in Britain had a radio. After enactment of Sound Broadcasting Act 1972, independent radio stations were formed. New radio station Radio 5 Live started in 1990 and Classic FM radio station started in 1991.

- **Television**



Television is presently very popular means of communication. John Logie Baird invented television in 1925. Although BBC started broadcasting in 1936 but TV got popularity in the 1950s. In England, by 1959 about two-thirds of homes had at least one TV. This figure had reached to 90% in 1964 and TV had become the main form of entertainment. TV began in Australia in the year 1956 and in New Zealand in the year 1960. Initially in Britain there was only one TV channel but between 1955 and 1957 various other companies began broadcasting. BBC2 began in 1964 and Channel 4 began in 1982. BBC2 began color broadcasting in 1967. Commercial TV began in the USA in the year 1941.

Satellite television was the next communication means which started in Britain in 1989. First communications satellite was launched in 1960.

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