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The Medium is The Message

Since its creation, we have used technology to communicate with one another. From telegraphs to telephones and emails to texts, it has been one of the most common forms of communication for the past 30 years. With this invention, has it somehow created a bad impact on how we communicate today? Technology has not only strengthened communication, but invented how we communicate today.

To begin, looking at McLuhan's of the medium is the message helps show how technology has defined communication. McLuhan argues that the message is less important than the medium. The medium relates to how the message is being spread, and in this case it would be through technology. Using McLuhan's theory you begin to see that in today's society how we use technology to communicate can show how important the message actually is. For instance, if you send a message through direct messages in social media, that quite often does not mean it's super important but if you receive a call from someone, it may seem more important. It's very rare that someone will receive very important news through social media instead of call or text. Using a different medium shows the actual importance of communication. It could be argued that this new technology has had a negative impact on communication in society, but that is far from the truth. With how spread out the world is, people are now able to communicate with loved ones from miles away in the present time instead of writing a letter to communicate about their lives. If it were not for the creation of emails or texts, important information could be left for months without being heard. These mediums have strengthened communication as a whole.

Social constructionism is also a great way to see how technology has evolved communication. Social constructionism focuses on how technologies mediate the ways in which we communicate. Technologies help us learn and communicate through one another and also reinforce what we already know. Over time, there seems to be a right way to do something which can be reinforced by technology. For instance, there is one right way to tie a shoe. Technologies, like youtube, can help reinforce the way you know how to tie a shoe or help you find a new way. This kind of reinforcement can make you think of the value of tying your shoe that way. You can also use technology to communicate with others on their beliefs and values, while seeing if they align with yours. Social constructionism helps you challenge or think of these values and ideas in a new way, and using technology to communicate these ideas helps connect with like minded individuals.

Finally, Galit Ariel's perspective on augmented reality can show a different way of looking at how communication through technology can impact our lives positively. Ariel argues that there is a lack of tactile and physical interaction creating isolation and depression through people. She feels we need technologies that can recreate our connection and can be in the physical space while still creating an experiential space. Her TedTalk was prior to the covid-19, and the outbreak really showed how in an isolating time, people can still communicate and be with each other in the moment while not physically being there. This helped create that need for technology to help recreate connection between one another. People began to call each other more, have large online game nights with group games, and even be able to hold classes and formal services online. I found throughout the pandemic, the only way I was going to communicate with others outside of my immediate family was through social media. This led to me creating strong bonds with not so close friends and even stronger ones with close friends. In this time we were always able to talk to one another and use technology to communicate with one another. I also found that when we saw each other when restrictions slowly got lifted, we didn't use technology as much as we did prior to the pandemic and if we did, it was to experiment with

new ways to create memories with each other and not isolate ourselves from one another. Ariel's thought of creating a physical sandbox space creates so many opportunities in communication technologies. Being able to experience things with other people, like experiencing a documentary instead of watching one, will create a whole new scope of how we can communicate in the future.

Looking at McLuhan's thought of the medium is the message, social constructionism and Galit Ariel's position on augmented reality, I feel more inclined to believe that technology has created a better space for communication and has enhanced it more. McLuhan's point of the medium is the message helps show that the message won't change but the way we communicate it shows the significance of it and without technology, important information might not get shared. Social Constructionism helps show that technology and how we communicate with it reinforces our prior belief and values while also challenging them. Finally, Galit Ariel's position on augmented reality and how it can change communication technologies brings more room to explore communication as a whole while also releasing since her TedTalk that technology helped us communicate in a time of need.

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