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**ВАЖНОСТА НА КОМУНИКАЦИЈАТА ВО СОВРЕМЕНОТО
ОПШТЕСТВО**

**IMPORTANCE OF COMMUNICATION IN THE
CONTEMPORARY SOCIETY**

Abstract

Communication consists in the exchange of information, the formation of personality, to create new relationships, helps us develop new skills, but not only that. Communication is a process that was born together with humanity, has been developed, studied and brought into new forms by orators and philosopher of history since antiquity, making it a special art.

To have good communication means to have clear thoughts and sharp reasons. A well-thought-out communication in the right way, at the right time and with the right people, can break down barriers, get a job, stop conflict, build new relationships or gain the trust of the surrounding people. Communication brings exchange of ideas, fights weakness and makes you successful.

This paper aims to study the role of communication in society, mainly in the today's modern societies because forms of communication have evolved along with other fields. Daily practice has shown us that is worthwhile to be good communicator, so i chose to address the importance of communication, from the beginning, the meaning and the approach it has taken today.

Keywords: *Communication, evolution, barriers, success etc.*

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INTRODUCTION

The world we live in is connected through communication. Communication has evolved just like everything else in our lives, in economics, technology, education. We must first understand what communication is. Communication is the process by which we disseminate information between individuals or groups with comprehensible content. It is the exchange of facts, opinions, ideas and emotions, not only through speech, but also through gestures, facial expressions, behavior.²

Communication is part of our lives and nothing is conceived without communication. One such example is the pandemic and quarantine that the whole world experienced. Although there is technological communication, which performs all possible services, nothing replaces verbal communication. We can even say that isolation and distance communication significantly weakened real communication and the relationship between the poor.

Its origin stems from the need of people to live in community and since the first human groups were nomadic, they did not communicate with words because languages were not developed but with noises and sounds. Even this period communication had its importance, because only those who communicated managed to survive and later share new tasks and techniques. The use of the “word” began in 180000 BC, where along with gestures were the only form of communication and expression.³

Later began to develop cave paintings, dancing, music, communication gave shape to life in the collective and remains today the main factor that influences the formation of personality, consciousness and different abilities. These and many other values will be addressed in this paper.

1. DEVELOPMENT OF COMMUNICATION AS A FORM OF WRITING

In addition to the first form of communication in antiquity, in later years the first official writing will take place, which was that of Heroglife in Mesopotamia. This type of writing took place in clay and was very simple, but was later perfected with more complex content. Around the same period, the Ancient Egyptians developed a form of writing called the Cuneiform. Both of these scriptures used symbols to create words, but differed in structure.

² <http://www.rapodar.ac.in/pdf/elearn/Bus%20Com%20Unit%201%20notes.pdf>

³ <https://onlinelibrary.wiley.com/doi/abs/10.1002/9781405186407.wbiecc075>

The systems that would later be created would be the Chinese script, from which the Japanese and Korean languages are derived. In pre-Columbian America it was Maya, while the first sound-based alphabet was the alphabet created by the Phoenicians around the 2nd century BC and later spread through trade throughout the Mediterranean. From the Phoenician alphabet came the Greek alphabet known as the alphabet that created all the alphabets of today.

One of the first forms of distance communication was the postal system, an invention of the great empires of antiquity to give messages between them as well as by emperors to send decisions. China is one of the first countries to establish this system between government units. The Persian empire in the 550s for civilian purposes.

In the modern era it was Johannes Gutenberg who invented the first printing press that helped print newspapers and spread communication around the world. The contemporary era would bring the use of the first camera in 1826 and later the first telephone was invented, which further perfected the camera which could record moving images. In the second decade of the twentieth century radio and television were produced which spread rapidly everywhere and brought about the revolution of communication and information.⁴

Nowadays, we are at the stage when communication has affected all of its forms, and it is being used more, is internet communication. This way of communication has conquered the world. This has led people to minimize direct communication with each other, but on the other hand has emphasized the importance of direct communication and interaction with each other. People talk less, children study online and every other service is offered through it. In a way people have lost the ability to communicate verbally and articulate clearly. As a result we often lack professionalism and self-confidence.

Is the technology what is killing communication?

2. MASTERY OF PUBLIC COMMUNICATION

Public communication is a skill that not everyone, even very few people can master. Through public speeches, historic decisions have been made, worldviews and beliefs have changed, some famous public speeches which are known for the changes they have brought, mention

⁴ <https://sites.utexas.edu/dsb/tokens/the-evolution-of-writing/>

that of Martin Luther King “I have a dream”, Abraham Lincoln with the speech “Gettysburg Address”, Nelson Mandela “A idea for which I am prepared to die”.

We find the art of public speaking practiced much earlier, starting with the Greeks, 2500 years ago. For the ancient Greeks, public speaking was a way of life, something inseparable and related to being, which was later called “rhetoric”. This tradition was adopted and practiced by Rome, while today public speaking has evolved even more since the time of the founders in Rome and Greece, such as Pericles, Cicero, Quintilian, Socrates, Plato, Aristotle, etc.⁵

During the twentieth century rhetoric developed as a separate field of study across schools and universities. These lessons are based on Greek theories and follow their development at different stages of history.

In the '60 and '70s separate branches were established for the study of speech and communication, which studied classical and contemporary rhetoric.

3. IMPORTANCE OF COMMUNICATION NOWADAYS

Nowadays, communication has changed the way it is accessed since the twentieth century and this has been influenced by the development of media, television, radio and especially the Internet. In the years 1933-1944 Roosevelt addressed the American people with the speeches on the radio, dealing with the problems and issues of the country. People found themselves and were very inspired by these speeches, which were not broadcast in an auditorium, but on a radio in the form of a conversation.

In addition to writing and listening to speech, nonverbal elements can also be seen more clearly. One such example is the televised presidential debate between John Kennedy and Richard Nixon. Those who listened to the radio thought Nixon won the debate, while those who saw it on television though Kennedy won the election, because of what viewers saw in him, calmness and charisma, while Nixon had simply refused makeup. From this case it was understood, in public communication after a great importance the appearance, which is even more essential nowadays when the internet and social networks prevail.⁶

⁵ <https://www.presentationsskills.me/history-of-public-speaking/>

⁶ https://www.academia.edu/20198715/Importance_of_Communication_in_Society

Over the last decade when the internet has become something fundamental and we all have access anywhere and anytime, it gives us the ability to search for any information we need, to verify the words that someone says in a public speech. Thus, following the speaker's speeches and studying the sources of facts, one can evaluate the communication made by the speaker, which must be careful and based on accurate and objective information, but also neutral because such speeches create divisions in the audience.⁷

4. THE EFFECTS OF COMMUNICATION ON ORGANIZATION

Communication skills are extremely necessary to succeed in the areas they operate. In this case if we refer to the organizations which are more involved in society, we must say that they need good access to society, to achieve their objectives.

In this way, organizations that develop and possess good communication skills have a positive work environment, can be widely extended and gain the trust of society. Good communication increases productivity, increases trust in other parties, brings new collaborations, high quality services, motivated employees and dynamic work environment.

Another important advantage for organizations is the avoidance of conflicts and the development of new relationships. This would certainly affect the productivity, trust and motivation on its members.⁸

5. HOW DOES COMMUNICATION AFFECT OUR SELF-CONFIDENCE?

Human as a social being and who acts dynamically in society, is prone to encounter many difficulties, to be hurt, to be found in conflict situations. Therefore, man must maintain a balance in order to achieve what he desires and the same time be confident. Thus, communication helps the individual to be able to manage his responsibilities and desires productively, without compromising his personality, feelings, pride, on the contrary communication skills would help in their development.

⁷ <https://www.ipl.org/essay/Importance-Of-Communication-In-Society-F393A9NPJ4D6>

⁸ file:///C:/Users/DELL/Downloads/IJCRT2103634%20(1).pdf

The development of communication should begin in adolescence because this is the most delicate period for young people, when their personality undergoes changes and the way it is managed significantly affects their self-esteem. In the last decade, schools all over the world are attaching great importance to communication skills training, because communication skills enable a person to have clear ideas, rich habits, to know how to express his needs and interests and to understand others.

All of these, develop his ability to be confident with himself, to have high self-confidence and this at the end of the day brings happiness and success.

Today more than ever, all forms of communication have evolved, social networks and media are widely used, various phenomena such as bullying, violence, or political dynamics affect the self-confidence and security of people, who can easily be victims of these phenomena, but an individual who possesses communication and self-confidence can cope with and avoid them. Contemporary society has diminished people's communication, but has added to the necessity of communication skills.⁹

CONCLUSION

Communication is everything. Life becomes meaningful only through our communication. We identify in society based on the communication we have. A healthy society is built on good communication. Communication is culture, skills, information, personality, process.

As mentioned in this paper, communication was born together with man and has evolved from one form to another century after century. In today's societies where media, internet, marketing, predominate. Different schools, the approach to communication has changed. People can get information anywhere and anytime. Virtual communication has developed to a large extent, but on the other hand, public speaking is developing.

In our daily lives communication is a special value. People who have good communication skills can have easier access than other to get evolved in society, to succeed, to make new friends, to gain new opportunities etc.

As a result, communication helps to build self-confidence, security, personality formation and a sense of happiness. In addition to the

⁹ "Communication in mass society", Artan Fuga, Tirane, 2014

effects on the individual, communication in contemporary societies is needed in every field, in business, in politics, in organizations, economy, education, culture, etc.

Apparently from the effects that communication has on society, we understand that communication is the key to any success. Young people, must be educated and receive good communication, rich and positive, to have healthy, successful and happy society.

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