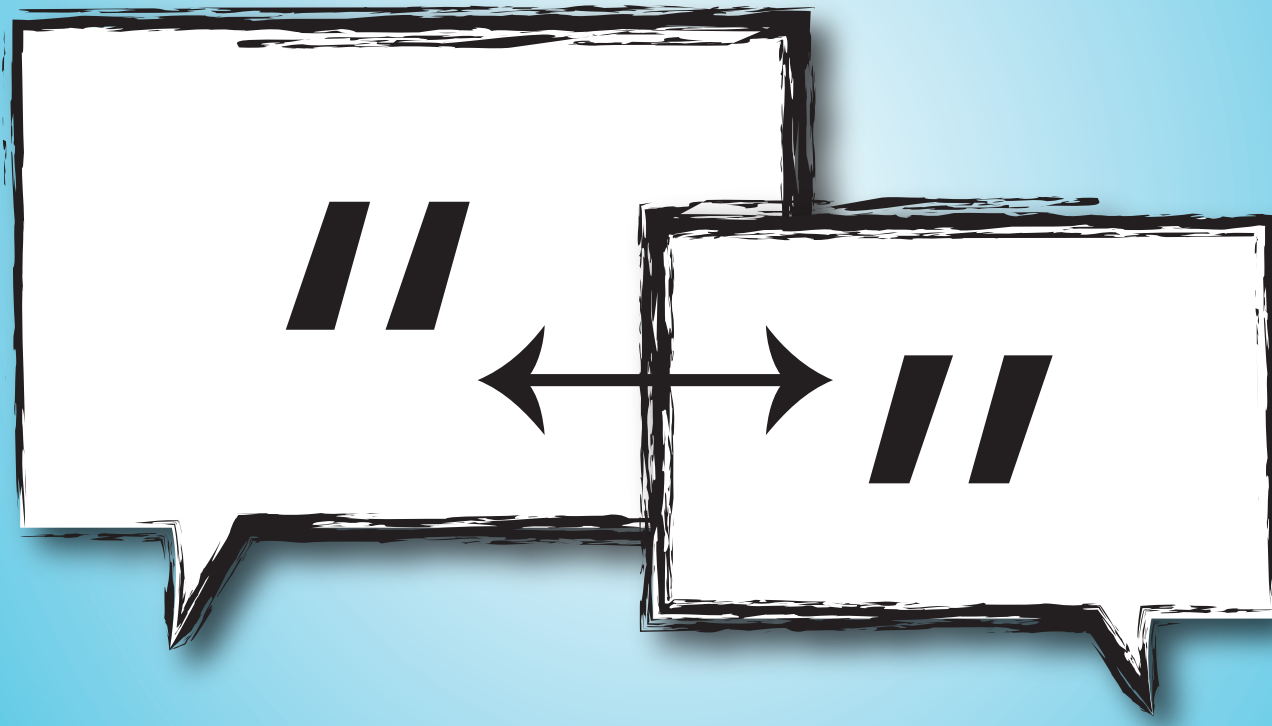


# The Pre-Telegraphic Foundations of COMMUNICATION

How technology evolved in the pre-telegraphic period, increasing the ability for mass communications and its impact on the social and cultural aspects of society.



"The fundamental problem of communication is that of reproducing at one point either exactly or approximately a message selected at another point. Frequently the messages have meaning."  
— Claude Shannon (1948)

- Aurally provided news, entertainment, communication and correspondence from far distances
- Created a social outlet for dance and celebration
- Warned of incoming attacks and danger
- Pitch of drum mimicked the tones and syllables of human speech
- One of the oldest instruments in Africa



## THE TALKING DRUM AFRICA

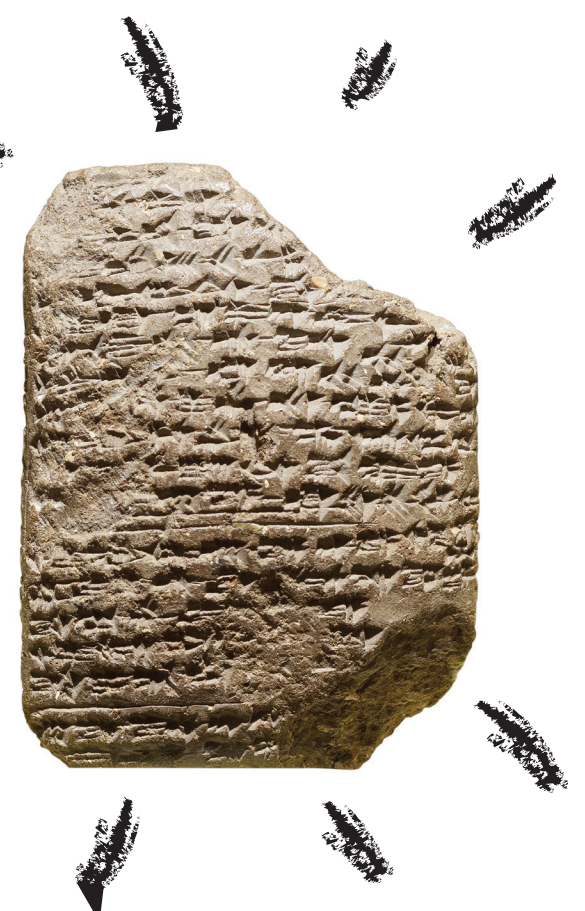


- Enabled the visual ability to reach long distances faster and further than simple oral communications
- News, Warnings of attacks could be spread
- Single signals could be seen from watchtowers that were 20 miles away or more
- Chains of bonfires could be established to reach even further distances of hundreds of miles

## GREECE THE FIRE BEACON

- Cuneiform tablets recorded measurements mathematics and an avenue for new ways to establish data, units and order
- Stylus pen was used to imprint symbols on clay tablets
- Writing could now be a way to establish and communicate government ideas and rules, news and maintain social control
- Writing could eventually allow for inward reflection and nostalgia

## CUNEIFORM MESOPOTAMIA



- Mass printed materials can now reach more people and can be read at any time, transcending time and space
- Newspapers could be printed faster, and information spread to a larger amount of people
- Newspapers were faster than earlier forms of oral communication, but overall slower than today's technology
- Books allowed for religion, politics, philosophy and more complex knowledge to be spread on a widespread basis
- The dictionary established a consistent resource for alphabetization, meaning, spelling and pronunciation

## EUROPE THE PRINTING PRESS

Earlier forms of communication were more singular and direct. They were limited to what the form afforded the user and conveyed more simple messages and warnings. As new forms progressed, the tools have become more involved and complex, and offer a more widespread opportunity for the user to communication in new ways, for new purposes, and in more abstract and intellectual ways.