

# Evolution of Communication

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**Abstract:** Our present state of the world in which we live is, because of certain systems like social, political, economic, religious.....etc. all these wove together into a complex structure called society. We live in what has been called the ‘Informatic Age’ the electronic media bombards our sense with all sorts of sounds and pictures bytes. The advent of globalisation and privatisation is injecting changes in our life styles. In the borderless world that we are moving, competition is fierce, be it in resource management or in capturing markets. Globalization has opened up fantastic opportunities not only for trade and technology transfer but also for the technician engineers, accountants and managers....all these began with the art of communication. It is as old as mankind itself. It is older than the written word or even the spoken word. Human beings learnt to communicate much before they learnt to speak, read or write. People learnt to express themselves from sounds, grunts, actions, signs, gestures. Different theories regarding the origin of language or speech, the main theories are the bow-wow, the pooh - pooh, the ding dong, the gesture, the yo-he-yo, the musical, the contact..

**Key words:** complex structure, informatic age, globalization, privatisation, communication, bow-wow, pooh pooh, ding dong, gesture, yo-he-yo, musical, contact

## I. INTRODUCTION

Communication is at once the course and consequence of powerful world order. Development of varied and sophisticated means of communication over a period time has brought human beings across the globe closer and has facilitated speedy and effective transmission of thoughts and ideas. Communication galvanizes action among individuals, organisations, societies and the world community at large. That is why communication is not unique to human beings. Communication encompasses all living beings and pervades the animal world as well. Birds and animals also communicate. The sounds they make carry some meaning.

Human beings are different from other beings in that they (human beings) have developed a very complex system, language, to communicate with one another. Language is a system of convertical signals which are used for communication. The signals are generally of two types.

- 1) Aural (addressed to the ear)
- 2) Visual (addressed to the eye)

Each language has its own aural and visual signals. Much before human beings learnt to speak; they had learnt to express themselves through sounds, gestures and actions. It is not that those who can’t communicate.

The art of communication has evolved over the years. It goes back in time to the biblical era, mythological times and even to the pre-historic period. People learnt to express themselves from sounds, grunts, actions, signs, gestures and gesticulations to the spoken word and thereafter to the world of reading, writing and modern and sophisticated methods of communication. Which had been took a very long fascinating and rewarding journey through time. According to scholars there are different theories regarding the origin of language or speech.

### 1. The Bow-Wow theory:

This theory says that the earliest speech was produced by man’s attempting to imitate characteristic sounds of animals. A child differentiates a dog from other animals by its bark. To him dog is an animal that says Bow-wow. Here the chid is imitating the natural sounds (such as cries of animals). This tendency to imitate is the beginning of language.

For example: - In the word snake. We find the hissing sound and in the word water we find the liquid sound.

### 2. The Pooh - pooh theory:

This theory says that speech goes back to emotional cries expressive of pain, joy, surprise, pleasure etc. Our language is a refinement of the cries. Pooh is an exclamation of showing contempt or dislike. The modern verb ‘ pooh’ implies the same meaning.

### 3. The Ding dong theory:

This theory is associated with eminent German Scholar Max.Muller. He says that beginning of language is found in the sense of rhythm. Through rhythm it is related to universe. This theory also speaks of imitation of sound. There is rhythm in the flowing of water and in swaying trees. The man must have ding-donged phonemically with them. The habit of whistling while engaged in manual work is even now found common.

### 4. The Gesture Theory:

This theory says that the earliest method of communication is by signs and gestures. The movement of hands is spontaneous and natural. Even in the present we use it to speak to a foreigner who does not understand our language. Every gesture of the hand and head is accompanied by a corresponding movement of the tongue, the lips or the jaws. Thus in course of time man is supposed to have passed from sign language to spoken language.

### 5. The Yo-he-Yo-theory:

This theory is put forwarded by 19<sup>th</sup> century scholar, Noire. This foresees language arising from the noises made by a group of men enlarged in joint labour like moving a tree trunk or lifting a rock. We all know from experience that while performing work of this kind, we make involuntary voices or noises.

#### *6. The Musical theory*

This theory sees the origin of language in song or at any rate sees speech and music as emerging from something earlier that included both. It was put forward by Danish Linguist Otto Jespersen.

#### *7. The Contact theory*

This theory has been recently advanced by G. Revesz, a former professor of Amsterdam. He sees language as arising through man's instinctive need for contact which he follows.

## II. CONCLUSION

The above theories have something true of them, but not complete and satisfactory. We can only understand something of the nature of language, through a study of the various processes of its development in form and meaning during the last seven thousand years.

As human beings progressed on this fascinating journey he learnt to convey messages through sounds, cries and drumbeats. The spoken word added a new dimension to the world of learning. Sages and saints of yore (long ago) learnt to pass on sacred verses and holy texts through word of mouth. Thereafter, human beings learnt to use symbols and pictures to convey messages. Early Writing was on stones and leaves. As human beings progressed, communication evolved further. The invention of printing revolutionised the process of communication. Side by side, various inventions made possible the recording of the spoken word and its transmission, irrespective of time and distance. Gradually the emergence of new media added new dimensions to the world of Communication.

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