



LIVIN' LA VIDA LOCA

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With the huge number of communication devices we have at our disposal, it seems that we will always have ways to communicate effectively. Unfortunately, the conveniences provided in today's modern world still seem to be deficient in many respects—or perhaps it is we ourselves who are sorely lacking, in many respects.

Today's era of state-of-the-art technology continues to expand further, but has unfortunately not solved majority of the world's problems. Communications technology has gone a long way from the unassuming cellular phones of old to their more powerful and capable counterparts of today. Various applications such as Blue tooth and other newer ones continue to be maximized by mobile communications carriers throughout the planet. The arms race has been overshadowed by the technology race, and there seems to be no let-up in sight.

This has both been an advantage and a disadvantage, in more ways than one.

With the advances in modern communication, personal communication has become more effective, enabling us to become more productive. Coordination of random tasks has become much easier, thereby improving business interaction at a more real-time and thorough level. Broadcast technology has enabled the exchange of information to be carried out much, much faster and in a timelier manner, too.

However, with the great advances in modern communications technology, we have found it less necessary to make our interactions much more personal, in a human kind of way. Consider how we find it within our means to send a text message or send an email to someone oceans away, but find it a great bother to have an interesting chat with a next door neighbor. Or how we send group text messages to a huge number of people to maximize unlimited text offers, but find it beyond our time to share family conversations over dinner. Lucky are those who are able to participate in personal discussions and are able to listen to others in rapt attention at face-to-face interactions. There are still many who are lucky enough to indulge in such simpler pleasures, but their numbers continue to dwindle.

Ironic as it may seem, modern communications technology has led us closer to each other, but has alienated us from one another. We find it easy to send out text messages of love or greetings to each other, but often find ourselves out of time to actually hug each other after an exhausting day of communicating at the office. Our children are showered with the best conveniences that money can buy, but are often made to feel that they are better off spending time with their friends than staying at home to watch TV with the family.

The world is not perfect, and we definitely aren't, either. But let us not forget the simple things that really matter, such as personal communication in a more human approach.

QUESTIONS FOR DISCUSSION:

1. Do you think that today's generation is more blessed to enjoy more conveniences in modern communications technology? Why or why not?
2. In your opinion, how have the advances in modern communications technology helped the world?
3. What, to you, is the greatest communication tool of today? Why?
4. What still needs to be done in modern communications technology? Be specific, if needed.
5. If you could invent a modern communications device, who or what would your target market be? Elaborate on your answer.