Chapter 1 : Full text of "A Concise History of Ireland: From the Earliest Times to "

Media Technologies traces the historical development of media from the earlier times, when speech and cave paintings constituted the height of human advancement, to communication's present day manifestations in the form of radio, television, computers and satellites.

Over the next few years, the primitive Odyssey console would commercially fizzle and die out. In , Atari released a home version of Pong, which was as successful as its arcade counterpart. Magnavox, along with Sanders Associates, would eventually sue Atari for copyright infringement. In , Atari released the Atari also known as the Video Computer System , a home console that featured joysticks and interchangeable game cartridges that played multi-colored games, effectively kicking off the second generation of the video game consoles. The video game industry had a few notable milestones in the late s and early s, including: Lasting a couple of years, the crash led to the bankruptcy of several home computer and video game console companies. The NES had improved 8-bit graphics, colors, sound and gameplay over previous consoles. Nintendo, a Japanese company that began as a playing card manufacturer in , released a number of important video game franchises still around today, such as Super Mario Bros. Additionally, Nintendo imposed various regulations on third-party games developed for its system, helping to combat rushed, low-quality software. In , Nintendo made waves again by popularizing handheld gaming with the release of its 8-bit Game Boy video game device and the often-bundled game Tetris. With its technological superiority to the NES, clever marketing, and the release of the Sonic the Hedgehog game, the Genesis made significant headway against its older rival. In response to the violent game as well as congressional hearings about violent video games , Sega created the Videogame Rating Council in to provide descriptive labeling for every game sold on a Sega home console. The council later gives rise to the industry-wide Entertainment Software Rating Board, which is still used today to rate video games based on content. Numerous movies based on video games have been released since. With a much larger library of games, lower price point, and successful marketing, the Genesis had leapfrogged ahead of the SNES in North America by this time. But Sega was unable to find similar success in Japan. The Rise of 3D Gaming With a leap in computer technology, the fifth generation of video games ushered in the three-dimensional era of gaming. In , Sega released in North America its Saturn system, the first bit console that played games on CDs rather than cartridges, five months ahead of schedule. The following year, Nintendo released its cartridge-based bit system, the Nintendo Sony dominated the video game market and would continue to do so into the next generation. In fact, the Playstation 2, released in and able to play original Playstation games, would become the best-selling game console of all time. Sega pulled the plug on the system in , becoming a third-party software company henceforth. Though the Playstation 3â€"the only system at the time to play Blu-raysâ€"was successful in its own right, Sony, for the first time, faced stiff competition from its rivals. The Xbox , which had similar graphics capabilities to the Playstation 3, was lauded for its online gaming ecosystem and won far more Game Critics Awards than the other platforms in ; it also featured the Microsoft Kinect, a state-of-the-art motion capture system that offered a different way to play video games though the Kinect never caught on with core gamers or game developers. And despite being technologically inferior to the other two systems, the Wii trounced its competition in sales. Its motion-sensitive remotes made gaming more active than ever before, helping it appeal to a much larger slice of the general public, including people in retirement homes. Towards the end of the decade and beginning of the next, video games spread to social media platforms like Facebook and mobile devices like the iPhone, reaching a more casual gaming audience. The next few years would see several sequels and other toy-video game hybrids, such as Disney Infinity, which features Disney characters. Despite featuring a touch screen remote control that allowed off-TV gaming and being able to play Wii games, the Wii U was a commercial failureâ€"the opposite of its competitionâ€"and was discontinued in In , Sony released a more powerful version of its console, called the Playstation 4 Pro, the first console capable of 4K video output. In early ,

Nintendo released its Wii U successor, the Nintendo Switch, the only system to allow both television-based and handheld gaming. Microsoft will release its 4K-ready console, the Xbox One X, in late With their new revamped consoles, both Sony and Microsoft currently have their sights set on virtual reality gaming, a technology that has the potential to change the way players experience video games. The First Video Game? The Brown Box, â€" The Video Game Revolution. Video Game History Timeline. The Surprisingly Long History of Nintendo. Sega and Nintendo Console War: The History Of Gaming: The History of Video Game Consoles.

Chapter 2 : History of Printing Timeline - American Printing History Association

Subtitle A Concise History from Earliest Times to the Dawn of the Computer Age Edition 0th Author Hibbert, Errol, Hibbert, Errol L.

Whereas local bookstores used to be the primary means by which people acquired new and used books, the expansion of chain bookstores and the advent of online book purchasing have led to a dramatic decline in local and independent booksellers. Louis, Missouriâ€"compete against national chains to attract customers. The closure of nearly four hundred Borders bookstores in after the company filed for bankruptcy also shows that even chain bookstores are struggling. In , for the first time, e-books became the number one format for adult fiction and young adult titles, surpassing print. Despite this fact, brick-and-mortar stores are still the primary channel through which books are soldâ€"but for how much longer? Newspapers Newspapers The first medium to serve as the chronicle of daily life in our society, providing regular coverage of events, both historic and mundane, and allowing us to learn about current events outside of our community and country. While radio, television, and online news serve that function for most people now, newspapers were the first mass medium to collect and disseminate such information. The first regularly weekly published newspaper emerged in Paris in , and others popped up in Florence, Rome, and Madrid over the next few decades. The first daily newspaper was published in Leipzig, Germany, in In just a little over a hundred years, in the late s, large European cities like London and Paris had around two hundred newspapers, some published daily, some weekly, and some at other intervals. Not surprisingly, literacy rates also increased during this time. Poe, A History of Communications: Cambridge, , Also around , newspapers were published in the colonies that would later become the United States. The following timeline marks some of the historical developments in newspaper publishing from colonial times to the Internet age. An Introduction to Mass Communication, 5th ed. First newspaper in North America is published in Boston. Due to its anti-British tone, it is banned after the first issue is printed. The Boston News-Letter is the first newspaper in the colonies to be published regularly. Its content is not timely, since its focus on European events means the information is weeks to months old by the time it is published. Benjamin Franklin runs the Pennsylvania Gazette, which is well respected for the quality of its contents and also generates revenue through advertisements. American Memory, accessed September 20, , http: Benjamin Day, founder of the New York Sun, changes the pricing, distribution, and content of newspapers by cutting the cost of the paper to one penny per issue and selling them individually on the streets and through vendors rather than through subscriptions, which are cost prohibitive for many people. The Associated Press is formed when six New York City papers agree to share incoming information from dispatched reporters and other news sources far away. The New York Times begins to distance itself from yellow journalism and helps to usher in a period of more factual and rigorous reporting and a split between objective and tabloid publications that begins in the early s and continues today. The Village Voice is published in Greenwich Village, New York, which marks the beginning of the rise of underground and alternative newspapers. The Columbus Dispatch is the first newspaper to publish content online. USA Today is launched, which challenges long-standing newspaper publishing norms and adopts a more visual style. The size, layout, use of color and images, and content is designed to attract a new newspaper audience, one used to watching television news. Although online news sites have been around for years, this marks the beginning of the rise of Internet-based news gathering and reporting by people with little to no training in or experience with journalism. Traditional journalists criticize this practice, but such news outlets attract millions of readers and begin to change the way we think about how news is gathered and reported and how we get our news. Newspapers have faced many challenges in recent decadesâ€"namely, the increase of Internet-based news, leading to a major decline in revenue and readers. In recent years major papers like the Rocky Mountain News have gone out of business completely, and others like the Seattle Post Intelligencer have switched to online-only formats. Additionally, major newspapers like the Chicago Sun Times and the Minneapolis Star

Tribune have declared bankruptcy due to heavy debt burdens. To deal with these financial issues, papers have laid off employees, cut resources for reporters, closed international bureaus, eliminated rural or distant delivery, reduced frequency of publication, and contracted out or partnered on content. This last strategy received national attention recently when it was found out that hundreds of newspapers were using the services of a company called Journatic to create hyperlocal content for them to publish. Behind the News, July 6, , accessed September 20, , http: Hyperlocal content includes information like real-estate transactions, obituaries, school lunch menus, high school sports team statistics, and police activities, which are a considerable drain on already strained newsrooms. However, readers and media critics were surprised to learn that Journatic was paying people in the Philippines to write this content and then publish it under fake names. After news of this spread, many papers announced that they would go back to generating this content using their own resources. Magazines Although newspapers were the first record of daily life in the United States, magazines The first national mass medium, reaching people all over the growing United States of the late s and into the s. Although the reach of magazines made them the first national medium, they were generally unsuccessful, and the content of the early magazines was not highly regarded. Magazine publishers had a difficult time finding success, since postal carriers either refused to deliver magazines because of their weight or charged high postage rates that limited subscribers. Toward the middle of the s, magazines began to play a more central role in society. Richard Campbell, Christopher R. Magazines as a mass medium overcame early challenges to enjoy a period of relative success in the early s and then met one of their biggest challenges, the rise of television, in the mids. The following timeline traces some of the most important developments and changes in magazines. Timeline of Events in Magazine Publishing Colonial magazines are published. As with colonial newspapers, Benjamin Franklin plays a central role getting them started. Unlike newspapers, magazines face more challenges in terms of postage rates and finding an audience. Over the next thirty years, about one hundred magazines are published and go defunct. The number of magazines increases to about one hundred in circulation by Although they generate some revenue through advertising, they still face financial struggles. Most magazines serve a specific community or area and still consist of content that is mostly reprinted from other sources. Specialized magazines catering to niche audiences begin to emerge. For example, literary magazines feature the writing of people like Mark Twain and Ralph Waldo Emerson, and magazines focus on specific professions or topics such as farming, law, education, or science. The Saturday Evening Post is founded and becomes the longest-published magazine in the United States and the first general-interest magazine to be successfully marketed to a national audience. Magazines pioneer the use of images in printed texts, reproducing high-quality illustrations and sketches, though not photographs. The Nation is published, which focuses on political opinion and caters toward a more educated and liberal readership. The Postal Act of is passed, which lowers the cost of postage for magazines. This, along with improvements in rail transportation and mass-production printing, leads to a surge in the number of magazines and the number of subscribers. These changes attract more advertisers, which allows magazine publishers to drop the price per issue below what it actually costs to produce the magazine. This attracts more readers, which attracts more advertisers and allows publishers to make up the loss between subscription and production rates with ad revenue. This is a peak time for magazine success. The early s sees a rise in investigative journalism that goes into much more depth than newspaper coverage. Magazines play a key role in providing in-depth coverage of the World Wars and start to cover the cultural revolutions of the s when they run into new challenges. As television explodes as the new mass medium of choice, national magazines lose advertisers to the new audiovisual medium. Audiences now viewers instead of readers turn to nightly news programs to follow the civil rights movement, the sexual revolution, and the Vietnam War. Magazines adapt to changing times by devoting pages or entire publications to the covering of television and movies. Magazines like People, launched in , provide news on a wide range of celebrities. Magazines also adapt by becoming more specialized, trying to appeal more to niche rather than general-interest audiences. While television forced magazines to adapt to an increasingly popular visual medium, radio and magazines coexisted

relatively well. But the clash between print, audio, and visual media in the early s marks an interesting time in the history of mass media. The growth and spread of print as a mass medium took hundreds of years, which seems like an eternity when compared to the spread of audiovisual media. The lack of and resistance to literacy made the printed medium spread less quickly than audio and visual media, which is not surprising from an evolutionary perspective. We did not evolve to read and write, which is why the process of teaching those things is so difficult and time consuming. In general, people enjoy watching and listening more than reading and writing. While we had to adapt our brains to decode written language and our arms, hands, and fingers to be able to produce written text, the turn to listening to the radio and watching and listening to television and movies was much more comfortable, familiar, and effortless. Sound Mass Media The origins of sound-based mass media, radio in particular, can be traced primarily to the invention and spread of the telegraph. The telegraph Communication device invented in the s that transmitted Morse code across cables using electric pulses, making it the first nearly instant one-to-one communication technology. Messages were encoded to and decoded from dots and dashes on either end of the cable. The first telegraph line ran between Washington, DC, and Baltimore, Maryland, in , and the first transcontinental line started functioning in By , we could send transatlantic telegraphs on a cable that ran across the ocean floor between Newfoundland, Canada, and Ireland. This first cable could only transmit about six words per minute, but it was the precursor to the global communications network that we now rely on every day. Something else was needed, though, to solve some ongoing communication problems. Wireless Sound Transmission As the telegraph was taking off around the world, the physicist Heinrich Hertz began to theorize about electromagnetic energy, which is measurable physical energy in the atmosphere that moves at light speed. Although Hertz proved the existence of this energy all around us in the atmosphere, it was up to later inventors and thinkers to turn this potential into a mass medium. Bittner, Mass Communication, 6th ed. Allyn and Bacon, , By his work had enabled him to send a wireless signal about a mile and a half. With this, the wireless telegraph Communication device that used electromagnetic waves to transmit signals coded into pulses and was the precursor to radio. Marconi traveled to England, where he received a patent on his wireless telegraph machine in By , Marconi successfully sent a wireless message across the Atlantic Ocean. Marconi became extremely successful, establishing companies in the United States and Europe and holding exclusive contracts with shipping companies and other large businesses. For example, the Marconi Telegraph Company had the communications contract with White Star Lines and was responsible for sending the SOS call that alerted other ships that the Titanic had struck an iceberg. For years, Marconi essentially had a monopoly on the transmission of wireless messages. His success at adapting the already existing system of Morse code to wireless transmission was apparently satisfying enough that Marconi showed little interest in expanding the technology to transmit actual sounds like speech or music. Although the wireless telegraph machine was the forerunner to radio broadcasting, its inventor did not envision the possibility of sending speech or music instead of Morse code.

Chapter 3 : The Evolution of Media - A. Michael Noll - Google Books

History Get YouTube Premium Get YouTube TV Best of YouTube Music Sports Gaming.

Types of Media Mass Media vs Personal Media Personal media is any form of media designed for use by a specific person, in contrast to mass media, which is any form of media designed for use by large sets of people. Personal media can also denote person-to-person communications, such as speech, gestures, mail, and telephony. The earliest forms of personal media, speech and gestures, had the benefit of being easy-to-use and not needing technology. But the downside of not being able to communicate to large audiences led to the development of mass media, such as writing. New technologies can lead to new types of media and the ability to use a given form of media is related to the ability to use its related technology. For example, modern humans have used a technology, writing, to enhance speech. But writing was once the exclusive domain of scribesâ€"professional hand-writersâ€"and that monopoly only really ended after the advent of another technology, printing. While it then became easier for many people to learn to readâ€"auto-didactically or via institutionsâ€"the ability to write was not wide-spread until the industrial revolution, when paper and writing utensils became affordable and widely-available. Printing, radio and television are some examples of mass media in that they are intended to reach vast audiences. But these forms of media previously could not be used by the average person. The advent of personal media technologies like blogging, podcasting and Internet video allowed the average person to do what was theretofore restricted to media companies. But the ability to use communications technology is now so unrestricted that even the line between these definitions is becoming blurred. In China, the most popular website is Baidu, a Chinese language portal that offers a plethora of services such as searching, multimedia content and social networking. List some ways in which you notice a mixing of mass media and personal media. In what ways are these examples allowing multiple perspectives to be shared? What are some benefits and drawbacks of this? How can consumers of mediaâ€"both mass and personalâ€"ensure that the information they get is derived from trusted sources? Professor Shigeru Miyagawa on mass media and personal media: Shigeru Miyagawa, professor of linguistics at Massachusetts Institute of Technology, discusses both mass and personal media in a very clear and concise way: The following article examines potential pitfalls of excessive personal media use, such as the tendency to only expose oneself to ideas with which one is already comfortable and the resulting social isolation:

Chapter 4 : Media, Technology, and Communication

I thought now would be a good opportunity to take a journey back through the ages, and to explore the forms of (and devices for) media and communication throughout human history. Our journey begins in prehistoric times, (arguably) before man even existed in the exact modern anatomical form that all humans exhibit today.

Library expansion[edit] Library expansion was calculated in by Fremont Rider to double in capacity every 16 years, if sufficient space were made available. He did not foresee the digital technology that would follow decades later to replace analog microform with digital imaging, storage, and transmission media. Automated, potentially lossless digital technologies allowed vast increases in the rapidity of information growth. Connectivity between computers within companies led to the ability of workers at different levels to access greater amounts of information. In terms of capacity, there are two measures of importance: Microcomputers were developed and many businesses and industries were greatly changed by ICT. In essence, a copy of a product made of bits can be made cheaply and quickly, and shipped across the country or internationally quickly and at very low cost. Impact on jobs and income distribution[edit] This section needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. October Learn how and when to remove this template message The Information Age has affected the workforce in several ways. It has created a situation in which workers who perform easily automated tasks are forced to find work that is not easily automated. Lastly, workers are being replaced by computers that can do their jobs faster and more effectively. This poses problems for workers in industrial societies, which are still to be solved. However, solutions that involve lowering the working time are usually highly resisted. Individuals who lose their jobs must either move up, joining a group of "mind workers" engineers, doctors, attorneys, teachers, scientists, professors, executives, journalists, consultants , or settle for low-skill, low-wage service jobs. The "mind workers" are able to compete successfully in the world market and receive relatively high wages. Conversely, production workers and service workers in industrialized nations are unable to compete with workers in developing countries and either lose their jobs through outsourcing or are forced to accept wage cuts. This has had several major consequences, including increased opportunity in developing countries and the globalisation of the workforce. Workers in developing countries have a competitive advantage that translates into increased opportunities and higher wages. In the past, the economic fate of workers was tied to the fate of national economies. For example, workers in the United States were once well paid in comparison to the workers in other countries. With the advent of the Information Age and improvements in communication, this is no longer the case. Because workers are forced to compete in a global job market , wages are less dependent on the success or failure of individual economies. This pattern of decrease in jobs continued until This trend has important implications for the workforce; workers are becoming increasingly productive as the value of their labor decreases. However, there are also important implications for capitalism itself; not only is the value of labor decreased, the value of capital is also diminished. In the classical model, investments in human capital and financial capital are important predictors of the performance of a new venture. History of computers Before the advent of electronics , mechanical computers , like the Analytical Engine in , were designed to provide routine mathematical calculation and simple decision-making capabilities. The invention of the transistor in enabled the era of mainframe computers s â€" s , typified by the IBM These large, room-sized computers provided data calculation and manipulation that was much faster than humanly possible, but were expensive to buy and maintain, so were initially limited to a few scientific institutions, large corporations, and government agencies. As transistor technology rapidly improved , the ratio of computing power to size increased dramatically, giving direct access to computers to ever smaller groups of people. Along with electronic arcade machines and home video game consoles in the s, the development of personal computers like the Commodore PET and Apple II both in gave individuals access to the computer. But data sharing between individual computers was either

non-existent or largely manual , at first using punched cards and magnetic tape , and later floppy disks. History of telecommunications The first developments for storing data were initially based on photographs, starting with microphotography in and then microform in the s, with the ability to store documents on film, making them much more compact. In the s, electronic paper allowed digital information to appear as paper documents. Early information theory and Hamming codes were developed about , but awaited technical innovations in data transmission and storage to be put to full use. While cables transmitting digital data connected computer terminals and peripherals to mainframes were common, and special message-sharing systems leading to email were first developed in the s, independent computer-to-computer networking began with ARPANET in This expanded to become the Internet coined in , and then the World Wide Web in Public digital data transmission first utilized existing phone lines using dial-up , starting in the s, and this was the mainstay of the Internet until broadband in the s. The introduction of wireless networking in the s combined with the proliferation of communications satellites in the s allowed for public digital transmission without the need for cables. This technology led to digital television , GPS , and satellite radio through the s and s. Computers continued to become smaller and more powerful, to the point where they could be carried. In the s and s, laptops were developed as a form of portable computers, and PDAs could be used while standing or walking. Pagers existing since the s, were largely replaced by mobile phones beginning in the late s, providing mobile networking features to some computers. Now commonplace, this technology is extended to digital cameras and other wearable devices. Starting in the late s, tablets and then smartphones combined and extended these abilities of computing, mobility, and information sharing. Optical communication Optical communication has played an important role in communication networks.

Chapter 5 : Life in the Gupta Age - Oxford Scholarship

The earliest global date for the beginning of the Stone Age is million years ago in Africa, and the earliest end date is about BCE, which is the beginning of Bronze Age in the Near East. Tools and weapons during the Stone Age were not made exclusively of stone: organic materials such as antler, bone, fibre, leather, and wood were also.

Stone Age[edit] The Stone Age is a broad prehistoric period during which stone was widely used in the manufacture of implements with a sharp edge, a point, or a percussion surface. The period lasted roughly 2. As the last glacial period of the current ice age neared its end about 12, years ago , large animals like the mammoth and bison antiquus became extinct and the climate changed. Humans adapted by maximizing the resources in local environments, gathering and eating a wider range of wild plants and hunting or catching smaller game. The agricultural life led to more settled existences and significant technological advancements. Such evidence includes ancient tools, [2] cave paintings , and other prehistoric art , such as the Venus of Willendorf. Human remains also provide direct evidence, both through the examination of bones, and the study of mummies. Though concrete evidence is limited, scientists and historians have been able to form significant inferences about the lifestyle and culture of various prehistoric peoples, and the role technology played in their lives. It spans the time from around 2. Intelligence and use of technology did not change much for millions of years. The first "Homo" species began with Homo habilis about 2. European and Asian sites dating back 1. A northern Israel site from about , to , years ago suggests that man could light fires. The earliest evidence Mungo Man of settlement in Australia dates to around 40, years ago when modern humans likely crossed from Asia by island-hopping. The Bhimbetka rock shelters exhibit the earliest traces of human life in India , some of which are approximately 30, years old. As compared to their predecessors, Homo sapiens had greater mental capability and ability to walk erect, which provided freed hands for manipulating objects and far greater use of tools. Intentional burial, particularly with grave goods , may be one of the earliest detectable forms of religious practice since it may signify a "concern for the dead that transcends daily life. Human skeletal remains stained with red ochre were discovered in the Skhul cave at Qafzeh , Israel with a variety of grave goods. Homo sapiens reached full behavior modernity around 50, years ago due to a highly developed brain capable of abstract reasoning , language , introspection , and problem solving. What appear to be sewing needles were found around 40, years ago and [23] dyed flax fibers dated 36, BP were found in a prehistoric cave in the Republic of Georgia. Adaptation was required during this period due to climate changes that affected environment and the types of available food. It evolved independently in six separate locations worldwide circa 10,â€" years BP 8,â€"5, BC. The Introduction of agriculture resulted in a shift from nomadic to more sedentary lifestyles, [34] and the use of agricultural tools such as the plough , digging stick and hoe tool made agricultural labor more efficient. The Neolithic Revolution involved radical changes in agricultural technology which included development of agriculture , animal domestication , and the adoption of permanent settlements. Polished stone tools continued to be used due to their abundance compared with the less common metals especially tin. The Iron Age involved the adoption of iron or steel smelting technology, either by casting or forging. Iron replaced bronze, [40] [41] and made it possible to produce tools which were stronger, lighter and cheaper to make than bronze equivalents. The Iron Age ends with the beginning of the historic periods, generally marked by the development of written language that enabled creation of historic records. Chinese began casting iron about B. Most of Asia, however, did not adopt production of iron until the historic period. They made iron through the forging smelting process and integrated casting in the Middle Ages. Agricultural practices were made more efficient with more effective and varied iron tools. The historic stages are the Classic and Post-Classic stages. Since then, a pre-Clovis site was found in Manis, Washington that found use of projectile points to hunt mastodons. Late in the Archaic period, about A. Some of the cultures from that period include that of the Ancient Pueblo People , Mississippian culture and Olmec cultures. Social organization is supposed to involve permanent towns and villages, as well as the first ceremonial centers.

Ideologically, an early priestly class or theocracy is often present or in development.

Chapter 6 : The Digital Doctor: Hope, Hype, and Harm at the Dawn of Medicineâ€™s Computer Age - Fatk

The Information Age (also known as the Computer Age, Digital Age, or New Media Age) is a historic period in the 21st century characterized by the rapid shift from traditional industry that the Industrial Revolution brought through industrialization, to an economy based on information technology.

For modern dates, I have tried to give the date that the device first became available to and first started to be used by the general public, rather than the date the device was invented. However, I have used the word "directionality" to refer to his "downward, upward and lateral communication"; and I have used the word "preservation" and the terms "transient and permanent" to refer to his "oral and written communication", as I needed terms more generic than "oral and written" for my data set. Directionality of communication has three forms: Human history has been an endless struggle between authority and the masses, and that struggle is reflected in the history of human communication: From looking at the list above, we can see that the dominant communications technologies of the time have had no small effect on the strength of freedom vs authority of the time. Prehistoric human society was quite balanced in this regard. There were a number of powerful forms of media that only those at the top i. These were typically the more permanent forms of media, such as the paintings on the cave walls. However, oral communication was really the most important media of the time, and it was equally accessible to all members of society. Additionally, societies were generally grouped into relatively small tribes and clans, leaving less room for layers of authority between the top and bottom ranks. The ancient world â€" the dawn of human "civilisation" â€" changed all this. This era brought about three key communications media that were particularly well-suited to a "down" directionality, and hence to empowering authority above the common populace: Megalithic architecture allowed kings and Pharoahs to send a message to the world, a message that would endure the sands of time; but it was hardly a media accessible to all, as it required armies of labourers, teams of designers and engineers, as well as hordes of natural and mineral resources. Writing, today considered the great enabler of access to information and of global equality, was in the ancient world anything but that, because all but the supreme elite were illiterate, and the governments of the day wanted nothing more but to maintain that status quo. Most view it purely from a positive perspective: However, the printing press was clearly a "down" technology in terms of directionality, and this should not be overlooked. To this very day, access to mass printing and distribution services is a privilege available only to those at the very top of society, and it is a privilege that has been consistently used as a means of population control and propaganda. But essentially, the printing press â€" the key device that led to the dawn of the Renaissance â€" only served to further entrench the iron fist of authority that saw its birth in the ancient world. Modern media technology has been very much a mixed bag. On the plus side, there have been some truly direction-neutral communication tools that are now accessible to all, with photography, video-recording, and sound-recording technologies being the most prominent examples. Unfortunately, the television is also the ultimate device allowing one-way communication from those at the top of society, to those at the bottom. What the Pyramids set in stone before the ancient masses, and what the Gutenberg bibles stamped in ink before the medieval hordes, the television has now burned into the minds of at least three modern generations. The Internet, as you should all know by now, is changing everything. At the moment, things look very positive. The Internet is the most accessible and the most powerful direction-neutral technology the world has ever seen. The Internet allows a random citizen to broadcast a message to the world, for all eternity, in about 0. But the question is:

Chapter 7 : Information Age | Science Museum

Women played a crucial role at the dawn of the computer age in the s, working as programmers on giant early computers, such as the ENIAC. "Software was this sort of afterthought.

Chapter 8 : Information Age - Wikipedia

She was a mathematician in the Victorian Age, the very first computer programmer. Her father was known as a kind of louche, romantic, you know, a little bit seedy, a little bit crazy, a little bit.

Chapter 9 : Video Game History - HISTORY

Yet it also was during this time, and with a parade of purportedly antisocial geeks at the helm, that the very gregarious notion of social networking would take its first steps towards becoming.