

20th Century

Communication - from the Latin . «Communicatio» - which means message transmission and of «communicare» - do general, talk, communicate, communicate, transmit. Communication emerged as an independent object of the social sciences in connection with the development of technical communication, particularly radio in the 20- ies.XX century, and later with the development of technology in general, in particular television, computers, and besides - with the development of big business and the processes of globalization. Development of the theory of communication associated with the development of cybernetics, computer science, semiotics, with the increasing complexity of mathematics and engineering sciences .First Department of Communications was opened about 50 years. US.







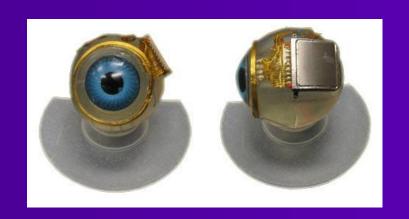


Its Research School has developed in Germany. It is worth noting that it has its own characteristics and traditions. German communication study grew out of the study of the newspaper business in the early 20th century. (so-called Zeitungskunde), which after 1945 was renamed Publizistikwissenschaft (everything connected with the study of different media - books, films,newspapers, radio, etc.), and later - in Publikations- und Kommunikationswissenschaft. Up until the 1950s, studies have been devoted to studying the history of the subject, and then prevailed sociological theoretical and empirical approach. Parallel in the 1970s in Germany, a new scientific direction - Medienwissenschaft (letters. "Science of Media"), who also studied political communication.

That Kommunikationswissenschaft and Medienwissenschaft often used interchangeably. Currently accepted common designation Kommunikations- und Medienwissenschaft, that, nevertheless, does not mean the merger of these items scientific areas (information from the website of the German Society for the Study of Media and Communications.

21st Century

In the 21st century inventions were much larger than in the 20th century. During the firstdecade of the 21st century was made more than 50 inventions and discoveries. For example: autonomous artificial heart, projection klaviatera, artificial retina, digital video camera on a mobile phone, a neutron microscope, atomic clock on a chip, electronic paper, digital photographic atlas of the earth's surface Google MAPS, first living cell in which its own DNA was replaced by artificially created and more. Over the past three years was made only 2 of the invention and 2 opening. Opening: a method for producingsoluble electronics and new explosive - hexanitrohexaazaisowurtzitane. Perhaps the mostpowerful in the history of mankind. Inventions: laser space communications and smartchopsticks.









Thank you for your attention.