

Evolution of communication studies (study on the development of communication studies)

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Abstrak

Communication is a dynamic field and constantly moves in the direction of human civilization. Communication were initially confined to the study of rhetoric and persuasion, in the modern era has been transformed into an interdisciplinary field, that explicitly challenging all forms of conventional boundaries, both theoretically and methodologically. Today, with the development of digital technology, the media landscape has changed, new media has been dominating all areas of human life, trends in communication studies then shifted towards new media, which more likely to interactive and two-way. This study will conduct an analysis of the historical development of communication studies, as well as a variety of contexts underlying the development of communication studies. By understanding the evolution of communication studies, we can learn how each era in history seeks to systematically solve mysteries in communication. It becomes essential to examine further, considering that the theory and methodology of communication is not something that comes in a vacuum. He emerged from the negotiations in the dialectic of human history. Thus, any historical development will bring new themes in the study of communication, and this study will look at it chronologically.