



COMUNICATION



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Discover the many ways we have people to communicate and share ideas

Like all animals, people communicate, but we have been able to go much further, creating languages and symbols to explain ideas, feelings and abstract concepts. Through communication we are able to do science, create art, lie or do publicity and, in order to communicate faster and farther, we have created technologies ranging from writing to the Internet.

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Contents

(although they are presented here block by block, the sections will be intermeshed in the book, they are closely linked)

Introduction

All species communicate, so what makes us so special?

Orality

Human languages and their origins. How many languages are there in the world? Ancient sagas and epics. Modelling language.

Writing

Early symbols and scriptures. Ideogram languages. The evolution of the alphabet. World alphabets. Literature. Fonts. Graffiti. Emojis.

Sound and art

Music. War drums. Whistling. Singing together. Opera. Drawing and painting. Power and art. Theatre and opera.

Technology

Writing media: from clay to screens. The first books. Printing. The modern press. Post. Morse code. Telephones. Cryptography. The Enigma machine. Radio communication. Films and television. The internet.

Visual signs and symbols

Flags. World flags. Maritime flags. Heraldry. Light signals. Lighthouses. Traffic lights. Maps and cartography. Traffic signals. Symbols. Symbolology: Freemasons. Military insignia. Corporate logos. Advertising.