Your Name

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**Introduction**

Following the World War II (WW-II), the world witnessed not only the glorification of nuclear weapons coupled with ideological expansion but also the evolution of technology. The technology evolved rigorously shaping the world into a Global Village. Evolution in the means of communication brought the people closer. Now, people are just a click away from making connection and gathering information. But there is a question that lingers on, that remains unrequited. The question which has identifies glitch in our social machinery. After muddling through all the technological revolutions and achievements, we are still not truly connected. Our insular habits could not change. s

**Description**

 People use the internet but still are occupied with their insular habits. Internet has some very inimitable attributes to put us in contact with who we have lost contact with. Listing the wonders of internet it has brought to the mankind would probably take me a few hours and anybody would love to list or narrate the wonders of internet.(Davis 192) But, what are the cons? What are the changes it still needs to experience in its structure and usage? It, still, has not answered. Some incidents stunned the world. People and governments were shocked because they did not anticipate that. Following the incidents, the focus of agencies shifted from secrets to mysteries.(Zuckerman 1) Tools that spread information are truly important and controlling those tools would make you an indomitable power.

Media is one those tools which acquire, store and spread information. Internet is a source people used to gather information. But one thing that is worth mentioning is the concept of subliminal messages. Anything broadcasted using any medium of spreading information carry those subliminal messages which work at the subconscious level of the person who receive that information.(Zuckerman 3) When the information is received, it is perceived in a way that a broadcaster wants not in a way that receiver wants. By subliminal messages receiver enters into the domain of broadcaster and thinks accordingly. So in this context, the most important thing to transfer information through internet or broadcasting information on the internet is the subliminal messages. If you convince the people and broadcast what should be broadcasted and perceived by the people, it, undoubtedly, would architect this global village in a more subtle manner.

The use of internet, irrespective of how it has been used or it is being used has resonated the decline in social values, or more precisely societal cohesion. It has changed the thinking patterns of people all over the world. More specifically if we take the example of the world’s biggest democracy i.e. USA, then polling booths has been deserted over the decade. Engagement of Americans in politics and government has witnessed a decline over the past three decades, which has affected the voter turnout sharply.(Putnam 223) Informal social ties have also affected. Spatial integrity there has also been splintered and so far as social decline is concerned than it has taken a downhill walk as clearly seen by the boom in professions involving law and policing.

**Conclusion**

 Internet has helped people a lot in gaining awareness getting in contact with the world. It, undoubtedly, has given a new dimension to the thinking patterns of the people. But the above debate draws attention towards insular habits of the people. It points out that people use internet unaware of what it should be used for and what should it be searched for. Engineers and people who control these devices should search for tools and ways to teach people for what should they look for and what should they search for.

Works Cited

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