

Catherine Pylant
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PUR 4100

Bio/Feature Story Assignment

As a mass communications student at the University of South Florida, Catherine Pylant is working hard to obtain her bachelor's degree in public relations. Currently she is interning for Intern Queen Inc., determined to gain as much experience possible in order to help her create a place for herself as a public relations professional. When she gets a break from interning and school, she manages her father's social media sites for his credit card processing company, COCARD. From age 16 to 19, Pylant worked in the service industry business in Pittsburgh, Pa. Once she moved to Tampa for college she obtained a job at Maniscalco Elementary, working with their after-school program. Pylant enjoys spending her free time getting involved on campus and in the community. She is a member of PRSSA and WakeUSF. Outside of school she keeps busy with the city of Tampa coed softball league.

A World with a Silent Future

Imagine a world where spoken languages die, and face-to-face interactive communication is unheard of. Although the world may never go completely silent, societies are taking the steps in the right direction for it.

On a typical day, Chelsey Andreasen, a senior at the University of South Florida, relies on technology solely to wake her up and alert her of emergencies. "I don't understand the trend of texting and smart phones. I rarely text unless it is the only way to get a hold of someone." Andreasen has grown to believe with the rise of technology, the demise of in person socialization is quickly coming. Although Andreasen falls into the 90 percent of 18-29 year olds that use their cell phones as alarms, she refuses to be an individual that receives an average 1,630 SMS messages a month.

Loud Functions Research conducted a study of young adults and found that 74 percent of people would much rather text than talk. Over the last two years text messaging in that age group has doubled while the amount of time spent talking has

declined by 25 percent. Loud Functions is working on executing a program to decrease this attitude and increase the personal interaction in society.

Andreasen has always prided herself on her ability to communicate with people. As an aspiring actress, she sees interaction as an art rather than a dying means of communication. "When I am with my friends or family I do not let them text. I see too many of my friend's families who sit in silence now because everyone is either texting at the dinner table, or have lost the ability to hold a conversation in person, and that is truly sad." She hopes to never see the day that she would rather explain a story to her mother through emotionless texts rather than call her and share the experiences. Unfortunately, this is not the case for most young adults. Our research has shown that most people use their cellphones to keep in touch with family and friends with 59 percent texting, 17 percent using voice, 9 percent sending IMS, and 7 percent using email.

Not only does these affect individuals such as Andreasen, but studies that have shown 34 percent of employers "were dissatisfied with the oral communication skills of high school graduates." It seems the communication ability of today's teens have greatly deteriorated compared to previous generations, due to the abbreviations and other non-standard practices that texting has created. Even though she rarely texts, Andreasen sees this flaw not only in her friends, but also in herself. "I would have never thought that my communication skills would struggle due to I don't text, but now our society's language is so concise and abbreviated that I still fall victim to using it just in everyday conversation."

In a world that is quickly morphing to the new ways of communication, it is a struggle to maintain the old ways. With the ability to communicate every second of

everyday, it becomes exhausting to do anything but click a send button to get a message across. With the non-stop silent communication, how long will it take until the language of the world is nothing more than clicking keys.