

Learning Evidence: Reaction Paper

-Purposeful Communication-

Wiring a Web for a Global Good

By: Gordon Brown

Submitted By:
Miguel Joshua B. Villanueva
BABA1-B

COMMUNICATION TECHNOLOGY IN BRINGING THE WHOLE WORLD TOGETHER FOR A TRULY GLOBAL SOCIETY

**"Without action, the best intentions in the world are nothing more than that:
Intentions."**

- Jordan Belfort.

The present world today is developing much faster than we ever expected today. Fifty years ago, if you would tell my great grandfather how our world has changed today, he would be laughing to think how boldly you are to speak such an unbelievable timely thing. By presently, the world has exceedingly evolved through technology. In which communication and information have also benefited from its augmentation to technology. The world seems to be small because of how we can quickly send information half-across the globe. The growth of communication has indeed changed our lives and shaped our world today. But through this development, have we ever changed our methods in addressing the global problems that we face today?

Hence, this is what Gordon Brown wanted us to examine ourselves and the whole world. As to how can we advantageously apply the evolution of communication to efficiently and effectively solve global problems.

In the first part of his speech, Gordon Brown emphasizes the impact of the advancement of communication on the world today. A lot of events has hugely influenced through the power in the hand of the people through communicating. It shows us how communication, which we take for granted, could enable the change we needed a long time ago. For instance, what happened to the Elections in Zimbabwe during the reign of Robert Mugabe. The people have prevented the elections to redone because of the people's effort and excellent communication. Another example is how Burma and its unsung people reveal the repression that is occurring in their country.

That statement of Mr. Brown opened my eyes to what is happening behind the curtains of the world. Nevertheless, it presented the power of communication and what lies to the people, including myself. It shows that communication is the key to the clarity of information that we needed. As communication alone can re-shape the political, social, and economic landscapes of our world today.

Second, Mr. Brown has spoken regarding the global problems that hinder us in achieving a truly global society, a society that is far from what we have today. Continuous hunger and climate change are the examples that he presented in which he believed to need a global solution. There Mr. Brown has argued that global ethic and excellent communication between countries could ease the problem and effectively facilitate solutions to end them. Which additionally involves the changing of each behavior for the betterment of all.

Being born in these present challenging times. Our world has shown us that the global problems its facing are seemed hopeless to be answered. Thus we can all agree that having an equal world is a primary dream that we have. We all grew up believing that our actions could change the world someday, that through our little actions, something could happen. But rather; it made us realized that we could solve global problems by being alone but should be through unity that every country should have. Through having a network of communication between nations that has the same desire, it presents our potential in solving these problems. From that on, we could imagine the impact that we could create in changing the world we have today.

Lastly, Mr. Brown has appealed to form global institutions that share the same goal to create a powerful solution. In where he pointed out that for it to be a solution, it should reflect the ethics of fairness and responsibility. The purpose of these institutions is to cater to the needs of other underdeveloped countries in rebuilding, improving, and security through the aid of their partner countries.

I agreed as to what Gordon Brown pointed out in the last part of his speech. We need to have a unity that serves not on its benefits but for the whole. The global problems we are facing today demand a simple solution. However, because of selfishness, it became more complicated. This solution is what we need, and that is our reality; the only way we could end these problems is not through running but by facing them. The power that lies behind us through communication empowers us to create something bigger, something great.

The "Wiring a web from Global Good" of Gordon Brown has educated me in the things that are happening in our world right now. It touches me on how we take for granted the advantages of having a network of communication. Yes, the advancement of communication has brought good into our lives. But imagine its potential in changing our world too. This brings me back to the quote above, "Without action, the best intentions in the world are nothing..." We have the weapon, but how can we create a change if we will never use its potential to do so? The impact that we could produce is limitless. May the life of David be the last of being a victim of not only injustice but the lack of our commitment to achieving global society. Because we can now organize and take collective action together, Let's March for a global good!

REFERENCES

[Wiring a web for global good | Gordon Brown - YouTube](#)

[Gordon Brown: Wiring a Web for a Global Good | The TEDxClassroomProject \(wordpress.com\)](#)

Winston, B. (n.d.). *Media, Technology, and Society*. Routledge.

Rogers, E. M. (1986). *Communication Technology: The new media society*. 866 Third Avenue, New York: The Free Press.