

The ability to present ideas in any setting has always been a critical factor in proposing and seeing to the implementation of change within a particular society. Having ideas would require that the source of such innovation be in a position to engage and influence the people who would affect the change into taking such action (Bereiter, 1987). However, I have often had problems in choosing the appropriate tone for the right audience, which often leads to a particular audience. Secondly, I often tend to use the same style of presentation in different contexts, which leads some audience to fail to understand the point presented clearly. Further, the presence of difficulties in maintaining cohesiveness while writing long academic papers reduces their ability to influence the intended change. Consequently, these three challenges have often adversely influenced communication by reducing the audience's understanding of the assertions made.

The modern-day society has retreated so much to individualism courtesy of increased use of technology and dependence on it therein. It is now common for one to have a neighbor with whom he or she has not interacted for months, due to lack of social interactions in situations that would otherwise increase such chances (Bereiter, 1987). Rather than talk to someone in a lift, people prefer to keep silent and look at their phones for one reason or the other. Consequently, I hope to raise awareness on the existence of social disconnectivity in the contemporary society, with the hope of persuading people to interact more than they currently do. However, the dependence on technology and denial of its adversities on social structures is likely to present problems in addressing the issue and consequent active resolution among the readers. Also, cohesiveness of the academic article is likely to be a major challenge in completing the academic paper on the issue.

References

Bereiter, C. (1987). *The Psychology of Written Communication*. Hillsdale NJ