



# The Language of Life: How Communication Drives Human Evolution

*James Lull, Eduardo Neiva*

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Communication in its most basic form—the sending of signals and exchange of messages within and between organisms—is the heart of evolution. From the earliest life-forms to *Homo sapiens*, the great chain of communication drives the evolutionary process and is the indispensable component of human culture.

That is the central message of this unique perspective on both the biological evolution of life and the human development of culture. The book explores the totality of communication processes that create and sustain biological equilibrium and social stability. The authors argue that this ubiquitous connectivity is the elemental unity of life.

Introducing a new subdiscipline—evolutionary communication—the authors analyze the core domains of life—sheer survival, sex, culture, morality, religion, and technological change—as communications phenomena. What emerges from their analysis is a brilliant interpretation of life interconnected through communication from the basic molecular level to the most sophisticated manifestations of culture.

Challenging the boundaries of conventional approaches to cultural analysis, this is an original and engaging view of evolution and an encouraging prognosis for our collective future.

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