

A Theoretical Approach to Today's Mass Media, Social Media and Technological Evolution

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Abstract: *This research attempts to offer a theoretically comprehensive overview of the key issues that are now affecting the growth of social media and mass media in the context of the rapid advancement of new technologies. It is a gradual but clear transformation that has a significant impact on human civilization. We propose the use of the Postmedia concept in this context, which describes the shift from traditional to new (digital) media while taking into account both the advantages of quick communication and linking as well as the tensions resulting from the threats posed and the pressures placed by various changes. The analysis addresses the primary forms of communication convergence, the incorporation of new tools and technologies, the generalisation of interconnection, the expansion and variety of handling arrangements, and the requirement to rewrite moral and professional standards for those using digital platforms.*

Keywords: Technologies, Human Civilization, Communication, Digital Platforms.

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