

The Future of Media Concepts and Growing Trends

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Abstract: *We refer to these three ideas as "immersive media," drawing on the intensely engaging qualities of virtual reality (VR), augmented reality (AR), and mixed reality (MR) (IM). IM are frequently perceived as novel ideas, which may be accurate in their complete, integrated forms. However, both in the media industry and in education, the technological and psychological components of IM have long been studied. We examine how closely historical processes in the growth of established media (EM), such as film, TV, radio, and video games, reflect the current trajectory of IM progress. We conclude that IM are likely to merge with EM over time, therefore they shouldn't be viewed as only a fleeting fad. One obvious application is that educators should not skip out on devoting time and money to investigating the possibilities of IM technology for education*

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