

Analytical Description of the Association between Contemporary Mass Media, Social Media and Technological Advancement

Neeta Sonkar¹, Rawal Kunal², Sahu Santoshi³

Asst. Professor¹ and TYBCOM^{2,3}

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

Abstract: *This research aims to provide a complete theoretical overview of the primary factors now influencing the expansion of social media and mass media, within the context of the rapid progress of new technologies. This is a gradual yet distinct metamorphosis that profoundly influences human society. In this context, we suggest implementing the Postmedia concept, which refers to the transition from traditional to digital media. This concept considers the benefits of fast communication and connectivity, as well as the challenges and pressures that arise from the risks and changes involved. The analysis focuses on the main aspects of communication convergence, including the integration of new tools and technologies, the widespread interconnection, the growth and diversity of handling methods, and the need to revise ethical and professional standards for users of digital platforms.*

Keywords: technologies, human civilization, communication, digital platforms, social media, technology, mass media, convergence, cloud computing