

Free essay about global media trends final

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The global media trends suggest a rise in the use of mobile internet, social media, and online video as some of the key trends of digital media in the near future. The digital media trends show high usage of tablets and smartphones and any other digital media. Most parts of the world have a higher purchase of mobile internet, unlike desktop penetration. The plan to outstrip smartphones outdoes any other device on the internet access. In the future, most of the internet traffic will come from the OCED countries where there will be a digital mature content in news and videos. The main driver of online video is Smartphone use in the western countries. Social media is a popular getaway of news in many countries. The E-commerce strategy is effective for sport publisher and sports. Some of the media companies that benefit from social media include Facebook and Google that use the opportunity to increase their revenues.

Top innovative companies and industry specialists work in collaboration to explore the burgeoning global media trends and connect marketers and consumers in better ways. A comprehensive market review identifies some of the crucial areas of opportunity to the current and the future users. Global media provides multiple opportunities in the evolution of communication in relation to brands, companies, and communities. Location based marketing will reach the consumers at the right time since the average consumer constantly changes the location and the media type interaction. It is important for the media trend to remain relevant to the consumers by adapting to the new realities in the environment. The localized media trend targets on a local, regional, and global consumers which will connect users in a real and meaningful way. One of the biggest innovations to appear is called

life tracking system. The system uses Smartphones and wearable computing devices to enable consumers visualize and monitor activities in their day-to-day lives. Most of the innovative companies assist users to optimize their normal activities to enable them make better purchase choices to manage a good social reputation. Corporate work with the consumer to enable users attains their goals.

Some of the classification of online activism includes reaction, mobilization, and advocacy. The activists rely on the internet to run messages that counter the mainstream activities. The activity occurs in a dire situation such as the violation of human rights or an atrocity that desires internet to inform the outside world. An example of digital activism story appears in Burma. In the past, activists from this region lived in fear amidst harsh military regime. A Face book group started sending photos and videos to other parts of the world that led to antigovernment protests. The group dubbed Support the Monk's Protest in Burma used File Transfer Protocol to send files across the internet. Many people became aware of the movement and joined the digital activism to enlighten the other parts of the world of the ills bedeviling Burma that needed immediate attention.

The Oprah Winfrey Show was born in 1983, and she appeals to different audiences. Oprah is a media mogul and is the first woman to host a national talk show in America. Majority of Americans watch the show together with over 100 foreign markets. She is informative, relevant, and emotional to the audience. Oprah endears herself to the viewers due to her employing honest reaction on the subject featuring in her shows. Oprah is gentle and empathetic to the guests. Oprah has managed to enlarge the media empire

by introducing the Oprah magazine and Oprah Winfrey network that work directly under Harpo Productions. In 2013, the media mogul received a Presidential Medal of Freedom by President Obama and an honorary doctorate.