Sample essay on how digital media is important in today's society

Technology, Internet

Importance of Digital Media in Modern Society

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Media in every format is an integral part of modern society. The foremost reason for this importance is the need to be up to date with current events, and communicate in real time. Governments, organizations, educational institutions and private individuals all utilize technology. The uses of technology and digital media are numerous. From social media, information processing, research, political campaigning and socializing, digital media plays a major role in everyday life. Individuals who do not have access to technology find themselves disenfranchised. Governments are increasingly utilizing digital media and technology to deliver services. Schools and universities are transitioning from print books to digital e-books. Grocery shopping and errands can be accomplished online. The race to capture consumer attention on the internet has become a fierce advertising bloodbath. Digital media has become foremost in everyday life and communication.

Social media platforms such as Facebook, LinkedIn, Instagram and Twitter have become integral to every day communication. Individuals share news, keep in contact with family and associates, seek advice and advertise products and services. These platforms provide a wealth of networking opportunities that were not readily available to the everyday person in previous decades. Social media not only helps us keep in touch with loved ones and friends but also is an important tool necessary to remain current with the happenings of the world. There are downsides to social media

platforms, however. Individuals may forget that even though they are in the privacy of their homes, the words and images they post are public and can come back to haunt them later. In the news recently have been several stories related to cyber bullying and internet predators utilizing Facebook to target individuals, often resulting in tragic deaths or victimization of children. Teenagers with Facebook accounts post inappropriate pictures that can have long-term impacts on their lives. As with any tool, social media sites need to be utilized with responsibility and caution. Individuals can make sure to set privacy screens on their accounts, and parents should monitor their children.

The existence of media has caused society to evolve in an unforeseen direction. A world that was " globalized" but not very much connected has now become a " society" of a kind in which every nation, individual, organization has become connected, and the barriers of distances eliminated. We live in an age where technology is integral to daily survival. The use of Smartphone's, tablets and computers cannot be avoided. This is why it becomes imperative to make certain that relevant information, which users need, is processed in an effective way with the help of these mediums. No matter what part of the world you live in, if you need to be up to date with the happenings of the world, you need to take the aid of these forms of digital media. As society becomes increasingly digitalized, many individuals, especially in developing countries, may fall behind the learning curve. Organizations devoted to education and provision of the less fortunate members of society with access to technology are desperately needed. There has been some effort to close the digital divide between mainstream

society and less fortunate individuals. Libraries offer free internet access, and charities such as One Laptop Per Child provide children with laptops. Their mission is a worthy one, to provide low-income children with access to laptops and the vast array of knowledge the internet can provide, in order to improve their lives.

Alongside laptops and the internet, television is a powerful tool in media. Television shapes consumer purchases, political points of view, communicates breaking news and allows individuals to get a glimpse into the world beyond their neighbourhood. The power of the television lies in its longevity. The television was the first source of visual media in the modern world. Though entertainment remains the main function of the television, it is also a tool of education and propaganda. Television media has shaped the modern world and served to either connect or divide entire nations. The transition of television to the computer, laptop and table – even Smartphone – has placed it squarely in the digital media arena. Programs can now be viewed in multiple mobile formats, and many programs have become interactive. Viewers can post comments and vote in polls while watching their favourite shows. Television channels compete with regular television for market share by developing new ways to entice viewers to watch and participate in their programming. Viewers take advantage of the convieniencece of new television formats and integrate it into their lives, watching on the bus or train, while standing in line at the grocery store or sitting in the doctor's office for an appointment.

As we look around us, we can clearly see that digital media has become the part of the infrastructure of many institutions and organizations all over the

world. Conference calling, databases, data storage, video chats and Adobe meetings are all various forms in which digital media caters to the needs of organizations, governments and institutions. On the other hand, there are many who might argue that the media is affecting the world in an adverse way. Couldry states that a lack of media presence by an individual or organization delegitimizes their position within the world. (Couldry, 2012) Many people believe that society is becoming to dependent on technology. This is a valid concern that must be addressed. It is very much within our control to limit or regulate the control of either digital media or technology. Like firearms, motor vehicles and other technological advances, technology and digital media can be used for good or negative purposes. There is no replacing the ability to communicate instantly with individuals all over the world. It is up to current and future generations to continue to develop innovations and use digital media to close the gaps that divide humanity

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