



**International Conference on New Trends in Engineering, Science,
Humanities and Management (ICNTESHM -2021)**

28th November, 2021

CERTIFICATE NO : ICNTESHM/2021/C1121925

A STUDY OF EMERGING MEDIA AND ITS IMPACT IN ADVERTISING

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ABSTRACT

The emergence of the Internet has revolutionised the creation and consumption of media. Media businesses that generate content and are content owners have traditionally developed media. Material owners utilise this medium to "broadcast" such content to customers. With the internet, this equation has undergone a fundamental transformation; anybody today can generate and distribute material through platforms like as blogging, social networks, YouTube and others. This phenomenon is described in a phrase - USG or user generated content! The great part now is that, after such material is made, the consumer in the media has spread around the Internet through some of the above stated platforms, and that other users/clients participate with the material via remark, re-tweeting etc. Instead of previous 1-way broadcasting, the Internet connection between content and customers becomes a two-way discussion. Social networking's growing popularity has pushed this quickly shifting scenery into yet another dimension. People are linked to their networks more and more. Technology enables people to practically express their views as quickly as possible. In this new digital arena it is vital that businesses handle their image extremely carefully. Online reputation management is a vital aspect of a well-planned exercise in social media marketing. The whole rapidly evolving MD system is often referred to as SOCIAL MEDIA. It offers up new regions and difficulties marketers to face; you can either take advantage or leave them behind.