

# Impact of Digitalization on Communication Dynamics

Part of the Advances in Linguistics and Communication Studies Book Series

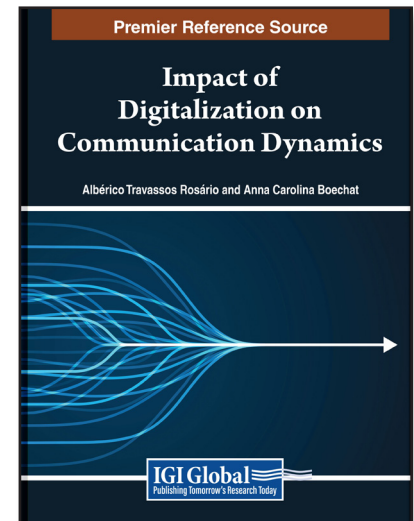
Albérico Travassos Rosário (GOVCOPP - IADE - Universidade Europeia, Portugal) and Anna Carolina Boechat (UNIDCOM/ Universidade Europeia/ IADE, Portugal)

## Description:

In today's digital age, communication dynamics are undergoing rapid and profound changes, challenging traditional theories and practices. The rise of social media, digital platforms, and the ubiquity of smartphones has revolutionized how individuals and communities interact, share information, and shape public discourse. However, this transformation has also led to concerns about misinformation, the erosion of interpersonal relationships, and the overwhelming volume of digital content. Scholars, students, and professionals are grappling with the complexities of this new communication landscape, seeking guidance on navigating and understanding its impact.

**Impact of Digitalization on Communication Dynamics** offers a comprehensive solution to the question of how to comprehend the full impact of this digital age on our ability to communicate. This book serves as a roadmap for understanding and adapting to the digital era by synthesizing current research, incorporating theoretical frameworks, and providing real-world examples. It delves into critical topics such as media effects, interpersonal communication, health communication, and crisis communication, offering insights and strategies for effective communication in today's digital world. Through its interdisciplinary approach, the book bridges the gap between traditional communication theories and emerging technological landscapes, empowering readers to navigate the complexities of digital communication with confidence.

This book is more than an observation of digital transformation; it is a dynamic tool that encourages scholars, students, and professionals to engage with and shape the future of communication actively. Offering practical insights and applications equips readers with the knowledge and skills needed to thrive in the digital age. **Impact of Digitalization on Communication Dynamics** propels the field of communication sciences forward, inspiring new research directions and fostering a community of forward-thinking individuals committed to understanding and harnessing the power of digital communication.



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## Topics Covered:

- Advertising
- Algorithms
- Artificial Intelligence
- Citizen Journalism
- Crisis Communication
- Cultural Appropriation
- Data-Driven Communication
- Digital Communication
- Health Communication
- Online Influencers
- Interpersonal Communication
- Media Effects
- Misinformation
- Online Communities
- Organizational Communication

**Subject:** Media & Communications

**Classification:** Edited Reference

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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