

1) Hyper-reality

Hyper-reality is when reality and virtuality are so seamlessly blended together, that people cannot distinguish them.

Hyper-reality is an image or simulation, or an aggregate of images and simulations, that either distorts the reality it purports to depict or does not in fact depict anything with a real existence at all, but which nonetheless comes to constitute reality.

Hyper-reality describes how the line between fake and real is blurred, particularly in post-modern societies which are driven by advanced technology.

In our culture, Jean Baudrillard argues that we take 'maps' of reality television and film as more real than our actual lives. These simulacra or hyperreal copies precede our lives, such that our television friends may seem more 'alive' to us than the real person playing that character.

Contemporary Example 1-

In a post-modern culture dominated by TV, films, the Internet and media all that exists are simulations of reality, which aren't any more or less 'real' than the reality they simulate.

Contemporary Example 2-

In a post-modern media-laden society we encounter "the death of the real", where one lives in a hyperreal realm by connecting more and more deeply with things like television sitcoms, music videos, virtual reality games or Disneyland, things that have come to simulate reality.

One advantage of Hyper-reality

Makes daily activities much easier, simplifies life and provides unique opportunities in many areas.

One disadvantage of Hyper-reality

A threat to freedom of opinion and human's independence from technology. This digital innovation is designed to be highly addictive and there is no limit to the usage of it. Other threats include heightened surveillance by governments and big companies, leading to more privacy issues.

2) Fandom

A fandom consists of the fans of a particular person or fictional series, for example, which is collectively regarded as a community or subculture.

Fandom is a term that describes communities built around a shared enjoyment of an aspect of popular culture, such as books, movies, TV shows, bands, sports or sports teams, etc. Fan cultures are examples of participatory cultures. Participatory cultures involve fans acting not only as consumers but also as producers and creators of some form of creative media.

Contemporary Example 1-

Movie (Avatar) : At the time of its release, there was a brief outbreak of fervor for the immersive realism of Pandora, with Avatars expressing their preference for a fictional world populated by giant Smurfs in real life.

Contemporary Example 2-

The favorite singer can be an example of a fandom. For example, a Korean idol group singer named BTS has many fans all over the world. Also, the clothes, cosmetics, and decorations they wear are sold to fans at high prices.

One advantage of Fandoms

Fandoms bring a group of people with common interests together and a community is formed with these people.

One disadvantage of Fandoms

Once people become acclimated to a particular show and become a 'superfan', they may bully or harass others if their 'show knowledge' is not as great as theirs. They sometimes become violent and hostile towards others as they replace something that is meant to be enjoyable with intense involvement.

3) **Networking**

Networking is the exchange of information and ideas among people with a common profession or special interest, usually in an informal social setting. Networking often begins with a single point of common ground.

Contemporary Example 1-

Mobile broadband: A 4G network that services populated areas across a region or country.

Contemporary Example 2-

A bank operates a private network that connects 44 offices and facilities (like a data center) across nations. This network is implemented with a series of dedicated leased lines that are provided by multiple telecom companies.

One advantage of Networking

Networking provides many opportunities to get into depth and have a greater knowledge of something. It helps with joint-ventures, partnerships, services and raises your personal and social profile. It keeps you up to date with the latest trends in an industry or field.

One disadvantage of Networking

It poses security difficulties because there would be a huge number of people who would be using a computer network to obtain and share some of their files and resources, a certain user's security would be always at risk. There might even be illegal activities that would occur, which people need to be careful about and be aware of. It also requires a lot of time and money. There comes a point where too much networking drives down the value of your business because you are not spending the time, money, and energy required to maintain it.

4) Immediacy

The immediacy of an event or situation is the quality that it has which makes it seem important or exciting because it is happening in the present.

Immediacy is defined as the transfer of sensory experiences as directly as possible from one person to another, such as 3D (or even so-called 4D) movies where the viewer is encouraged to forget he or she is outside the film.

Contemporary Example 1-

Use of compliments, displaying openness

Contemporary Example 2-

Eye-contact, body language

Apple's Facetime, which attempts to erase the mediation of the phone and makes it appear as if you are having a face-to-face conversation.

One advantage of Immediacy

immediacy can facilitate better classroom interactions. For example, it can reduce student apprehension, student complaints, and negative effects of verbal aggressiveness.

One disadvantage of Immediacy

The ability to deliver immediacy, in sales or service, extends beyond the traditional view of marketing and advertising and deeper into the companies functional teams including product, distribution, legal, and HR, and can require close collaboration with suppliers and partners. Faced with the dilemma of choosing to invest in immediacy, or advertising, the answer that leads to the greatest return could be immediacy. Unfortunately, it might also be the answer that is hardest to deliver.

5) Participatory Culture

A culture in which private individuals (the public) do not act as consumers only, but also as contributors or producers.

Contemporary Example 1-

For example: editing an article on Wikipedia or Quora and uploading images on Facebook and Instagram.

Contemporary Example 2-

Participatory culture is also evident in the construction of movies that require the collaboration and participation of actors, directors, writers, producers, and many others.

One advantage of Participatory Culture

Participants rely on peer-to-peer interactions and support, providing increased accountability and a desire to help move the community forward. Experts are also created and expertise is shared. It is a democratic form of communication, which allows audiences to have an active role in the communication process and shape the flow of ideas across media platforms. The idea of participatory culture is that there is no hierarchy and the community is collaborative and self-organized.

One disadvantage of Participatory Culture

People may leak classified information to get attention, especially on social media platforms.

6) Citizen Journalism

Citizen journalism refers to any type of news gathering and reporting -- writing and publishing articles about a newsworthy topic, or posting photographs or video of a newsworthy event that is done by members of the general public rather than the professional news agencies commonly referred to as 'mainstream media.'

Contemporary Example 1-

Osama bin Laden's raid and death, one of the biggest news stories of 2011, was reported unwittingly in tweets by a local IT consultant one day before Barack Obama announced it to the world.

Contemporary Example 2-

The live chase for the men guilty of the Boston Marathon bombings in April 2013 saw news channels relying heavily upon the updates of citizens living in the area to establish what was happening. This was captured through videos, pictures, Tweets, Skype calls, Blogs, and many other mediums.

One advantage of Citizen Journalism

Easy to represent, Express the most important developments and information of an individual, Information to be published in the areas of entertainment, sports, jobs, health, and beauty, politics, business, technology, press release, market research, etc, Your voice to the world, Easy to express social problems.

One disadvantage of Citizen Journalism

One big problem with this type of journalism is that it will be difficult for people to decide what to believe, unlike traditional journalism, where it is safe to assume that the information disseminated is factual. This means that citizen media should be re-checked for accuracy to produce news that is suitable to print.

7) Digital Economy

A digital economy refers to an economy that is based on digital computing technologies, although we increasingly perceive this as conducting business through markets based on the internet and the World Wide Web. The digital economy is also referred to as the Internet Economy, the New Economy, or the Web Economy.

The backbone of the digital economy is hyperconnectivity which means growing interconnectedness of people, organisations, and machines that results from the Internet, mobile technology and the internet of things (IoT).

Contemporary Example 1-

In the digital economy, all customers – business-to-business as well as business-to-consumer alike – want to interact with businesses when and where they want and in a fashion that is most convenient for them. Additionally, customers desire engagement with brands through experiences that are seamless, omnichannel, direct, contextual, and personalised.

Contemporary Example 2-

The digital economy has created a trend towards using self-employed freelancers, who are not protected by the same labour laws. For example, delivery drivers for Deliveroo and Uber drivers have often been employed on zero-hour contracts. This enables firms to cut labour costs and be more flexible, but it can leave workers without sick pay or employment protections.

One advantage of Digital Economy

Lower barriers to entry. In some markets, aspects of the digital economy make it easier for new firms to enter. If an entrepreneur has an innovative idea that catches on, they can create a new product which challenges traditional firms. The digital economy has brought many new services which were inconceivable before, such as online home deliveries for grocery to dating apps.

One disadvantage of Digital Economy

Social media has led to more graphic content. The anonymous and distant nature of social media has exacerbated trends to personal attacks and the posting of conspiracy theories or posting of violent/sexual images. The digital economy has enabled the proliferation of content that is damaging to human well-being.

8) Virtual Reality

Virtual Reality (VR) is the use of computer technology to create a simulated environment. Unlike traditional user interfaces, VR places the user inside an experience. Instead of viewing a screen in front of them, users are immersed and able to interact with 3D worlds.

Contemporary Example 1-

A few years ago, Thomas Cook, a UK-based travel agency tried out a campaign that allowed travel agents to experience certain trips in order to promote them to clients, called "Try Before You Fly." Although this particular campaign didn't necessarily take off, it's a prime example of the ways that we can use VR marketing through both the B2B and B2C tourism spheres.

Contemporary Example 2-

One advantage of Virtual Reality

VR provides 3D interactive experience to an individual who likes exploring and traveling to new places. The willingness to visit attracts tourists to the place. There are VR videos of Dolphin Dive and Flight of the Kingfisher for tourism purposes- domestic as well as international.

With the implementation of Virtual Reality, possible language learning techniques can be aptly implemented by making use of suitable software. Learn Immersive generates scene descriptions and text translations from scans of real-world environments that you experience in virtual reality, all of which they hope will help immerse you in a new language.

One disadvantage of Virtual Reality

A big con of virtual reality is that it gives you real-time experience but fakes the reality around you. It shows what it wants you to see and hear. We might be interested in knowing about such technology and its experience but it doesn't seem to engage us for long periods of time.

VR brings about isolation from society. It is about you and the software, no other members are required while using it. Those who spend maximum time using VR may feel uneasy to walk in the real world and would prefer being in the virtual world.

9) Creativity

Contemporary Example 1-

AI is a technique that enables machines to mimic human behavior. Artificial Intelligence is the theory and development of computer systems able to perform tasks normally requiring human intelligence, such as visual perception, speech recognition, decision-making and translation between languages.

Contemporary Example 2-

One advantage of Creativity

One disadvantage of Creativity

10) Space and Place

Contemporary Example 1-

Contemporary Example 2-

One advantage of Space and Place

One disadvantage of Space and Place

11) Surveillance

Contemporary Example 1-

In South Korea the government has been tracking its people for possible COVID-19 transmission chains by gathering CCTV footage, tracking location data on smartphones and credit card transaction history.

Contemporary Example 2-

One advantage of Surveillance

Keeps track of the unmediated and anonymous communication which is often related to hate speech, violence and cybercrime.

One disadvantage of Surveillance

Governments often deploy digital surveillance tools to exert social control and strip their citizens of civil liberties, leading to a gross violation of human rights. Surveillance actively poses a threat to people's privacy.