Media, Culture and Technology: Interactions and Their Implications

Athika Dwi Julyanti[1], Agus Kristian[2], Adisti Olivia Ananda Putri[3], Asyfa Davy Gymnastiar[4], Fauzan Azimah[5], Rizqi Muhammad Fadhila Lutfi[6], Nindi Fadhilah[7], Seni Ledia Pratama[8]

Communication Studies Study Program, Faculty of Social and Political Sciences
University of Muhammadiyah Tangerang
[1]adwijulyanti@gmail.com
[2]aguschristian1589@gmail.com
[3]adisseputri05@gmail.com
[4]gymnastiardavy@gmail.com
[5]fauzanajimah11@gmail.com
[6]rizqiluthfi12345@gmail.com
[7]nindifadhil69@gmail.com
[8]lediapratamaseni@gmail.com

Abstract—This study examines the interaction and implications between media, culture and technology using literacy studies, namely collecting data through journals, books and articles and other online media. Media, culture, and technology have a great influence in shaping modern society and are also interconnected in the era of digitalization. Digital media, categorized as a form of technology, exerts its influence on social interaction by changing the communication structure and cultural norms. The dynamic interaction between media, culture, and technology underscores their collective influence on community dynamics and personal interactions. The relationship between media, culture and technology has brought significant influence and impact in the era of digitalization and globalization

Keywords—Interaction, Influence, Digitalization.

I. INTRODUCTION

The concepts of interrelated media, culture, and technology have undergone complex evolutions throughout history. The relationship between media and culture has been a major focus of many academic investigations, ranging from the historical integration of technology in journalism to the cultivation of media culture among high school students through information technology and education (Conboy, 2023). An analysis of media culture, media literacy, and media education has been thorough, highlighting its influence on contemporary society and the enhancement of individual creative capacities (Alshimbayeva & Tashkeyeva, 2022). Understanding the interaction between media, culture, and technology requires acknowledging the significant influence of media technology in shaping society and culture, as well as the ongoing transformation in the field of communication and education. The promotion of innovative educational media tools such as 'Expose' for early childhood learning underscores the importance of utilizing media to improve language skills (Setiawan et al., 2023).

Media, culture, and technology are highly interconnected, influencing each other in a variety of ways. The emergence of digital culture, facilitated by new communication technologies, blurs the boundaries between production and consumption, allowing users to act as content creators through these technological tools (Ata, 2023). Technological advances have significantly impacted sociocultural change, with the media serving as a conduit between diverse social and cultural components, gradually eroding traditional norms and fostering new social behaviors (Tasruddin et al., 2022). The influence of science and technology on social culture emphasizes the importance of utilizing technological tools for effective communication while upholding the essence of direct interaction, highlighting the increasing role of mass media in contemporary communication dynamics (Yan, 2022).

The role of the media is to function as a link between various social and cultural aspects, exerting influence on socio-cultural transformation through technological advances (Conboy, 2023). Cultural blending into technological advancements for global mental health underscores the importance of cultural proficiency in technological advancements for the promotion of mental well-being and the mitigation of health inequalities at the global level (Yan, 2022). In essence, the interdependent relationship between media, culture, and technology underscores their shared commitment to advancing societal progress and growth.

II. RESEARCH METHODS

This research was carried out by a literature study method, namely collecting data through journals, books, articles, and other online media. In general, studying literature is one way to solve problems by identifying sources of previous writings. So the term literature studies is also very familiar with the term literature studies. That way, existing data can be understood and reexplained properly.

III. ANALYSIS AND DISCUSSION

The use of media and technology has a major impact on the development of individual and collective identities within various social frameworks. Social media platforms take an important role in shaping self-presentation, social comparison, and self-esteem among young people, thus influencing the process of identity formation(Jayanti, 2022). Information and communication technologies contribute to the growth of a global virtual community characterized by its different languages and cultures, thus impacting the emotional and universal tendencies of young cultures (Baldwin, 2020). Communication, facilitated by technological means, holds a fundamental status in the formation of identities within various social groups such as educational institutions, families, and social circles, marking the transition from the individual dimension to the communal dimension. In addition, digital communication platforms and social media platforms facilitate the expression and construction of cultural identities, but they can also give rise to polarized debates and cultural divisions, leading to disruption in society and fostering tensions (Zikic, 2022). In essence, the interaction between media, technology, and culture takes on a crucial role in shaping individual and collective identities in a diverse cultural environment.

Culture significantly influences the utilization, creation, and approval of media and technology in society. The way individuals engage with new communication tools is influenced by cultural norms and values, resulting in a blend of production and consumption in a digital environment (Ata, 2023). The cultural component also plays an important role in the acceptance of innovation, including technology, among different communities, with ethnic-related social norms and customs serving as key determinants of technology adoption (Kvernadze, 2023). Recognizing cultural values is essential for tech companies to effectively introduce new technologies, a principle referred to as 'culture', underlining the need to recognize the impact of culture on the acceptance and utilization of technology. Additionally, cultural factors shape preferences in media selection, as high-context and low-context cultures influence how individuals interact with diverse media platforms and content (Masimba et al., 2019).

A variety of methodological approaches can be used to investigate the complex interactions between media, culture, and technology. The Study of Cultural Discourse (CDS) presents a comprehensive set of approaches, including intracultural, transcultural, cross-cultural, intercultural, pancultural, and axiocultural analysis, designed to promote cultural progress and scientific progress (Popkova, 2022). In addition, a philosophical examination of technology and culture underlines the correlation between technology and human existence, examining concepts such as the ontological nature of technology and its role in reconciling man and the divine(Shi-xu, 2022). In addition, the examination of digitalization in the cultural domain requires methodological strategies such as technology, infrastructure, and economic supervision, emphasizing the expansion of managerial capacity in cultural institutions through digitalization (Pronchatov, 2023). Each approach comes with its own set of pros and cons, with CDS providing

a well-organized framework for comparative analysis, a philosophical approach that delves into deeper ontological and anthropological contexts, and a digitalization study that concentrates on the practical impact of technological advances in culture.

Exploring the various impacts and implications between media, culture and technology in the era of globalization. Technology exerts a significant influence in facilitating cultural exchange in the age of globalization by facilitating the transmission of knowledge, concepts, and methodologies across different regions and continents. As evidenced by various research studies, technology-assisted initiatives strengthen intercultural interaction and proficiency advancement among individuals from different backgrounds (Gabbasov, 2023). Digital technologies provide consumers, innovators, and producers in the cultural sector, restructuring cultural consumption and production frameworks while maintaining a varied and dynamic cultural environment (Guo & Hwang, 2022). Furthermore, the historical perspective underscores how technological advances, such as digital ships and communication platforms, have historically facilitated the spread of technology and cultural traditions across oceans and continents, transforming the economic and cultural environment (Majumder & Tripathi, 2023). In the digital age, technology remains important in bridging cultural gaps and fostering understanding among the global population.

Information and communication technology has an impact on cultural diversity in various parts of the world, Information technology (IT) is very important in the preservation of global culture by helping in the protection and circulation of cultural heritage. IT plays a key role in facilitating the efficient understanding and transmission of national cultures through language translation, thus protecting them from cultural loss (Tang et al., 2023). The digitization enabled by IT not only enables the conservation of historical sites and material/intangible cultural assets, but also through tools that document, retrieve and exhibit cultural heritage, guaranteeing its availability for future generations ("Techniques of Preserving the Rich Cultural Heritage Managed by Digitization," 2023). In addition, IT plays a role in the dissemination of cultural heritage by supporting the efforts of cultural institutions and the public, using contemporary information and communication technologies to advocate for cultural principles and expanding public outreach to heritage sites and museums (Milosz & Kęsik, 2022). Basically, IT serves as a powerful instrument in the preservation and advancement of cultures that vary at the world level.

Turning to the social and political implications of the convergence of media and technology in the digital era, The merger of media and technology in the digital era brings substantial social and political consequences. This merger, characterized by the interconnection of computers, IT, media content, and communication networks, has resulted in changes in display patterns, content preferences, and processes in which individuals are politically socialized (Aruguete, 2022). The advent of digital platforms has transformed the communication environment, fostering a highly interactive culture in which information is disseminated and adjusted quickly, influencing the outcome of political socialization and improving effective governance (Rani et al., 2023). In addition, the combination of globalization and convergence has revolutionized the media landscape, underscoring the importance of the media sector in shaping the lives of individuals and facilitating active engagement in political and social affairs in the digital age. This shift emphasizes the dynamic interaction between media, technology, and society, underscoring the need to understand and navigate the evolving media ecosystem in contemporary society (Milenković, 2022).

IV. CASE STUDY

"The Power of Media Digital on the Formation of Popular Culture," discusses the role of mass media in the spread of popular culture in the Pekanbaru Moarmy community. The power of digital media is able to shape popular culture that can affect daily life, change the original culture, especially in the impact of the spread of popular culture by digital media on the Moarmy community in Pekanbarui. Digital media that are often used by the Moarmy Pekanbaru community are social media Twitter, Instagram and Youtube media. BTS's *official* Twitter and Instagram accounts always provide information, besides that on BTS*'s official* Youtube account also helps in the spread of Korean culture from Korean idols sharing *footage of their* comeback videos via Youtube.(Zahra et al., 2020)

This research finds that globalization, supported by technological developments, has had a real impact on the world community and affected the lives of technology connoisseurs globally.

V. CONCLUSION

Digitalization allows for a change in market paradigms, production processes, mindsets, and new forms of expression in the media industry. Digital culture is a continuous text culture, and digitalization allows people to have an equal opportunity to

display their version of text media to the public. In the synthesis, interaction and implications of media, culture and technology have brought about significant changes in the way we communicate, participate and interact with others. However, the challenges and negative implications must also be considered in order to make optimal use of digital technology and promote a culture of greater participation.

The interaction and implications of media, culture, and technology have resulted in substantial transformations in societal dynamics, modes of communication, and artistic innovation. Studies show that technological media has expanded the scope of society, changed communication strategies, and influenced cultural standards such as lifestyle preferences and sartorial practices. In addition, the increased use of the Internet and social media has sparked discussions about its implications for interpersonal behavior and connection, underscoring the importance of understanding digital culture for psychotherapeutic interventions. The contextualist point of view in media discourse advocates the examination of technology in different cultural and historical contexts to understand its consequences on society. In addition, the correlation between art and technology has evolved to improve theater and media composition, underscoring the role of technology in improving precision, efficiency, and aesthetic benchmarks in creative pursuits. The application of the model of communication interaction between government agencies and society also underscores the importance of technology and communicative culture in shaping the dynamics of the state-society and encouraging progressive progress through common principles and goals.

To address the negative effects of media, culture, and technological interactions, it is crucial to consider the different aspects highlighted in the research. The study emphasizes the importance of balancing the use of technology, educating individuals about the responsible use of technology [1], and being aware of the potential risks associated with excessive screen time, especially in children and adolescents [2] [3]. Additionally, focusing on the use of technology for educational and social relations purposes can help mitigate negative impacts, emphasizing the need to harness the potential of technology education for constructive purposes [4]. Furthermore, understanding the implications of technology on psychotherapy and relationships can guide therapists in navigating modern digital culture and integrating social media as a therapeutic tool when appropriate [5]. By centralizing the use of technology, setting rules, raising awareness, and finding a balance in its use, individuals and families can effectively manage and minimize the adverse effects of media and technology interactions.

REFERENCE

[1]. Alshymbayeva, A., & Tashkeyeva, Z. (2022). Technologies for forming media culture of school teachers. Journal of Educational Sciences, 73(4). https://doi.org/10.26577/JES.2022.v73.i4.04

[2]. Aruguete, N. (2022). Convergencias y divergencias en el entorno mediático-digital. InMediaciones de La Comunicación, 17(2). https://doi.org/10.18861/ic.2022.17.2.3332

[3]. Ata, F. (2023). Production and Consumption in the Relationship Between Digital Culture and New Communication Technologies (pp. 71–86). https://doi.org/10.4018/978-1-6684-8397-8.ch005

[4]. Baldwin, M. (2020). The zoom-in culture of digitally-mediated identity. Journal for Cultural Research, 24(1), 53–68. https://doi.org/10.1080/14797585.2020.1755506

[5]. Conboy, M. (2023). Journalism, Technology and Cultural Practice. Routledge. https://doi.org/10.4324/9781315097916

[6]. Gabbasov, S. M. (2023). From Indonesia to Zanzibar: traditional Zanzibarian canoe "ngalawa" as an example of the cross-cultural movement of a technology. Kunstkamera, 19(1), 196–204. https://doi.org/10.31250/2618-8619-2023-1(19)-196-204

[7]. Guo, M. S.-C., & Hwang, G.-J. (2022). Effects of Technology-Supported Cross-cultural Communications on Learners' Culture and Communication Competences. 2022 International Conference on Advanced Learning Technologies (ICALT), 227–229. https://doi.org/10.1109/ICALT55010.2022.00074

[8]. Jeyanthi, M. (2022). Social Media and Identity Formation – The Influence of Self-Presentation and Social Comparison. Mind and Society, 11(02), 138–144. https://doi.org/10.56011/mind-mri-112-202216

[9]. Kvernadze, E. T. (2023). Dynamic media technologies in the inclusive socio-cultural environment. Communicology, 11(2), 53–61. https://doi.org/10.21453/2311-3065-2023-11-2-53-61

[10]. Majumder, M., & Tripathi, A. K. (2023). Transformative power of technologies: cultural transfer and globalization. AI &

SOCIETY, 38(6), 2295–2303. https://doi.org/10.1007/s00146-021-01144-w

[11]. Masimba, F., Appiah, M., & Zuva, T. (2019). A Review of Cultural Influence on Technology Acceptance. 2019 International Multidisciplinary Information Technology and Engineering Conference (IMITEC), 1–7. https://doi.org/10.1109/IMITEC45504.2019.9015877

[12]. Milenković, V. (2022). The impact of globalization and convergence on the development of media industries. Napredak, 3(3), 83–96. https://doi.org/10.5937/napredak3-38856

[13]. Milosz, M., & Kęsik, J. (2022). Special Issue on 3D Information Technologies in Cultural Heritage Preservation and Popularization—Motivations, Works Overview, and the Future. Applied Sciences, 13(1), 204. https://doi.org/10.3390/app13010204

[14]. Popkova, N. V. (2022). Understanding Technology in Modern Culture: methodological reconstruction of philosophical approaches. Культура и Искусство, 9, 17–27. https://doi.org/10.7256/2454-0625.2022.9.36099

[15]. Rani, M., Singh, S., Tomar, S., & Gupta, M. (2023). Post TV Trend: The Proliferation Of Digital Technology. 2023 9th International Conference on Advanced Computing and Communication Systems (ICACCS), 2464–2469. https://doi.org/10.1109/ICACCS57279.2023.10112836

[16]. Setiawan, G. S., Widayati, S., Adhe, K. R., & Saroinsong, W. P. (2023). Expose Application: A Development of Learning Media For Optimising Young Learners' English Vocabulary. Elsya : Journal of English Language Studies, 5(1), 68–84. https://doi.org/10.31849/elsya.v5i1.11651

[17]. Shi-xu. (2022). Towards a methodology of cultural discourse studies. Journal of Multicultural Discourses, 17(3), 201–202. https://doi.org/10.1080/17447143.2022.2159418

[18]. Tang, Y., Tang, A., & Long, X. (2023). The Research on Culture Protection by Information Technology in Translation (pp. 327–336). https://doi.org/10.1007/978-981-99-2446-2_30

[19]. Tasruddin, R., A, N., & AB, S. (2022). THE ROLE OF MEDIA ON SOCIO CULTURAL CHANGE. International Journal of Advanced Research, 10(08), 1390–1395. https://doi.org/10.21474/IJAR01/15311

[20]. Techniques of Preserving the Rich Cultural Heritage Managed by Digitization. (2023). Turkish Online Journal of Qualitative Inquiry. https://doi.org/10.52783/tojqi.v11i1.9970

[21]. Yan, rui. (2022). The study of the phenomenon of the spread of modern Chinese painting through electronic media. Человек и Культура, 4, 12–20. https://doi.org/10.25136/2409-8744.2022.4.38521

[22]. Zahra, F., Mustaqimmah, N., & Hendra, M. D. (2020). Kekuatan Media Digital Pada Pembentukan Budaya Populer (Studi Pada Komunitas Moarmy Pekanbaru). Komunikasiana: Journal of Communication Studies, 2(2), 123. https://doi.org/10.24014/kjcs.v2i2.11119

[23]. Zikic, S. (2022). How technology impacts communication and identity-creation. Filozofija i Drustvo, 33(2), 297–310. https://doi.org/10.2298/FID2202297Z

[24]. Прончатов, А. О. (2023). THE CONTENT OF DIGITALIZATION IN THE FIELD OF CULTURE: METHODOLOGICAL APPROACHES TO THE STUDY. Вестник Адыгейского Государственного Университета, Серия «Регионоведение», 3(304), 85–92. https://doi.org/10.53598/2410-3691-2022-3-304-85-92