

Advancing Communication Theory in the Age of Digital Technology: Bridging the Gap Between Traditional Models and Emerging Platforms

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Abstract : This paper explores the intersection of traditional communication theories and modern digital technologies, analyzing how established models adapt to contemporary communication platforms. It examines the evolving nature of interpersonal, group, and mass communication within digital environments, emphasizing the role of social media, AI-driven communication tools, and virtual reality in reshaping communication paradigms. The paper also discusses the implications for future research and practice in communication studies, proposing an integrated framework that accommodates both classical and emerging theories.

Keywords : communication, traditional models, emerging platforms, digital media

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