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Long Live the Digital Age: New Opportunities for Writers through Digital Media
By: Daniela Scioscia

Digital media's meteoric rise over the past decade caused a major disruption in the way humans communicate. Digital media endeavors to achieve the same goal as print media in creating communication and spreading knowledge to those who wish to access it. The largest and possibly most significant difference between the two is the medium in which they exist -- a screen versus ink and paper. This new platform causes certain issues in the consumption of digital media, including a change in brain function as well as decreased productivity in some cases. However, when used properly, it is the most convenient and accessible method of communication, making it vital to those in the writing and communication field. Writing through digital media necessitates a new format that cohesively brings together both images and text to create the most effective way to relay information through a computer screen or mobile device. Digital media presents opportunities to communicate in ways never before, specifically through visual rhetoric. Those in the writing field have found the need to adapt to this new method of communication and all the software that comes along with it in order to stay relevant. Due to this change in the writing field, universities must also adjust their curriculum to include digital media principles or else their graduates will be left with antiquated writing skills and low employability.