

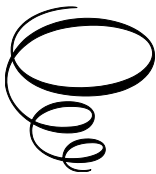
New Communication Approaches in the Digitalized World

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Edited by

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PREFACE

Terminologically, 'the digitalized world' refers to an electronic environment which visually mimics physical spaces where people can interact with digital actors and objects. The digitalized world is a kind of digital reality, i.e., a way of using technology to create environments designed expressly for human communication. The realities of the digitalized world can be designed precisely for human interaction, for very specific reasons, to create experiences not otherwise possible. Then it can be said that the digitalized world can do, and deliver, everything that is impossible in the real world.

This book's main scope is to get a deep insight into the digitalized world and communication association, or synergy. Digitalization is the center of all kinds of communication. Here, the thirty two chapters are presented to capture a different view of the digitalized world and its relationship with communication.

The aim of this collection is to provide a readable, non-technical publication which provides a comprehensive presentation of communication issues, trends, and data.

The Editors

