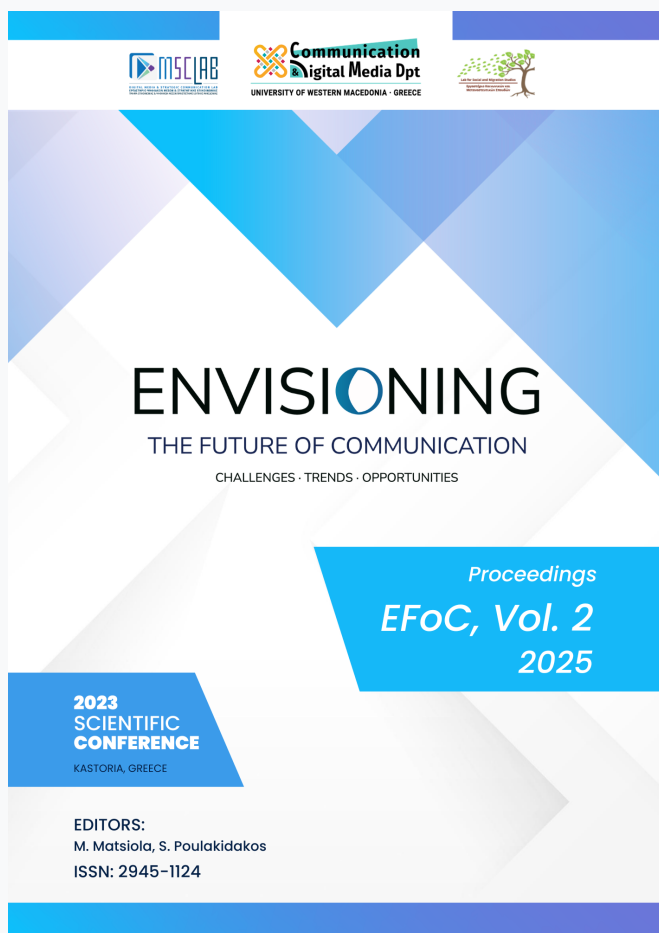


## Envisioning the Future of Communication

Τόμ. 2, Αρ. 1 (2025)

Envisioning the Future of Communication - Conference Proceedings vol. 2



### Foreword to the sixth thematic

*Stamatis Poulakidakos*

doi: [10.12681/efoc.7924](https://doi.org/10.12681/efoc.7924)

Copyright © 2025, Stamatis Poulakidakos



Άδεια χρήσης [##plugins.generic.pdfFrontPageGenerator.front.license.cc-by-nc-sa4##](https://plugins.generic.pdfFrontPageGenerator.front/license.cc-by-nc-sa4##).

## **Foreword to the sixth thematic: Media in the Digital Era: Bridging Communication, Education, and Culture**

Stamatis Poulakidakos\*

The thematic section “Media in the Digital Era: Bridging Communication, Education, and Culture” addresses the evolving landscape of media in a world increasingly shaped by digital technologies. This section delves into how digital media acts as a crucial bridge between traditional modes of communication and the contemporary needs of education and culture. In today’s fast-paced environment, media platforms are not only tools of communication but also serve as educational resources and cultural spaces, influencing how individuals, particularly younger generations, engage with the world.

The first paper, “Outlining the Ethos of Generation Z from and through Music and Radio” explores through quantitative methodology, the attitudes, opinions, and behaviors of undergraduate students of Generation Z from Greece, in relation to their music and radio programs preferences. This work is based on an audience survey employing a quantitative method of analysis that uses a specially designed digital questionnaire, trying to outline the case of Greece based on Generation Z, and by extension the ethos of Greek Generation Z from and through music and radio.

The purpose of the “Infotainment and the Pandemic: A Comparative Content Analysis of the Infotainment during consecutive waves of the COVID-19 pandemic” is to determine whether the infotainment practices observed on the news bulletins under research became more intense in the third wave of the pandemic compared to the second. More specifically, the research highlights specific technical aspects of dramatisation (music and sound effects, metaphors and evaluative adjectives) as well as negativity, and it crosstabulates them with the news period.

The third paper, “The Convergence of Public and Private Sphere in the Context of the New Digital Era: The Role of Radio” seeks to investigate whether radio confirms its role as a medium which is part of the Public Sphere but also if and how it constitutes a point of convergence of Public and Private Sphere within the competitive context of the new digital era. Through in-depth interviews with professional journalists, this research aims also to scrutinize the current role of radio in the Private Sphere and the extent of its influence upon it.

---

\* Assisant Professor, Department of Communication and Digital Media of the University of Western Macedonia. spoulakidakos@uowm.gr.

Finally, “Media Literacy: A Bridge Between Communication and Education” emphasizes the growing importance of media literacy in fostering critical thinking and informed communication. It argues that media literacy is vital for individuals to navigate the complex media landscape, serving as a tool for both education and cultural engagement.

Together, these papers offer a comprehensive view of how media in the digital era continues to shape communication, education, and culture.