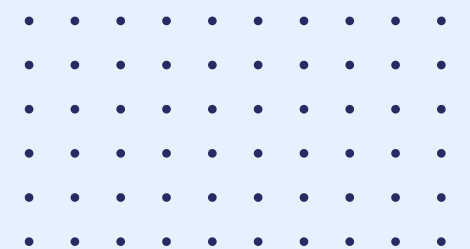


# DIGITAL MEDIA DEFINITION

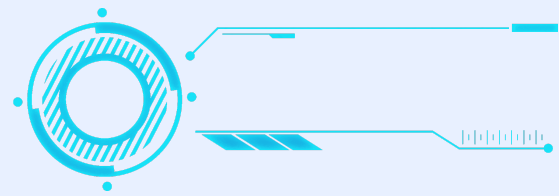


- Digital media comprises content and marketing delivered via digital platforms such as electronic media, mobile phones, computers, podcasts, and applications.

(Mirrazavi and Beringer, 2007)



# BENEFIT OF USING DIGITAL MEDIA AND SOCIAL MEDIA



The positive benefit of digital media is that there are no limits to using digital media.

(Rambaran-Olm, 2015)

Shek, T. (2022) excessive content is one of digital media's main disadvantages.

Social media provides the benefit of a communication platform.

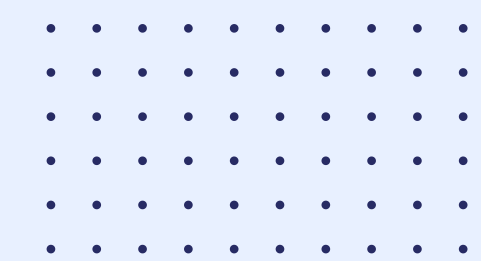
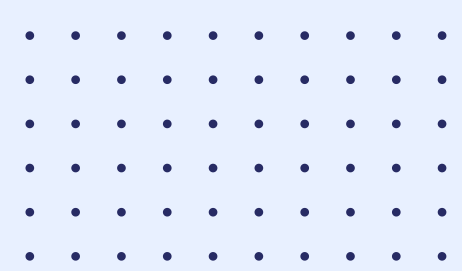
(Siddiqui and Singh, 2016)

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THANK YOU

