Секция «Strategic Communication (подсекция на английском языке)»

# The Metaverse and the Media: Navigating a New Landscape of Communication and Creativity

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The metaverse, a combination of the prefix "meta" (implying transcending) with the word "universe", is a virtual world where users can interact with each other and digital objects, and it relies on a variety of communication technologies to function [6, 9]. It is a massively scaled and interoperable network of real-time rendered 3D virtual worlds that can be experienced synchronously and persistently by an effectively unlimited number of users with an individual sense of presence and with continuity of data, such as identity, history, entitlements, objects, communications, and payments [1]. There is a close connection between media communications and the metaverse, as the metaverse is itself a form of media communication.

At its core, the metaverse is a medium for communication and social interaction. Users can communicate with each other through text, voice, and video chat, and they can share digital content like images, videos, and 3D models [5, 4]. In some cases, the metaverse can also serve as a platform for media consumption, allowing users to watch movies, listen to music, or play games together.

In addition to these essential communication functions, the metaverse is also a powerful tool for creating and disseminating media content. Users can create their own virtual environments, characters, and narratives, and they can share these creations with others [3]. This has important implications for the media industry, as the metaverse has the potential to disrupt traditional models of content creation, distribution, and consumption [7].

There are several ways in which the metaverse promotes and navigates a new landscape of media communications:

1) Increased interactivity: The metaverse is a highly interactive and immersive environment that allows for more engaging forms of media communication. Users can communicate with each other in real-time, explore virtual spaces together, and participate in shared experiences.

2) New forms of media content: The metaverse enables the creation of new forms of media content that are unique to the virtual world. This includes interactive 3D models, virtual reality experiences, and immersive narratives that blur the line between traditional media and video games.

3) New distribution channels: The metaverse provides new channels for media distribution that bypass traditional gatekeepers such as publishers, broadcasters, and streaming services. Content creators can distribute their work directly to audiences in the metaverse, potentially reaching a larger and more engaged audience.

4) More diverse and inclusive communities: The metaverse can bring together people from all over the world in shared virtual spaces, creating more diverse and inclusive communities than traditional media channels [10]. This can lead to more creative collaborations, cultural exchange, and social interaction.

5) New opportunities for monetization: The metaverse opens up new opportunities for monetizing media content, such as through the sale of virtual goods, in-world advertising, and paid

experiences [2, 8]. This can potentially create new revenue streams for content creators and media companies.

Thus, the metaverse represents a new and exciting landscape for media communications, offering new forms of content, new channels of distribution, and new opportunities for engagement and monetization. As the metaverse continues evolving, it will likely play an increasingly important role in the media industry and the broader cultural landscape.

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