

The Transformation of Media Values in the Postmodern Era: The Necessity of Interaction and the Obligation of Fragmentation

تحول القيم الإعلامية في عصر ما بعد الحداثة: حتمية التفاعل وإكراه التشظي

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Abstract : This article seeks to examine the evolution of media values in response to the shifts within the modern communication landscape, particularly within the framework of postmodernism, marked by diverse references, cognitive relativism, and the rise of "digital formations".

The digital revolution has precipitated the disintegration of the conventional media message production model, supplanted by an interactive paradigm that allows the audience to participate in content creation, leading to the erosion of values, including traditional professional standards such as objectivity and accuracy.

Conversely, this rapidly evolving interactive milieu has engendered a phenomenon termed the compulsion of fragmentation, driven by algorithms and mass content, resulting in a media landscape characterized by superficial and kitsch material. Kitsch is devoid of depth value, and reliability.

The research employs a critical methodology, Epistemology utilizes concepts from media theories and postmodernism to comprehend the nature of this "value shift" and to emphasize the manifestations of interaction and fragmentation within the structure of media material.

Keywords: media values; postmodernism; media interaction; value fragmentation

ملخص:

يهدف هذا المقال إلى دراسة تغير القيم الإعلامية في ظل تحولات البيئة الاتصالية المعاصرة خاصة في سياق ما بعد الحداثة الذي يتسم بتعدد المرجعيات والنسبية المعرفية وطفو "التنشآت الرقمية"، فقد أفضت الطفرة الرقمية إلى انهيار النموذج التقليدي في إنتاج الرسائل الإعلامية، ما نتج عنه تمييع القيم بما فيها المهنية التقليدية كالموضوعية والدقة.

من جهة ثانية ولدت هذه البيئة التفاعلية المتسارعة ما يمكن تسميته بإكراه التشظي تحت ضغط الخوارزميات والمحتوى الجماهيري، وهو ما أفرز إعلاماً تُهيمن عليه مضامين سطحية و "كيتشية" (Kitsch) * "تفتقر إلى العمق والقيمة والموثوقية.

تنطلق الدراسة من مقارنة نقدية- إستيمولوجية تستند إلى مفاهيم من نظريات الإعلام وما بعد الحداثة بغية فهم طبيعة هذا "التحول القيمي" وإبراز تمظهرات التفاعل والتشظي في بنية المضمون الإعلامي.

كلمات مفتاحية: القيم الإعلامية؛ ما بعد الحداثة؛ التفاعل الإعلامي؛ التشظي القيمي.

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Introduction:

There is a consensus that recent decades have experienced significant modifications due to technological acceleration, which has profoundly influenced the communication process in both form and substance, as well as the hierarchy of its components.

The journalist is no longer the exclusive communicator, nor is the audience a passive recipient, in contrast to the classical paradigms that dominated from the 1930s to the 1980s, especially the earlier ones.

The communication process has transitioned from a conventional framework regulated by professional standards to an open digital landscape where messages are generated in various forms and consumed based on algorithms, mass interactions, and the influences of "artificial role models" This shift has undermined the principles of objectivity, honesty, and accuracy... that have long been characterized as constants in media practice.

The complexity of the issue is exacerbated by the transfer of media influence from institutional authorities to the masses and platforms, where immediate interaction has emerged as a standard for impact, and "public demand" has become a fundamental criterion for content, thereby shaping values... The vitality of the digital market and the "alternative formations" mandated by software have emerged from elevated ethical or professional norms.

Due to the transformations brought about by the post-modern era, these values have assumed relative meanings and are no longer perceived as comprehensive or unified reference ideas, but rather as possessing numerous representations, The college, amenable to perpetual reconfiguration, has shifted towards a participatory model, resulting in the displacement of solid references by the fluidity of meaning and the fragmentation of speech. In this setting, the media actor is no longer the exclusive producer of value, but the public influencers, and digital platforms have emerged as collaborators in establishing value standards within an interactive, negotiating framework dictated by engagement, On one side, it establishes a new inevitability in the relationship between the media and the audience by generating value and defining it through a participatory approach.

Fragmentation induces cognitive coercion manifested through the disintegration of standards, the proliferation of discourses, and the clash of intellectual and ideological frameworks, among other factors, Media values are increasingly caught in a persistent conflict between the principles of participation and openness and those of disintegration and division.

This situation necessitates an interpretive analysis that can deconstruct meanings and elucidate the dynamics of value transformation in the modern media landscape, It seeks to address the critical question: **Have media values assimilated into the new digital reality, or have they succumbed to the fragmentation and relativism dictated by postmodernism?.**

To analyze the dimensions and indications of this issue, we shall examine through interpretation and elucidation, two primary axes from which numerous sub-elements emerge.

The two primary axes are:

- Media values in the conventional setting - stability and reference.
- Media values within the framework of postmodernism - metamorphosis and disintegration.

1.. Media Values in the Conventional Context- Consistency and Reference:**1.1.. Concept and Context:**

Values are fundamental to the core principles underlying the media communication process and its associated research, since they significantly influence the character of media content, direct media practices, and establish priorities for news coverage, it is characterized as a framework of criteria and regulations that dictate what qualifies for media coverage and the manner of its presentation, aligned with the cultural, political, and social circumstances of

society (Galtung, 1965, pp. 64-91)

Appeared in the 1960s with seminal news studies, particularly Johan's research, Galtung and Marie Holmboe Ruge (1965) are regarded as seminal figures in news analysis, this study identified twelve fundamental variables that affect the identification of occurrences as news, including novelty, negativity significance, clarity of the event, and geographical closeness, In accordance with expectations, these standards significantly influenced the formulation of news values and their subsequent application in agenda studies and media representation, solidifying within the trends of cultural determinism theory wherein media values are perceived as a reflection of the cultural and symbolic structures that shape the cognitive and ideological framework of society and its media.

1.2.. Values and Functions:

At the professional level, media values are crucial in directing the selection and formulation of news inside newsrooms, they serve not only as a framework of ethical values but also as editorial guidelines that dictate what merits coverage and what may be disregarded, In this capacity, values play a crucial part in shaping the "media agenda", which involves establishing coverage priorities and hierarchizing issues based on their perceived significance. This ranking is derived from the media's portrayal of the audience's interests and their political, economic, or cultural preferences.

Values serve as a mechanism for attributing meaning and value to occurrences, resulting in certain issues being highlighted while others are overlooked, Values contribute to molding public consciousness not merely by educating individuals of current events, but by serving as an indirect yet significant tool for influencing public opinion.

On a symbolic level: Media values are essential in replicating reality, as the media reformulates them according to the perspectives and criteria that reflect the inclinations of the media institution and the social system it represents, It does not merely communicate events as they occur; instead, it picks, frames, and interprets them.

Facts are conveyed in a manner that imparts particular meanings frequently reflecting the ideology of the ruling authority or the interests of culturally and politically influential groups.

The media plays a role in shaping a curated symbolic world where images and topics are recontextualized to promote particular conceptions of identity belonging, and values, Values serve as symbolic instruments that alter collective perception and aid in perpetuating the prevailing social and cultural hierarchy rather than only acting as moral benchmarks.

1.3.. factors influencing media values:

1.3.1.. Ideology:

Has a crucial role in influencing media values, as the media frequently mirrors the ideological stance of the political system or the governing institution Media in liberal regimes typically emphasize the principles of freedom of expression and pluralism, whereas state media under authoritarian or socialist regimes prioritize national unity and centralized decision-making.

Ideology influences both the selection of news and its subsequent processing, The language employed in the interpretative framework may manifest either directly through censorship or indirectly via what is termed "ideological guidance" within media institutions. (Ousalem, 2012)

1.3.2.. Regional Culture:

Cultural, religious, and social particularities shape the framework of media values in the Arab environment, Arab communities exhibit a distinct sensitivity to several subjects, like religion, morality, and familial relationships, Arab media outlets tend to emphasize values related to "national identity", "Arabism", and "Islam," which influences their definition of what is deemed "newsworthy".

Conversely, comparative studies indicate that Western media emphasizes individualism,

minority rights, and personal liberties. This leads to a variation in the sequence of events and prioritization of coverage (Jarn, 2015)

Conversely, we must acknowledge the media's role in reinforcing ideological hegemony and endeavoring to propagate external discourses to eradicate and distort local cultures, so facilitating their assimilation into the culture of a more dominant entity, Conversely, the media serves to save local cultures from obsolescence and Conversely, we must acknowledge the media's role in reinforcing ideological hegemony and endeavoring to propagate external discourses to eradicate and distort local cultures, so facilitating their assimilation into the culture of a more dominant entity Conversely, the media serves to save local cultures from obsolescence and erosion, allowing them to challenge the narrative of the "triumphant".

1.3.3.. Characteristics of the media:

The values of media differ according on the medium type (public or private, print or digital, local or international), Public media typically uphold "public service" principles, including neutrality, balance, and an emphasis on national issues, adhering to editorial guidelines aligned with "terms of reference" predominantly applicable in developing nations and certain emerging economies. Conversely, private media aim for profit, leading them to favor sensational or emotive news to enhance viewership or readership rates.

The digital medium has become reliant on assessing audience engagement, thereby altering media values based on what generates "clicks and views" rather than the objective significance of the event. (Bou Khalil, 2014)

1.3.4.. Technology and Digitization:

The digital transition has redefined news values; the "scoop" now relies on algorithms and platforms rather than the journalist. Metrics such as "most circulated" or "most commented" increasingly dictate trending status irrespective of actual significance.

Artificial intelligence also facilitated the organization of content according to user patterns, so influencing digital values, Digital values supersede traditional professional values, encompassing both published and overlooked content, this shift has facilitated a prioritization based on technical logic and software foundations rather than significance and institutional agendas, thereby allowing for the proliferation of superficial content that fosters a degenerate taste and consequently, diminished values.

1.4.. The Concept of Media Values: Evaluation and Revision

Although the concept of media values is pivotal in communication and media studies, serving as a fundamental framework for comprehending news selection and processing mechanisms, it has faced criticism, particularly due to the significant transformations in the media landscape since the onset of the twenty-first century, This evolution has altered the dynamics of the communication process and audience characteristics, alongside the emergence of new media that have supplanted traditional methods in the field.

1.4.1.. Western inclination in model construction:

A significant criticism of media values is that they originated within a Western-liberal framework, indicating that they reflect cultural and institutional idiosyncrasies that may not be applicable to other situations, particularly in Southern countries and the Arab world. Galtung and Ruge (1965) formulated a model of news values derived from an analysis of Norwegian newspapers' coverage of international crises, indicating that their established criteria-such as negativity, modernity, and sensationalism-originate from a Western viewpoint on defining the "important event".

Consequently, academics contend that enforcing these ideals as universal norms contradicts cultural variety and the many media frameworks globally. (Hall, 1997)

1.4.2.. Professional stagnation and deterioration of competence:

A primary criticism is that the classical standards established since the 1960s are

perceived by many researchers as inadequate for addressing the dynamics of contemporary media, especially due to the shift from corporate journalism to network journalism. Standards like "geographical proximity" and "continuity" are no longer relevant in the context of cross-border digital platforms, necessitating a reevaluation of the concept's validity within the new media landscape (Abdul Hamid, 2011) The field has seen the imposition of new terminology in media practice that lacks alignment with its standards or objectives, including "citizen journalism" and evolved forms of traditional journalism, such as "web journalism".

1.4.3.. The emergence of digital values and the permanence of algorithms:

The prevalence of digital media and social media platforms has given rise to what is termed digital values, Digital values have transformed the content of news and its dissemination criteria, rendering traditional values such as "social importance" and "news function" inadequate to explain the spread of certain news, these have been supplanted by criteria such as "visual appeal" and "excitement and emotional resonance" "Sharing capability" serves as the principal mechanism for content promotion, this new reality has engendered what is termed "algorithmic upbringing" as a substitute for "traditional upbringing," which is characterized by societal institutions such as family school, and mosque, alongside the absence of conventional "Is" contends that media organizations are currently modifying their material in accordance with the algorithms of Facebook, YouTube, and Twitter, resulting in a deterioration of standards. Conventional professionalism prioritizing the elements that stimulate digital engagement (Hermida, 2012)

The criticisms underscore the necessity for a theoretical revitalization of media values that considers the cultural, technological, and professional transformations brought about by the digital era, while emancipating itself from the hegemony of Western theoretical and measurement models, thereby facilitating the incorporation of local contextual specificities within global analytical frameworks.

Consequently, media values are not solely professional instruments; they are cognitive and ideological frameworks that shape the presentation of reality to the public, and their evolution is intrinsically linked to changes within the media landscape, Comprehending media values is essential for grasping the symbolic influence wielded by the media in contemporary cultures, whether regarding technology or cultural trends.

1.5.. Modernist philosophy advocating for the constancy of ideals

The concept of "the constancy of values" within media and society is fundamentally connected to a profound philosophical origin from the period of European modernity (17th - 19th centuries), which marked a pivotal moment for a new rationality characterized by a departure from religious and metaphysical frameworks in comprehending the world, and advocating for "humanity" as the focal point of the universe and the origin of knowledge and value.

These philosophical revolutions manifested in ideas such as truth, knowledge, and values, since values were increasingly perceived as rational and universal constants that could be quantified and regulated, from this perspective, modernist philosophy upheld the "constancy of values" through three principal pillars:

1.5.1.. Rational Reference:

Rationalism constitutes a fundamental cornerstone of contemporary philosophy Particularly as articulated by philosophers like Descartes and Kant, the mind serves not merely as an instrument for differentiation, but fundamentally as the primary framework for comprehending existence, interpreting phenomena, and formulating ethical and moral principles, this has prompted the evaluation of ideals including freedom, justice, objectivity, and honesty, as established rational criteria that can be universally accepted and upon which individual and societal conduct can be evaluated. (Muhammad A. M., 2008) (Abdul Majeed, 2008)

has been transposed into the media domain through the formulation of "rational" professional values, including accuracy, neutrality, integrity, and objectivity, which are enshrined in codes of professional conduct and contemporary journalism curricula, and which are upheld by proponents of "authentic" journalism as well as those adversely affected by the "falsity" that has permeated it.

1.5.2.. Primacy of Truth:

In modernist philosophy, truth is regarded as a fundamental value of universal and absolute significance. Access to it is attainable by rational thought and empirical scientific experience, with truth seen as the paramount objective of knowledge and media; As a purveyor of information.

Established media practices prioritize reliability, documentation, research and objectivity as methods for ascertaining and conveying the facts to the public, this concept prevailed until the advent of postmodern criticism, which challenged the coherence of truth and its origin. (Hanafi, 2011)

1.5.3.. Cognitive Hierarchy:

Epistemological hierarchy denotes the conviction that knowledge can be structured into a hierarchical framework. The hierarchy is lead by the empirical and logical sciences (including mathematics and physics), followed by the humanities and social sciences, and concluding with non-scientific knowledge such as mythology and religion. (Lyotard, 1984)

This comprehension was manifested in the consolidation of authority among certain information sources, such as government media or prominent research institutes, while marginalizing others, like popular or local media and oral discourse. The cognitive hierarchy also endorsed the notion that certain values are superior to others and that there exists a "natural" progression. Rationality in regulating society conduct.

2.. Media values within the framework of postmodernism - transformation and fragmentation

2.1.. Postmodern Characteristics in Media :

In the early 1980s, the world experienced a profound transformation in its cultural, cognitive, and media frameworks, driven by the phenomenon known as "postmodernism." Postmodernism represents a historical moment and an ideology that challenges the overarching narratives of modernity, rejects the absolutism of meaning and the centrality of power, and opposes the ramifications of utilizing knowledge and reason, favoring a purely materialistic "commodified" perspective. It subverts the notion of a singular truth, as the repercussions of this transformation permeated all intellectual domains and research areas, including media communication, thereby redefining the dynamics among the media product, the sender, the recipient, the content, and the context transcending mere philosophical discourse.

2.1.1.. Relativism:

In the realm of postmodern media, truth is no longer an immutable and absolute construct; instead, it is a relative concept shaped by diverse cultural political, and interest- driven perspectives, media content now embodies a multitude of often conflicting narratives, eschewing a singular objective criterion this phenomenon is exacerbated by an overwhelming influx of information that transcends geographical boundaries and disrupts temporal and spatial contexts. Consequently, the recipient becomes disoriented in discerning truth amid the extensive array of information.

Foucault posited that "truth is a product of power" and that knowledge is invariably associated with those who govern its production mechanisms, This concept is manifested in the media through a plethora of sources, divergent narratives, and the alteration of facts contingent upon varying perspectives.

Relativity has precipitated the advent of "post-truth," which diminishes the credibility of news and occasionally renders emotion and passion more potent than facts.

2.1.2.. Fragmentation:

A salient characteristic of postmodern media is structural and symbolic fragmentation, resulting from the lack of a cohesive media discourse and its dissemination across various platforms and settings, yielding transient and incomplete meanings.

The audience is also segmented by "filter bubbles." These bubbles arise from algorithms, transforming what was once a homogeneous mass with distinct characteristics and recognized opinion leaders into a fragmented and dispersed entity.

The media has relinquished its central role due to the rise of individual platforms, blogs, and independent YouTube channels, exacerbating the fragmentation of the media landscape.

Grand narratives have disintegrated and been supplanted by smaller narratives currently manifested in the media as a fragmented discourse lacking a cohesive frame of reference.

2.1.3.. Decline of Central Authority:

Previously, prominent media entities like the BBC, CNN, and Le Monde served as credible sources for disseminating truth. However, in the postmodern period, this dominance has diminished, resulting in information being generated ubiquitously by many individuals.

Social media has empowered the populace rather than the elite. The terms "trend" and "like" have supplanted traditional standards of quality and reliability.

Anel Castells discusses a "network society" wherein traditional authorities diminish, supplanted by the authority of the network (Castells, 2009) and diffusion.

2.1.4 Emergence of Subjectivities:

Postmodernism champions the person and enhances subjective experience, as evidenced in media by converting the individual from a passive recipient to an active content provider.

- Each individual possesses their own "media platform": a Facebook site, a YouTube channel, or a TikTok account.

- YouTubers, TikTokers, and influencers are now contending with conventional media institutions.

has disintegrated, as there is no longer a central authority that generates truth but merely reproductions that replicate themselves without a point of reference.

2.1.5.. Information Overload:

The information explosion is a crucial characteristic of the media modernity era, where quantity supersedes quality.

It is challenging to differentiate between the significant and the trivial, between veracity and deception.

Audiences can experience "information fatigue syndrome".

This scenario undermines critical thinking and fosters a culture of "rapid information" and "sensational headlines".

Postmodern media signifies a departure from the conventional model characterized by linear transmission, rigid professional standards, and the dominance of big institutions in media production. We exist in an era where:

Each journalist, All discourse is relative-Every meaning is analyzable.

These innovations pose a dual challenge: they facilitate media democracy while simultaneously jeopardizing the dissolution of symbolic unity.

3.1.. Expressions of the evolution of media values:

Media values witnessed in the light of post-modern transformations A "qualitative transformation" has affected its structure, functions and roles, the relationship between the media and the public has changed, goals have changed and new priorities have emerged, imposed by the digital and technological environment, along with transformations in culture

and consumption, Values are no longer fixed or guaranteed as they were in the era of modernity, we cannot ignore what has happened to the form of media material itself. Whereas the content, whether written text or audio-visual product, was subject to editorial techniques and techniques, prepared by technical and artistic specialists and presented and delivered by experienced journalists and media professionals, it is noted that all of this has been absent, and preparation and production have become available to everyone, regardless of level and specialization. This, in turn has contributed to the dilution of media material and the consecration of the absurdity of the presented content, which automatically results in the corruption of public taste, the deep collapse of values, and the disruption of their scale. Among the most important manifestations of this transformation:

3.2.. Transitioning from Objectivity to Impressionism

In consideration of:

Objectivity was historically seen as a vital professional trait, signifying the journalist's dedication to reporting information as impartially as possible, devoid of bias or embellishment. However, in modern media, particularly within digital contexts, objectivity has diminished, yielding to impressionism and subjectivity.

often exhibits a subjective or emotional perspective instead of an impartial examination, with views occasionally portrayed as facts.

- News bulletins, including those on conventional channels, have started to adopt a dramatic and emotive tone to amplify their impact.

For instance, stations such as Fox News and French CNews prominently utilize emotional rhetoric and subjective perceptions in their talk shows and political programming.

3.2.1.. Transitioning from Accuracy to Speed:

Velocity has emerged as a crucial priority in digital media, frequently compromising accuracy and verification.

The objective is to deliver news before to competitors, which occasionally results in the dissemination of false or misleading information (Shawqi, 2021). Misinformation proliferates rapidly, often necessitating organizations to issue subsequent denials.

For instance: Media agencies like Sky News and France 24 may present breaking news coverage with hastily composed headlines that are promptly revised or removed.

3.2.3.. Transitioning from Accountability to Diversion :

The media, once focused on educational and cultural functions, has rapidly shifted towards entertainment and amusement.

is now amalgamated with entertainment in a phenomenon termed "Infotainment," a hybrid genre that delivers news in an engaging format.

Contemporary media prioritizes public preferences over necessities, so affecting its role in fostering awareness and accountability.

Observe that news programs on networks like MBC and the French TF1 utilize theatrical directing methods and feature contentious personalities to garner attention.

3.2.4.. The Ascendancy of "Kitsch" and "Media Banality"

This is evident in:

Kitsch refers to inferior work created to garner attention with low intellectual or aesthetic investment.

"Media triviality" refers to information lacking substance and characterized by inexpensive sensationalism, peripheral subjects, and scandals.

Media often generates triviality as platform algorithms favor superficial, viral content.

For instance, programs like "Moment by Moment" or "90 Minutes" on certain Arab satellite channels prioritize scandals and sensationalism above substantive discourse.

The aforementioned aspects of value transformation indicate that this change resulted from various contexts, which can be summarized as follows: the digitization of platforms, the prevalence of symbolic capitalism, the increasing significance of the attention economy, and the advent of artificial intelligence and algorithms.

3.3.1.. Digital Market Pressure :

Charkaoui denotes the impact of profit motives, advertising, and digital rivalry on media content, Digital platforms, in contrast to traditional media organizations, function based on unadulterated market principles, with value quantified by the volume of clicks, views, and interactions.

The media's focus is transitioning from education and information to attraction and marketing.

- Profit-driven algorithms in advertising govern platform content, compelling creators to prioritize viral material over reputable or beneficial information.

Journalism has been compelled to adhere to this rationale to thrive in the digital marketplace, the most precise illustration of this is:

A platform such as BuzzFeed offers concise, rapid content meticulously crafted to garner clicks, while even outlets like CNN and Le Monde have integrated entertainment sections to remain competitive in the digital landscape.

3.3.2 ..Artificial Role Models and Mass Content:

"Artificial role models" denotes digital or real-life individuals portrayed as exemplars of success, beauty, or audacity in the digital realm, lacking genuine knowledge or human capital, whereas "mass content" pertains to material intentionally crafted to appeal to the broadest audience possible, employing enthusiasm, shallowness, and redundancy.

Models in digital media are not derived from expertise, values specialization, competence in a specific domain, or success therein, but rather from popularity, engagement, and a substantial fanbase.

- Influencers and TikTokers are attaining a social prestige that eclipses that of professors, journalists, and researchers. (Denault, 2015)

This results in a reconfiguration of the symbolic order within society wherein characters are emulated that possess no developmental or cognitive substance.

Comprising: Kylie Jenner is a global internet icon, yet faces substantial criticism for endorsing a shallow consumerist lifestyle.

In the Arab environment, the phenomenon of "family YouTubers" emerges producing everyday videos of minimal value that get millions of views.

3.3.3.. Lack of established references

Until recently, the media's established references were characterized by professional values, while ethical frameworks and institutional controls are widespread, their significance has diminished in the digital era, giving rise to a "go-first" attitude that undermines the professional and ethical regulation of material (Al-Khadim, 2021) And the emergence of:

Platforms do not enforce ethical responsibilities on users, resulting in cognitive and ethical disarray.

The significance of unions has declined. Professional organizations and press councils in overseeing digital material.

The distinctions between news and opinion, information and hearsay, and the journalist and the average user have vanished.

The subsequent examples exemplify this assertion: Platforms such as TikTok and Instagram lack value-based or quality-based content regulation while certain digital channels disseminate inaccurate information without genuine accountability, hence exacerbating the proliferation of misinformation.

The limitations of digital reality demonstrate that the digital realm, despite its assurances of emancipation and diversity, does not inherently result in more liberated or professional media.

Instead, it reconfigures it in accordance with market logic, which favors dispersion over quality, Algorithms prioritize superficial and spectacular information, leading to popular preferences dictating production standards over cognitive or ethical ideals.

amid this scenario, media institutions are transforming into commercial enterprises striving to endure amid intense competition, so undermining their educational and critical functions, this circumstance presents a dual issue in poorer nations, where media infrastructures are tenuous, inadequate public policies are leading to a decline in cultural references; therefore, scholars and policymakers must explore alternative frameworks that reconcile freedom of expression with accountability while safeguarding the media from the symbolic disorder produced by the digital marketplace.

4.Conclusion:

The alterations in media values during the postmodern era do not imply a dissolution or cessation of those values; rather, they signify a shift in their representations, functions, and modes of presence within an increasingly rapid digital landscape, where technology converges with culture, economics, and ethics. Objectivity, accountability, and correctness are no longer entirely absent; they are now regulated by new conditions articulated in the terminology of the market, algorithms, and the interactive public.

In this situation, the necessity for a novel value model arises that neither repudiates technological advancements nor succumbs to complete relativism, but instead harmonizes the adaptability of the digital environment with the invariants of the media message, this approach acknowledges fragmentation and interactivity while reinstating the primacy of meaning and the media's role in symbolic and social production.

The magnitude and significance of the value shift, together with the recipients' awareness of media content, must not be disregarded. This phase initiates a new study focus on "postmodern media values": Can media values be conceived in accordance with postmodern logic while preserving its ethical and humanistic aspects? What are their theoretical and cognitive dimensions? Is it possible to establish an alternative digital values charter? Researchers and professionals must address these open concerns in the coming years to redefine the parameters of media, ensuring it retains its direction amidst digital upheaval while reaffirming the significance of value in a precarious society.

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