

A photograph of a large, multi-story brick building with a central tower and a clock face, viewed through an ornate black iron gate. The scene is set during dusk or dawn, with a dark sky and some trees in the foreground.

RUTGERS

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and Information

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**Education at the Crossroads: Facing Ten Great Challenges
of the Media and Communications Field 2022**

One: Digital Disruption

- Internet,
- Mobile Media,
- Code,
- AI,
- Transforming media/communications,
 - Work practices,
 - Organization & structure/system,
 - Content form/delivery/message,
 - Public engagement: From one-way to participatory.

Two: Diversity, Equity, Inclusion

- Faculty,
- Staff,
- Students,
- Industry, and
- Public.

Three: The Foundation

- Ethics,
- Writing,
- Critical Thinking,
- Researching/Reporting,
- History and Context,
- From Data to Wisdom,
- Pursuit of Truth.

Four: Storytelling Across Modalities

- Interactivity,
- Immersion,
 - AR/VR,
- Drones,
- Visual/video/animation,
- Sound/spatial,
- Podcasting,
- Haptics,
- Algorithmic implications (automation).

Five: Social Media Matters

- Platforms,
- Metrics and analytics,
- Problems/prospects.

Six: Economics

- Public/nonprofit vs. commercial media
- “Free”
- Pay: subscription
- Streaming/on-demand,
- Advertising,
- Public funding, &
- Crypto.

Seven: Law & Regulation

- Freedom of expression,
- Privacy
- Intellectual property rights,
- Cybersecurity,
- Accessibility.

Eight: Global Considerations

- Local/regional/national
- But increasingly international media marketplace,
- Geopolitical conflict, and
- Transnational, cross-cultural and indigenous media.

Nine: Into the Future: Entering the Metaverse

- Networked virtual worlds,
- Immersive and media rich,
- Interactive,
- Crypto and encrypted,
- Trillion-dollar economy,
- High social/interactive,
- Projected 25% of world's population will spend 1 hour a day or more inside Metaverse by ~2025.

Ten: Career Pathways

- Journalism,
- Social media managers,
- Content/experience creator/producer/curator,
- Public relations,
- Advertising practitioner.

Thank you very much!

I look forward to your questions and comments.

Please do not hesitate to contact me at jpavlik@rutgers.edu