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**ANALYSIS OF THE APPEARANCE,
DEVELOPMENT AND INFLUENCE OF SELF-MEDIA
FROM THE PERSPECTIVE OF COMMUNICATION**

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

Object of the research – The emergence and development of self-media, the current state of self-media.

Subject of the research – The economics of self-media, and how it works behind the scenes of self-media operations

Thesis' aim – Clarify the rules of self-media operation and then discover its realisation value.

Basic results.

The development of new media has created countless fortunes around the world. New media as a form of media has emerged in this new era. New media is a form of communication that uses digital technology to deliver information and services to users through channels such as computer networks, wireless communication networks and satellites, and through terminals such as computers, mobile phones and digital televisions. From a spatial perspective, 'new media' refers to the counterpart of 'traditional media', which is supported by digital compression and wireless networking technologies and can be globalised across geographical boundaries through its high capacity, real time and interactivity. The most direct source of financial gain for self-publishers is through traffic or other traffic sharing, followed by soft copy advertising, which is how self-publishers gain more than 70% of their profits, depending on the number of followers, activity and popularity of the self-publisher, and other ways of gaining financial gain such as fees, e-commerce and bounties. Self-media continues to challenge traditional media, with new forms of self-media, such as anchors, becoming the backbone of news and information dissemination. The development of self-media is irreversible, and what platform managers and government departments need to do is not to stop this behaviour, but to better regulate behaviour and improve policies. We should be more tolerant and open-minded in our approach to self-media.

Keywords: New Media, self-media, Modern Communication, Social Application, Flows, Streaming, Speed Of Information Dissemination, self-media Economy, Influencer, Capital Involvement.