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**THE ROLE OF DIGITALIZATION IN THE TRANSFORMATION  
OF THE MODERN MEDIA SPACE**

Master's Thesis  
ANNOTATION  
Speciality 7-06-0321-02 Communications

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## ANNOTATION

This thesis investigates the significant impact of digitalization on the transformation of the modern media landscape. It aims to analyze how digital platforms, technologies, and practices disrupt traditional media formats and alter communication methods, content production, and audience interaction.

The master's thesis includes 59 pages and 64 sources used.

*Keywords: digitalization, media transformation, modern media space, traditional media, digital platforms, content creation, audience engagement, media ecosystem, user-generated content (UGC).*

This study aims to provide insights into how digitalization has reconfigured traditional media practices and the resulting far-reaching impact on society.

The findings underscore the necessity for traditional media to innovate continuously in the digital era to remain relevant. This thesis contributes to both academic discourse and practical applications in the field of media and communication studies.