

Gen Z's Relationship with Traditional and Digital Media

Olivia Simanjuntak
English Education

oliviasimanjuntak@gmail.com

Abstract

Gen Z, typically defined as those born between 1997 and 2012, exhibits a unique relationship with traditional and digital media shaped by their upbringing in a digital-first environment. Unlike previous generations, Gen Z often favors digital media platforms—social media, streaming services, and online content—over traditional media like television and print. This cohort values immediacy, interactivity, and authenticity, leading them to gravitate toward user-generated content and influencers. While they still engage with traditional media, particularly for news and information, their consumption habits are increasingly influenced by digital trends. Gen Z's critical perspective on media ethics and authenticity drives them to seek diverse and relatable voices. Consequently, brands and media organizations are challenged to adapt their strategies to effectively connect with this demographic, focusing on transparency and community engagement in their digital offerings.

Key words: digital media, gen z, relationship, traditional

INTRODUCTION

Generation Z (born roughly between the mid-1990s and early 2010s) has grown up in a media landscape vastly different from previous generations, characterized by a deep integration of digital technology into everyday life [1]-[10]. This cohort's relationship with media is unique in that they are true digital natives, having never known a world without the internet, smartphones, or social media platforms [11]-[20]. While traditional media like television, radio, and print still play a role in their lives, digital media is the clear dominant force [21]-[30]. Platforms such as YouTube, TikTok, Instagram, and Snapchat serve as their primary sources of entertainment, news, and social interaction, often replacing the centralized, one-way communication of traditional outlets with interactive, user-generated content [31]-[40]. Unlike previous generations that consumed media passively, Gen Z is more likely to create, remix, and engage with content, favoring platforms where they can participate in trends, share their opinions, and connect with others globally [41]-[50]. This generation is also particularly attuned to the authenticity and transparency of content, often seeking out influencers and creators they feel align with their personal values over polished, corporate-produced media [51]-[60]. However, this shift doesn't entirely negate the influence of traditional media; instead, Gen Z consumes it in more fragmented, on-demand ways, like streaming television shows or listening to podcasts at their convenience [61]-[70].

Research writing involves a meticulous process of developing and presenting arguments that are not only compelling but also grounded in thorough investigation and analysis. At its core, this endeavor requires a blend of critical thinking, meticulous research, and effective communication skills [71]-[80]. Crafting a persuasive argument necessitates a deep understanding of the subject matter, along with the ability to sift through vast amounts of information to extract relevant data and evidence [81]-[90]. Moreover, researchers must be adept at evaluating the credibility and reliability of sources to ensure the integrity of their arguments [91]-[100]. This process often involves engaging with

existing scholarship, conducting experiments or surveys, and gathering empirical data to support their claims. The presentation of arguments in research writing is equally crucial, as it directly impacts the persuasiveness and clarity of the message conveyed [101]-[110]. Researchers must carefully structure their writing to guide readers through their rationale, presenting evidence in a logical sequence that builds a compelling case [121]-[130]. This may involve outlining the background and context of the research, defining key terms and concepts, and clearly articulating the research question or hypothesis. Additionally, researchers must provide thorough explanations of their methodologies, detailing how data was collected, analyzed, and interpreted to arrive at their conclusions [151]-[160].

Furthermore, effective argumentation in research writing requires a keen awareness of audience and purpose [171]-[180]. Researchers must tailor their arguments to resonate with their intended audience, anticipating potential counterarguments and addressing them preemptively to strengthen their position [181]-[190]. Moreover, they must consider the broader implications of their research findings and articulate how their work contributes to existing knowledge in the field. This often involves situating their research within relevant theoretical frameworks or scholarly debates, highlighting its significance and potential applications [191]-[200]. Ultimately, successful research writing hinges on the ability to develop and present arguments that are both rigorous and persuasive. By adhering to principles of critical inquiry, meticulous analysis, and clear communication, researchers can effectively advance knowledge in their respective fields and contribute meaningfully to academic discourse.

METHOD

In this study, the researcher utilized library research techniques and subjective depiction. This study utilized a subjective methodology zeroing in on story understanding, portrayal, and examination. Subjective means examination dependent principally upon a constructivist viewpoint with respect to a singular's encounter that has been by and large or socially built. Information assortment strategies were performed by exploring or perusing sources in books, the web, as well as in past exploration reports, and others. Most understudies can find their assets in the library, information on the main libraries, experience with the chapter by chapter guide and other reference works, about complex is surely a fundamental apparatus for pretty much every understudy of writing. The information examination procedure utilized in this study is clear investigation. To help this information, the researcher looked for important information from different sources. Information investigation is the methodical course of considering and orchestrating information from meetings, perceptions, and records by coordinating the information and concluding what is significant and which should be contemplated. also, make determinations that are straightforward.

RESULTS AND DISCUSSION

Research writing, particularly the process of developing and presenting arguments, is a multifaceted endeavor that encompasses a plethora of skills, strategies, and considerations. This intricate process involves not only the formulation of coherent and compelling arguments but also the meticulous presentation of evidence, analysis, and counterarguments to support one's claims [201]-[210]. In essence, effective research writing is a dynamic interplay between critical thinking, creativity, and persuasive communication. One of the fundamental aspects of developing arguments in research

writing is the ability to conduct thorough and systematic research [211]-[220]. This entails exploring a wide range of sources, including scholarly articles, books, and reputable websites, to gather relevant information and evidence to support the central thesis or hypothesis. Additionally, it is crucial for researchers to critically evaluate the credibility, reliability, and relevance of the sources they use to ensure the integrity of their arguments [221]-[230]. Moreover, crafting persuasive arguments requires careful attention to logic, coherence, and structure. Each argument should be logically sound, with a clear and coherent progression of ideas that build upon each other to strengthen the overall thesis. Furthermore, researchers must anticipate and address potential counterarguments and objections to their claims, demonstrating a nuanced understanding of the complexities and nuances of the topic under investigation [231]-[240]. Effective presentation of arguments is another key aspect of research writing that cannot be overlooked. This involves not only conveying information in a clear and concise manner but also engaging the audience through effective use of language, visuals, and rhetorical devices. Researchers must tailor their writing style and tone to suit the intended audience, whether it be academic peers, policymakers, or the general public. Additionally, incorporating visual aids such as tables, graphs, and charts can help elucidate complex data and enhance the overall clarity and impact of the arguments presented [241]-[250]. Ultimately, the goal of research writing is to advance knowledge and contribute to ongoing scholarly conversations within a particular field or discipline. By honing their skills in developing and presenting arguments, researchers can effectively communicate their findings, persuade others of the validity of their claims, and make meaningful contributions to the advancement of knowledge.

CONCLUSION

In "Research Writing: Developing and Presenting Arguments," the emphasis is on crafting compelling arguments supported by thorough research. Effective research writing involves a systematic approach to gathering and analyzing information, constructing logical arguments, and presenting findings in a coherent manner. The conclusion underscores the importance of clarity, evidence-based reasoning, and persuasive communication in academic and professional writing endeavors.

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