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Oral Presentation

Modern and Traditional Media: A Chance to Discover Ingenuity and Talent

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Abstract

If we plan to collect the talent and ingenuity of the next generation, we must help them succeed from an early age. A comprehensive understanding of how to nurture the creativity and talent of young people could lead to its presence in adulthood, as talent creates opportunities for human development and fulfilment. The media is a powerful industry for constructing, influencing, and maintaining child identities and talents; indeed a major part of a person's identity forms before the age of seven. One of the media's largest roles is to showcase the news and talent of famous individuals, which gives them a seemingly higher status and self-importance. Similarly, the media can be the platform for children to show self-assurance, confidence, and talent, especially as primary users and viewers of media. The new age of media has created new opportunities for recognizing talent and ability that were nearly impossible before. This presentation will discuss the roles and future of technology and media in talent identification.

Keywords: Media, Talent Identification, Children.

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