**“Emerging media” are communication formats or channels that are in the process of becoming part of society's communication architecture**. It can take decades before an emerging medium becomes an established medium and, even then, the new medium is often in a constant state of refinement and innovation. What is the importance of emerging technology? Emerging technologies have the potential to **significantly improve a company's ability to scale on demand, address business problems, increase resilience and deliver technology solutions quickly and safely when used effectively.** It has transformed the way we communicate, share information, and consume media. While it has brought about many positive changes, such as the democratization of information and increased connectivity, it has also had negative effects, such as **the spread of misinformation and the amplification of hate speech.** Emerging Media includes **new formats, technologies and digital cultures such as virtual and augmented reality as well as constantly changing forms of mobile communications and social media**. Media **plays the watchdog function for the society**. It also impacts the fame of a political party, organization and individual. With the absence of media, the people would be isolated not only from the society but from the government, lawmakers and from the rest of the world.