THE NEW ERA OF COMMUNICATION: advertising in the context of social media

A NOVA ERA DA COMUNICAÇÃO: publicidade e propaganda no contexto das mídias sociais
LA NUEVA ERA DE LA COMUNICACIÓN: publicidad em el contexto de las redes sociales

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ABSTRACT:
The digital development caused the Brazilian advertising market to undergo intense transformations and led professionals and agencies to work to reinvent themselves, every day, in the search for the best alternatives and opportunities in the current media scene. The general objective of this article is to contextualize how advertising is inserted in the context of digital social media. The specific objectives were as follows: to reflect on the logics and practices that characterize advertising and advertising in the context of digital media and to emphasize the impacts of this communication on the current ecosystem.

KEYWORDS: Digital ecosystem, social media, internet, advertising.

Introduction

Technology provides new forms of social, cultural and behavioral communications and interactions. The digital age is no longer a near future, it is the present of the now; connections are made instantly and you only need one click to learn more about a story, a product, a brand. In addition, there are different points of view, and different views about the same discourse. As explained by Sodré (2002), "the point of view is no longer unique or subjective, since it diffuses objectively throughout the social space, giving the world itself the power to see instantly, simultaneously and globally" (p. 73). From the updates of media devices, such as personal computers and cell phones, new forms of communication have originated, changing the relationships between individuals. Faced with this transformational scenario, advertising closely followed these changes and restructured based on the "new" behavior of consumers and their recent communication needs.

Ghisleni e Barichello (2014, p. 220) report that Contemporary studies point to a migration of organizational advertising that, from traditional supports, started to invade the online platform, creating yet another form of communication, and strategically established it as an advanced and deterritorialized institutional logic.

On this context, it is valid to infer that the innovations and new experiences to which everyone is submitted alters the perception of what is possible to accomplish and experience today. Castells (2012) also reinforces that the balanced relationship between technology and organizations is a two-way street: at the same time that technologies change the way of life of men and the way they experience them, they also shape them. Based on this statement, it can be understood that information and communication technologies condition a new reality of internal culture in organizations.

It is worth remembering that technological capacity is important, but the experience that machines can provide us is what causes the real impact and revolutionizes communication. For Chatfield (2012, p. 27), "if we want to live with technology in the best possible way, we need to recognize that what matters, above all, is not the individual devices we use, but the human experiences that they are capable of create".

The transformation of technology has brought significant impacts to society, and such changes interfere in people's lifestyle and habits, especially changing the way they communicate. In this direction, there is no rigid logic in predicting the actions that will be developed for the internet considering that digital tools evolve daily, what we can detect is that the mediatized environment puts content production on the scene, and interactivity changes the flow of information. Communication.

The moment is one of change, and the internet, together with telecommunications and digital technologies in general, is one of the agents responsible for this phenomenon, since it is able to break barriers in time and space, causing innumerable changes to social life. In this way, advertising comes into the picture as a main component of the research scenario and refers to actions of a commercial nature that take place through the media, with the aim of providing information, developing attitudes and generating actions that bring benefits to advertisers. , be it products or services. Sant'Anna (2009, p. 60) adds that "it does this openly, without covering up the name and intentions of the advertiser; ads are paid stuff". In addition to helping to sell products and services, advertising is also able to build the reputation of a brand or company.

The digital development caused the Brazilian advertising market to undergo intense transformations, and forced professionals and agencies to reinvent themselves, every day, in the search for the best alternatives and opportunities in the current media scenario. Sant'Anna (2009, p. 261) informs that "it is difficult to classify the internet as just one medium, since in fact, different media converge for it". The author adds that it is necessary to understand that it is not the traditional media that are in the Internet environment, but the traditional languages have been transferred to this context and have gained their own language. We see the digital ambience from here, especially through digital social media. For this reason, the general objective of this article is to contextualize how advertising is inserted in the context of digital social media. The specific objectives are as follows: to reflect on the logics and practices that characterize advertising and advertising in the context of digital media and to emphasize the impacts of this communication on the current ecosystem. The present study has the nature of exploratory and descriptive qualitative research and is defined by its theoretical-reflective character. Thus, the changes and transformations inserted by advertising in the online context of social media are relevant.

For Brake and Safko (2009), social media are made up of numerous sites that promote communication and conversations for thousands of people, but also serve to reach only certain audiences. Cipriani (2011) adds that these media work as instruments of interaction that work through the internet. This context that has been molded since the emergence of the internet, has been consolidating and expanding its strengths every day. For this reason, Colnago (2015, p. 7) reinforces that "digital media and social networks have been supporting, in an increasing way, the tasks of building, maintaining and increasing relationships".

Digital social media and networks are also important for the process of building reputation, which is a qualitative perception, as they coordinate the actions practiced in the digital environment according to the image of oneself that one wants to build and disseminate (Recuero, 2008). In the academy, there is a conflict about the theme about the difference between the concepts of media and social networks, which although inserted in the same theme and often used as synonyms, do not mean exactly the same thing. For this text, we will consider what was said by Brake & Safko (2009) when they found that the basic difference between the terms is in the fact that in social media people communicate individually, but not always with each other, and, therefore, do not necessarily constitute a network of relationships.

That said, the study is organized in sections as follows: it starts with the concept of digital advertising and its global use, moves on to the definition of digital advertising and advertising in Brazil, the most used social media and market trends, with the section on methods and techniques and ends with the results and conclusions.

2 Theoretical Discussion

2.1 Publicity and Advertising in the Digital Context

Discussing advertising today is also a way to contextualize *online* territory. By this logic, it is necessary to understand how the brands and companies that are present in the online space create and produce their digital channels to contemplate the new media and trends in this field.

Every day the media spaces and their formats drive transformations and renovations in their channels, just as the communication trends are constituted and, in view of the above, new communication environments are invented to expand the digital advertising scenario. As there are several possibilities, consumers have become more demanding with what they consume and have proposed a more interactive space sealing a network that can be understood globally. Castells (2006) apud Duarte (2019) defines that

> In the expansion of networks of new communication technologies, self-controlled mass communication emerges. In his definition, the author explains that it is about mass communication because it is expanded across the internet, with a surprising possibility of coverage (Castells apud Duarte, 2019, p.22).

The emergence of new communicational needs and the consequent insertion of advertising in digital environments causes profound changes in advertising, and changes in media ecology cause adaptations of these advertising practices that justify the need for academic research. Understanding these technological insertions and the reflexes of their performance in people's lives are important and, at the same time, a challenge for communicators, who need to be attentive at all times, observing how changes in the context impact people, their lives, relationships and relationships that include both personal and professional life.

It is worth noting that the pertinence and opportunities, provided by the continuous use of *online* communication, are factors that make the constant improvement and investment on the part of organizations indispensable, especially because the technological transformations and the advances in the field of communication demanded great changes of some years Here. These are changes that

also affect advertising and what is expected of it, which reflects reality and the context in which it is inserted, whether economic, social, political or cultural.

Although in a relatively short period, which includes a little more than 20 years, considering its beginning in 1995, the digital advertising ecosystem has already gone through some phases that go from the insertion of the first banners with static content, reproduced from the printed media, even those with moving, dynamic and interactive formats (Ghisleni & Barichello, 2014), advertising in the digital environment transformed their traditional practices and opened space for more complex interactions, offering a new dimension to organizational communication and research in this area.

In this sense, it is important, and necessary, that further studies seek to account for this phenomenon in full procedurality and that they turn their attention to what is happening in digital media, which are responsible for influencing a good part of the consumer market, in any area where if inserted.

Sodré (2002, p. 162) already stressed that the commutator, or the individual who is in conformity with consumption and production, may "be able to connect productively (at all levels of the work relationship), and then be -for-consumption, that is, to be a collector of sensations".

> This implies a constant impulse to move or to circulate (even if only mentally) in search of diversity and novelties. In the cybernetic network, the euphoria of digital movement, of the apparently unlimited "access" to data sources, implies a mental and emotional "entanglement", which hides the real bodily immobility (Sodré, 2002, p. 162).

Today, digital advertising is one of the fastest ways to reach a comprehensive field of users, as explained by Castells in the article given to journalist Sérgio Martin for Rádio Europa Aberta, on the platform Outras Palavras (2012), "the great transformation was produced in the last ten, twelve years, when horizontal communication began to spread. In other words, no longer the one that goes from one to many - but the one that goes from many to many". Digital advertising is endowed with possibilities, and brands and companies that are able to unravel it, will know how to connect without so many insecurities in trends and spaces that permeate what is today called the digital ecosystem. What needs to be explained, based on this metaphor, is that: digital advertising is still a new environment, with different and changing "waves" of information, channels and formats; brands and companies that are not connected in the same direction. Thus , they have a distance with their consumers and possible customers, considering the period they live in today: the information age

(Castells, 2009), in other words, the present is surrounded by great and constant phases of revolutions , mainly the technological guided by the digital environment, this is already experienced: a communication society, but also an information society, as Castells (2009) reinforces being a social organization whose production, processing and transmission of information are transformed into a crucial point for productivity and the exercise of power.

The traditional advertising - which many companies and brands for long governed their base - used means *offline*, such as the pamphlet, brochure, billboard, business card, and for companies that had greater purchasing power, ads in TV, radio and newspaper. This form still exists and is explored, however when it comes to advertising, which becomes the main form of dissemination, it becomes a joint media for digital media, just as it is today. It can be said that digital advertising has strong adherence, but traditional advertising still has its vast resources to contribute to the formats and channels in the online. Brands and companies that use this tool to insert themselves in these two channels - both *offline* and digital - must know how to find and take advantage of the possibilities and benefits to connect their advertised content to their consumers.

Thus, it is extremely important for brands and communication professionals to understand the difference between digital advertising and digital marketing. The two are connected concepts, however, both have differences in their approaches. Digital advertising deals with the diffusion of ideas, products, services and goods of a certain company, while digital marketing is directly related to the 4 Ps of the marketing mix - Price, Square, Product and Promotion - and digital advertising comes into one of these four pillars, that of promotion . Gabriel and Kiso (2020) consider that "digital marketing is simply marketing", and the digital environment provides new platforms for the development of their strategies. In this line of reasoning, digital advertising is a tool that is part of marketing developed in the digital age, so it can be said that both are tactics that if used in a well thought out way and according to the need of the brand, (be it the product , service or the message that that company wants to convey to the audience on its digital channels) will be able to reach the determined audience, create a close relationship and produce a positive impact on the consumers' view, since for the sale of a product or service to occur in today's times it is of great value to know how to consider the consumer's experience with what is being advertised, generating value and creating quality content are key points for digital advertising to become a success for brands.
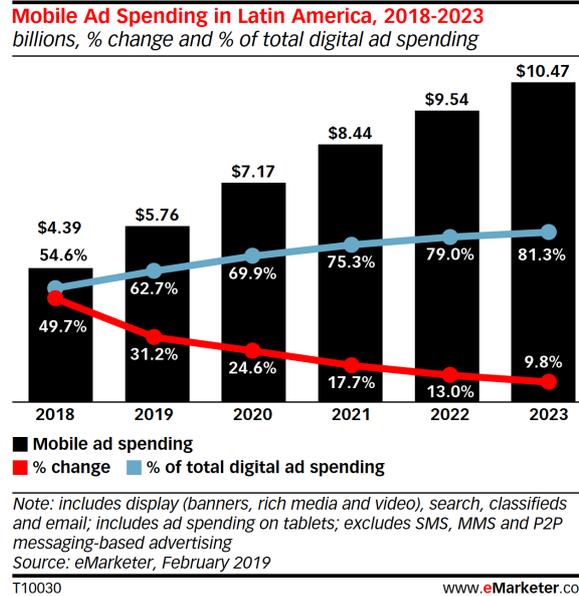
2. 2 Digital Advertising in Brazil

Digital advertising in the Brazilian territory is constantly on the rise, and according to the news platform Meio e Mensagem (2019), the report of the Latin America Ad Spending study projects that in the year the 2019 Brazil continued being the largest market mobile in Latin America, with 50, 7% of all advertising dollars. However, in the year 2020, with the pandemic caused by the SARS-CoV-2 virus, also called the New Coronavirus, the growth rate of the mobile market and spending on digital in Brazil totaled about 5.2% more than than in 2019.

According to the Statista Research Department, in the last year (2019) Latin America increased the advertising spending by three percent, but this year (2020) is expected to decrease by 13.5%. However, in contrast, there was an increase, fueled by the social funding caused by the pandemic. The companies and brands that previously did not require its efforts to digital had to work hard to win space in the virtual context and create connections and branded souvenirs to the audience with this atypical moment.

As explained by the eMarketer study (2019), figure 1 reports the projection on mobile device spending from 2018 to 2023 in Latin America, this study states that online advertising was below the global average, however, the more users begin to enter the online territory, that is, use *e-commerce* for the first time, relying more on online platforms and having a smartphone or personal computer as a means of accessing online, all these ways indicate to companies and brands that digital consumption is being taken into account by their audience, therefore, make digital advertising an integral part of media and communication strategies (eMarketer, 2019).

Figure 1 Graph on estimated spending on mobile devices in Latin America between 2018 and 2023

Mobile Ad Spending in Latin America, 2018-2023
billions, % change and % of total digital ad spending

Mobile ad spending
% change   % of total digital ad spending

Note: includes display (banners, rich media and video), search, classifieds and email; includes ad spending on tablets; excludes SMS, MMS and P2P messaging-based advertising
Source: eMarketer, February 2019

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Source:.eMarketer (2019)

The graph illustrated in figure 1 is based on a study by eMarketer in (2019, online) and quantifies an estimate of investments with *mobile*, that is, with digital ads. Between 2018 and 2019 there was an increase in investment in digital advertising in Latin America. In 2018 the application was 49.7%, and the number for 2019 is 62.7%. As a result, this increase will also cover other subsequent years: in 2020 the expectation is that there will be an increase of 69.9% compared to the year 2019. In addition, for the year 2021 this percentage rises to 75.3% and the average for the year 2022 is around 79.0% and this percentage estimate grows to 81.3% in the year 2023. The formats that are driving the growth of digital advertising, in this case, ad spending in Latin America, according to the report of the eMarketer *Latin American Ad Spending* study (2019)

> The exhibition will represent 57.4% of total digital ad spending this year, driven mainly by video and social media, followed by research (37.1%) and classifieds (5.5%). The cell phone remains one of the main drivers of growth in digital ad spending. This year, the participation of mobile devices in digital advertising will represent 62.7% of digital investments (Emarketer, 2019).

Thus, it is noted that advertising in digital scope, in the Brazilian territory, generates results for advertisers who are inserted in the digital ecosystem and use strategies and practices that promote consumer immersion and experience within this field. Brands, in turn, can now make a communication and sales effort, not only

locally, but at national and even global levels, because the internet has revolutionized the way the message is penetrated, that is, depending on the scope of advertising campaigns in the online field, the audience becomes part of the whole and what could reach a small group, can reach different types of audiences, which well segmented and delimited can provide success for brands. Viral campaigns are made in this way, companies that previously contained their communication only in the traditional, today can now insert themselves online, digital advertising facilitates, with the production of non-invasive content and for different social media, such as *Facebook, Instagram, Youtube ,* among others. Meant For Ghisleni (2019, p.172) "it is necessary to understand that it is not the traditional media that are in the internet environment, but the traditional languages have been transferred to this context and have gained their own language" and for Sergio Martin (2012, online) in his interview with sociologist Castells (2012).

> The media have become both global and local. With digital transmission, different media can be recombined. What used to be a very local communication and in which there were few channels and few ways of spreading messages, has become a huge constellation that is everywhere (Martin, 2012, online).

It can be inferred, from the research composed by the IAB, AdSpend (2019) that the data on the audience in terms of the audience of the most used social platforms is used both for browsing and for the creation of materials and content involving advertising in social media in Brazil are evolving, as shown in figure 2.

Figure 2 Quantitative data on the most used social media platforms in Brazil
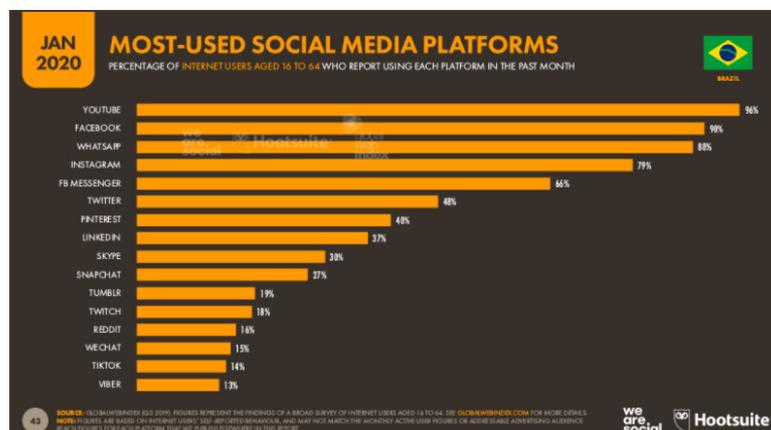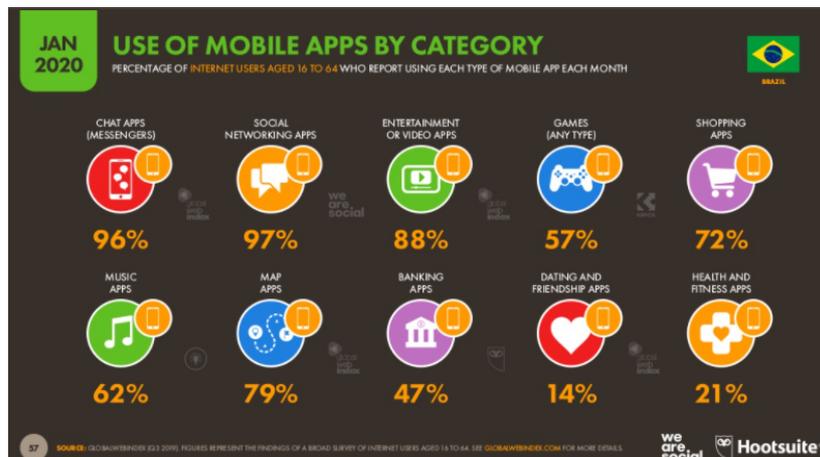

Source: Hootsuite (2019)

According to data and data in the Data Reportal, We are Social and Hootsuite (2020) survey released in January 2020 , the quantification of the public that uses the social networks *Youtube, Facebook, WhatsApp, Instagram,* *Twitter, Pinterest and Linkedin,* are increasing the percentage of users and their audience base and an interesting analysis about this information is to realize that, part of the social platforms are considered social networks of greater use by the female public , with an estimate of 52.9% according to the study of Data Report al , We are Social and Hootsuite (2020). Thus, brands that they use in social media and in their different content structures, are used both for advertising and entertainment. The combination of these two strategies, as emphasized by Duarte (2019, p.23), serves "as a resource that aims to arouse the interest of the recipient, providing him with more time available for that message and / or brand", end up having a greater visibility to women. The social networks most used by the male audience, on the other hand, are media that have a more informational "content", such as *Twitter* and *Linkedin,* but what we can observe and test is: all these platforms create content that may or may not contribute to the success of a brand, product or company and the organic or paid ads they invest in.

To configure the activities of Brazilian users on social media, AdSpend (2019) demonstrates the percentage of activities done from the mobile phone. Furthermore, realizing that the audience uses *mobile* basically for everything just reinforces that digital advertising is gaining even more notoriety from the brands and companies they are looking for. Well, following Lemos and Lévy (2010), cited by Duarte (2019).

> Changes in the contemporary communicational process emerge with the emergence of post-massive communicative functions that allow anyone, and not just communication companies, to consume, produce and distribute information in any format in real time and to any place in the world without having to to move large financial volumes or to request a concession from anyone (Duarte, 2019, p.41).

Figure 3 illustrates the information in current data ascertained by AdSpend (2019) of activities carried out via *mobile,* by Brazilian users.

Figure 3 Cellular use divided bay category of applications

Source: Hootsuite (2019)

The research reveals the main active ages of users from the mobile - *mobile* - with the main point the use of applications divided by categories such as messaging applications, work, games, shopping, Banks, maps, music, video, entertainment, health and well-being, and the functions performed through these applications installed on the smartphones of each respondent. According to the AdSpend study (20 19) and its projection for 2020 , 91% of users use *Messenger* - messaging applications -; 92% say they watch videos on their cell phones; 65% play games on their smartphones; 61% say they use bank applications on their cell phones; 77% conclude that they use map applications - gps and the like - for location clues. Thus with this data, users are increasingly connected, and according to Sodré (2002, p.159), "connection is a keyword", because

> Instead of the psychologically essentialized *self*, the technological relationship or connection emerges as a particular type of entity geared towards the technically relational being, for the individual conceived as a place of intersection in the connections that constitute social networks, for someone systematically outside themselves same (Sodré, 2002, p.159).

To expand, the AdSpend study (2019) found that Brazilians are even more able to use their cell phones to access and perform tasks on smartphones. Concordant the percentage to research conducted by the American system specializing in brand management on social media - AdSpend (2019) - the platform most used in Brasil in January 2019, indicated the *Youtube* video sharing platform, as first place in social networks most accessed by Brazilians in 2019 , a position that continues in 2020 .

Second, *Facebook,* a social network that continues to be a successful use for the purpose of marketing advertising pieces, even with some adjustments to its algorithm,

companies still see an advantage in advertising on the social network, as explained by Ghisleni (2019)

> Some posts gain relevance on Facebook, in part, because of advertisers' strategies to attract users' attention, but in most cases, this happens because of the platform's algorithms, which are programmed to cause the involvement and intense interaction of users (Ghisleni, 2019, p.175).

The third place goes to *WhatsApp,* the social media that generates some debates, but which has several formats for companies looking for a closer contact for commercial purposes, *WhatsApp for Business*. Figure 4 refers to social media platforms and their classification considering their use in Brazil.

Figure 4 Online content consumption
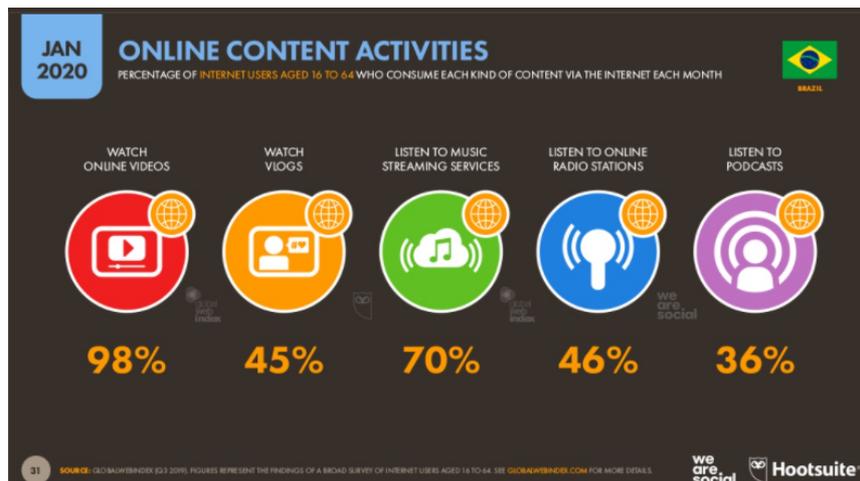
Source: Hootsuite (2019)

It is extremely important to realize that companies are increasingly inserted in the digital context, consolidating themselves in the sphere of the digital ecosystem, Strutzel (2015, p. 5) argues that the "change in posture of users of digital media ended up leading to an interesting phenomenon that significantly affected the way marketing, advertising and communication were thought ". In view of the above, the online culture of each brand provides good support for advertising, marketing and the communication field in terms of the message propagation formats, since the power users have acquired and the "demand of people regarding the content"(Ghisleni, 2019, p. 167), over the thirty years it was reformulated, after all with so many possibilities for them to access and browse, they decide what, where, how and when they want to see and buy.

3 Methodological Aspects

The present study has the nature of exploratory and descriptive qualitative research and is defined by its theoretical-reflective character. The exploratory nature served to provide an overview of the subject and contribute to clarifying the issues addressed. It is also a descriptive research, because "it proposes to verify and explain problems, facts or phenomena in real life, with as much precision as possible, observing and making relationships, connections, in the light of the influence that the environment has on them" (MICHEL, 2009, p. 44).

The procedures used to contextualize publicity and advertising in the context of digital social media included a search on academic sites that provide theses and dissertations, and also on publishers' sites, using the terms: advertising and keywords, combined with the terms media, as keywords social media, digital social media and digital ecosystem. The search also included some entities that are references when it comes to media in Brazil, such as IAB Brasil and Hootsuite. From the data collection, exploratory research gave way to descriptive research, which systematized, according to the objectives of our work, the results we are presenting. Thus, the changes and transformations inserted by advertising and advertising in the context of digital social media are relevant.

4 Trendings and Results

There are several studies that prove that the arrival of the internet has impacted in several areas and opened new doors for brands and companies to promote their products and services and it is also worth mentioning the "participatory culture" (Jenkins, 2008, p. 30) for doing with that the public and all managers collaborate actively with the environment. Rocha and Trevisan (2018) reinforce that "communication is a strategic tool for organizations. [...] with digital media and the simultaneous use of different communication platforms, organizations need to establish dialogical relationships with their stakeholders".

And the consumption of social networks, as evidenced by the AdSpend (2019) study on Brazilian users, indicates how active consumers are. Thus, based on the activities carried out in each social media, it is possible to determine what they consume and to draw, from that, a panorama of activities, both related to habits and attitudes within social networks and access to the discourse that the brands promote through digital advertising. This modern context, as stated by the authors (2018), points to "transparent communication based on real values". Brands are not creating

ads and campaigns just to publicize a certain product or service, but to emphasize values, create engagement and translate a narrative of multiple possibilities with relevant content for the public until decision making.

Sant'Anna, Júnior & Garcia (2019) reveal that dealing with news, as is the case with the digital environment, with the functions of the internet and access platforms, can still be considered something new, in a relative sense, as it is notorious that, in the last 20 years, there have been continuous changes in the digital and communicational ecosystem of brands and, obviously, advertising wrapped in digital, with attractive novelties that allow the market new visions.

> And these are the factors that explain the difficulty of advertising and marketing professionals and even of users, in understanding this network as a private communication tool and, therefore, it needs its own approach. [...]. It may have text, but it is not like a newspaper. You can have many photos and drawings, even simulating the turning of pages, but it is not like a magazine. [...] (Sant'anna, Jjúnior&Garcia, 2019, p. 280).

In addition, the digital environment is a network of multiple alternatives and, therefore, brands need to seek opportunities to do so, insert themselves and adapt their content to each current platform. It is a giant challenge, but it is necessary "to find the way to produce and distribute content adapted to the platforms of interest to users, and to do so with quality, so that the user accepts payment for the service as a normal consequence of the service provided" (gHISLENI, 2019, p. 177).

Thus, it is very important to realize that part of the population possessed e mobile, noted the AdSpend Research (IAB, 2019), and this interpretation is valid to keep in mind that "communications drive the growth of electronic commerce and comes playing an increasingly important role in the lives of people around the world "(Ghisleni, 2019, p. 178). In this sense, digital advertising with the new trends promotes the occurrence of new formats, which makes brands willing to change and adapt to the new consumer behavior.

New practices create new visions. The internet has provided brands with this, and advertising and advertising in the information and communication era reinforced this foundation. Brands are taking into account the user's power to decide what, where, when and how to see (Strutzel, 2015), so the process of producing and running online campaigns needs to take into account two basic fundamentals: structure and planning .

During the research, it was found that advertising and advertising in the context of social media is currently used as a solid base and support tool for brands and companies that want to attract, prospect, leverage business and retain new and old customers. To carry out this loyalty and prospecting, companies and brands use digital advertising, with strategies linked mainly to digital marketing, and it is worth mentioning here, again, that online advertising is a tool of the 4Ps of digital marketing, in this case the promotion P . Thus, it can be considered broader, with a much more plural and unlimited digital ecosystem, serving as a space for dissemination, not least because the internet has fostered this transformation in the digital media of brands towards their online communication channels.

Sant'anna, Júnior & Garcia (2019, p. 275) already stated that "there is no way of saying whether the internet was the cause or the consequence of this contemporary moment that some call the "age of communication". The fact is that this environment is increasingly present in people's daily lives. And as for the authors' statement (2019) about the "age of communication" (p. 275), advertising professionals realized the importance of being present in these environments and thus producing their own digital cultures, after all, people are increasingly connected, the average time spent on the internet by Brazilian users, according to Brasil's Digital in 2019 Report (2019) shows that Brazilians spend around 9h and 29min accessing the internet on any device, soon makes the internet a "very useful tool for work, entertainment, information and commerce" (Sant'anna, Júnior&Garcia, 2019, p. 275).

The most recent study in the Social Media Trends report developed by the reference platform in digital marketing in Brazil, Rock Content, shows, as figure 5 demonstrates, that 96.2% of companies are present on social networks, 62.6% consider that social networks play a very important role for companies and 42.1% have already used social networks for more than 3 years.

From this, the rise of companies and brands in the online space is significant, promoting, creating and running paid and organic campaigns on websites, blogs and search tools in different formats, such as: banners, *landing pages, call to action* , email marketing, *Apps* , among others. From this reflection, it is valid to infer that the need for advertising, as well as for professionals and brands that run their campaigns in the traditional model and in the online field, to make an effort to witness, study and monitor changes not only in the market, but also in the behavior of their employees and consumers, after all,

> Information and communication technologies condition a new reality of communication in organizations and this has had significant impacts on society, interfering in people's lifestyle and habits. It is up to the communicators to be attentive to the signals that the market sends to each change, to research and update their knowledge in the light of the market and technological context, to participate in the adaptation of the advertising pieces to each media platform (Ghisleni, 2019, p.178).

Finally, information technologies are advancing more and more and whether they want to or not, advertising must accompany these new ways of communicating. The internet is now a routine reality, of which part of society experiences; the age of information and communication (Rocha & Garcia, 2019) is no longer a distant future, it is the present of the now. Communicologists, in general, not just advertisers, should understand that invasive advertising is not well regarded and accepted, users are not comfortable receiving an advertisement or some type of advertising that has not been granted permission. Since in today's days, those who detach themselves from the traditional and invest in differentials, earn points, after all, consumers are a fundamental part in the dissemination, visibility and give a constant voice to products, services and advertising campaigns. Given the above, it is not enough just to be actively present on social media, "filling" the content users' *feed* just to promote that product or service, this is past and totally invasive, relevant content is needed to create value for the brand and thus be able generate loyalty, as well as updating, studying and, above all, adapting to the new formats that each platform offers, always keeping in mind to offer a great experience to the consumer.

5 Final Considerations

The scenario of technological and cultural transformations since the emergence of the internet is not a passing moment or a moment that affects the media and advertising, it is a permanent state of communication. One of the factors that contributes to this is, as shown in the consumption data, the expressive number of people using digital media and, in addition, the growing number of hours that consumers spend using the networks for different tasks.

The participatory culture, a concept that was developed by Jenkins (2008), demonstrates the new condition played by consumers, who are not restricted to receiving messages, on the contrary, they have several possibilities for collaborative construction of content on the network, which multiplies the opportunities that the digital ambience can offer both people and brands.

As Struzel (2015) points out, it is not just about being present in the digital environment, because it is necessary to interact and invest in attractive content to try to establish an interaction between consumers and brands, such as, for example, the search for themes that are consistent with the interests of the public or that are in vogue on social media at a given time. Also, testing and exploring interactive possibilities became part of the daily lives of brands that, in global times of communication and mobile technologies, need the novelty not only for its creative value, but for its appeal to the public. Although these interests may be ephemeral, they make sense from the point of view of the brand at a given moment of effervescence, and this ephemerality is a characteristic of the media, which evolve not only in terms of their access devices, but in the communication functionalities they exercise.

It should be noted that the media convergence conceptualized by Jenkins (2008) is not restricted to the convergences between media or technological devices, it covers the flow of communication and interactions in the most varied media and markets, which started to gather messages and, thus, points of view and ways of understanding the world, even if these forms are plural from one community to another or even from one individual to another. It is reiterated that "convergence is a word that can define technological, market, cultural and social transformations ... In the world of media convergence, every brand is sold, and every consumer is courted by multiple media platforms" (Jenkins, 2008, p. 31). A fact already stated by Castells (2009) when envisioning a future in which the internet would be reached by a wide diversity of audiences was that this media would serve as a contribution to practically all interactions and social processes, strengthening the information society with interconnected networks at the global level. In this way, "information represents the main ingredient of our social organization, and the flows of messages and images between networks constitute the basic chain of our social structure" (Castells, 2009, p. 573).

However, the technologies do not necessarily replace the previous technologies, as it is, above all, an expansion of markets and technological capabilities. In a time of media convergence, what changes for consumers is, mainly, the way messages are elaborated and communicated and, as digital media contribute to digitize everyday experiences, all interaction processes culminate being affected. In this sense, the emotional involvement of consumers with messages, entertainment products and brands is increasingly gaining strength, since "consuming the product is no longer

enough: it is necessary to invite the public to enter the brand community" (Jenkins, 2008, p. 47).

Finally, another aspect that contributes to the immersion in the digital world is the mobile technology, which generated a great impact in this ecosystem. Mobile represents, at the same time, instability, and innovation in the advertising environment, since it is the first and, often, the only point of contact between consumers and the Internet. Therefore, there remains a need to understand, first, human behavior in the face of messages and the media in order to then develop and explore advertising possibilities, always in effervescence.

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RESUMO:
O desenvolvimento digital fez com que o mercado publicitário brasileiro passasse por intensas transformações e levou profissionais e agências a trabalhar no sentido de se reinventar, a cada dia, na busca pelas melhores alternativas e oportunidades no cenário de mídia atual. O objetivo geral do presente artigo é contextualizar como a publicidade e propaganda está inserida no contexto das mídias sociais digitais. Já os objetivos específicos foram os seguintes: refletir acerca das lógicas e práticas que caracterizam a publicidade e propaganda no contexto das mídias digitais e enfatizar os impactos dessa comunicação no ecossistema vigente.

PALAVRAS-CHAVES: ecossistema digital; mídias sociais; internet; publicidade

RESUMEN:
El desarrollo digital provocó que el mercado publicitario brasileño experimentara intensas transformaciones y llevó a profesionales y agencias a trabajar para reinventarse, todos los días, en la búsqueda de las mejores alternativas y oportunidades en el escenario mediático actual. El objetivo general de este artículo es contextualizar cómo se inserta la publicidad en el contexto de las redes sociales digitales. Los objetivos específicos fueron los siguientes: reflexionar sobre las lógicas y prácticas que caracterizan la publicidad y la publicidad en el contexto de los medios digitales y enfatizar los impactos de esta comunicación en el ecosistema actual.

PALABRAS-CLAVES:ecosistema digital; redes sociales; Internet; publicidad