

The article focuses on the development of educational technology and digital media as a key factor in the development of the educational process and the modernisation of teaching methods. It traces the historical development of educational media from primitive symbols to interactive platforms and contemporary digital environments, in an attempt to understand how these media have evolved over time, with a comprehensive comparison between digital and traditional media to highlight the distinctive features and challenges of each in terms of interactivity, flexibility, cost, and prevalence. All of this reinforced my conviction of the importance of integrating digital media in a thoughtful manner within the educational system, provided that this is done within an appropriate formative framework and that the necessary technical capabilities are provided to ensure the success of the experience.