

## Abstract

The biggest change in communication in the last forty years (since the advent of television) has been the invention and growth of the Internet and digital communication. Both, through Information Technologies (IT) offers the potential for communication that is more decentralised and more democratic than that provided by other mass media.

With the globalisation approaching around the corner, countries all over the world has already realising the full potential of IT. This is proved by the emergence of giant IT projects such as the Silicon Valley, Multimedia Super Corridor, Shanghai InfoPort and Singapore ONE. Nonetheless, there are some concerns expressed about the emersion of this new media especially the possible harmful psychological effects.

This research is conducted to see and show how Singapore deals with the demands and IT rush through its multi billion dollar broadband network; Singapore ONE. This includes the transition from a traditional society to a digital society, felt by Singaporean.

The emergence of the communication technologies in Singapore is shared by implementing a broadband network, which connects people from all walks of life thus keeping the nation updated and gratified with the latest communication tools. This way, both the Singapore government and the society enjoy the presence of the new technologies and the benefits it bring throughout the nation.

Findings from this research is hoped to give more understanding on the demands and the importance of communication technology and how it brings great impact towards its users. This can be seen through the social changes and lifestyle of Singaporean and how IT elements and facilities are manipulated by the government to achieve full participation from the society.