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Original Article

The Media in Metaverse; Baudrillard's Simulacra, Is Metaverse that Begins the Apocalypse?

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Abstract *- The Metaverse is a multiuser environment that mixes physical reality with digital virtuality in a post-reality realm. It is built on the convergence of technologies (virtual reality, augmented reality, and mixed reality) that enable a variety of interactions with virtual environments, digital items, and people. As a result, the metaverse has transformed into a socially connected web of immersive experiences. Critical theories are practical and theoretical frameworks we may use to develop a qualitative criticism of the metaverse, in addition to a significant previous work that addresses these platforms' statistically and qualitatively measurable effects. While avoiding postmodernism's excesses and failures, the Metaverse platform setting provides a secure space for media and entertainment to achieve innovative societal transformation and spiritual development. The potential of metaverse to make improvements through better internal staff communication and relationship marketing and to replace the traditional ways of training, teaching and marketing in the fields of education, advertising and communication which argues against Baudrillard's simulacra which are based and grounded on the apocalypse's beginning.*

Keywords *- Metaverse, Critical Theory, Capitalism, Simulacra, Hyperreality, Postmodernism, Advertising, Branding, Marketing.*

1. Introduction

As technological innovation and popular perception, the Internet provides a platform for investigating the world and the place of such totality systems in postmodernity. Perhaps more than any other theorist, Jean Baudrillard offers a fascinating direction for navigating this hyperreality. Although he has not particularly addressed worldwide networking and the Internet in his literature, his comments on telematics and his more general critiques of modernity give a fascinating way to explore the Internet's metaphoricity. The geographical metaphors for the Internet are of special relevance in this Baudrillardian reading: the topological structure beneath the information superhighway that allows for mobility, distance, and speed in a metaphorical world. The term cyberspace is now widely used on and off the Internet as a shorthand for this concept of computer networks as a cybernetic space. It no longer refers solely to the fictitious Matrix. This figuration of the internet as a form of cybernetic terrain, from a Baudrillarian perspective, aims to destroy the symbolic barrier between the metaphoric and the real by presenting an increasingly real simulation of full and understandable reality; it abandons the real in favor of the hyperreal. This heading points to Baudrillard's hyperreality, the doomed scenario that occurs when a model's sophistication exceeds the reality it strives to comprehend.

As a result of Covid-19, the importance of online virtual space for several tasks and especially communication grows and accelerates the transition to the Metaverse era, a new virtual convergence platform based on virtual and reality. The new media universe is crucial in this process, and one of the most important social attributes is interaction, which aids our understanding of the new media universe's participatory nature. As the modern digital media universe continues to expand and evolve, it will very likely appear very different in a few years. As is only now becoming apparent, no one can foresee what the metaverse, also known as Web 3.0, will be like in the near future, according to Cook et al. (2020). However, it is assumed to be true that the metaverse is on its way to evolving in ways we are not aware of.

IBM had built a personal computer with a keyboard and display in 1981 while Baudrillard was working on his Simulacra and Simulation Theory. It cost 1565$ at the time. The underlying stage of web development in which metaverses will be built on web2 or web3 is a fascinating tangential issue. The internet has gone through various stages of development during its existence. Hosch, W. L. (2017) mentioned that as a result, analysts appear to have agreed on three iterations: web1, web2, and web3. Web 1.0 was based on open protocols that were decentralised and community-

governed, and it lasted roughly from 1990 to 2005. This was the era of the read-only internet when the internet was primarily comprised of read-only home pages or the online equivalent of the Yellow Pages.

The majority of the value accrued to network users and builders at the network's edges. Jia, M., Komeily, A., Wang, Y., & Srinivasan, R. S. (2019) assumed that Web2 is the internet's read & write, consume & produces era, which is characterized by the rise of social networking and user-generated content. Web2 is the period between 2005 and 2020 when people can communicate with one another primarily through the sharing of media content on websites and platforms. Due to the economic model associated with platforms, however, value accrued to a few corporations, such as Google, Amazon, and Facebook, rather than to users throughout this period. Indeed, because their platforms are centralized platforms that profit from network effects and hence a concentration of users and activities that generate vast amounts of monetizable data, this version of the internet produced considerable gains and power for these corporations. However, web3, the next version of the internet, is expected to upend this approach since it combines the decentralized, community-governed ethos of web 1.0 with the advanced, modern capabilities of web2.

In a web2 metaverse, new augmented and virtual reality breakthroughs would be used to create immersive digital landscapes and experiences. On the other hand, deploying such technological innovation does not always impact the underlying economic and operational paradigm that gave rise to BigTech corporations and their enjoyment of a winner-take-all environment. The main reasons why this will continue to be the case are the development of platforms, the use of data to create network effects, and an aggressive attitude to acquisitions or strategic mergers with perceived rivals. Where platforms are a digital environment that allows groups of individuals to transact or engage over a perceived value offering through intermediation. Buyers and sellers, such as on eBay and Amazon, or drivers on Uber or Lyft, are examples of this. Because of their ability to collect large volumes of data, platforms are viable business models in today's tech-driven society. Data is crucial because it allows the underlying technology to run more efficiently and effectively and allows the firm to improve and offer a product or service that is more customized to its target market. As the platform's users find the services given to be more useful, the platform draws more users at an exponential rate, resulting in network effects. Charamba, K. (2022) mentioned that BigTech firms have been able to dominate their markets and expand horizontally into related industries and sectors, such as music, finance, and groceries, because to network effects. Facebook is growing daily from humble beginnings as a site to view other college students to a tech conglomerate that facilitated its own marketplace and was building its own digital currency after starting out as a dorm room site to view other college students. Finally, BigTech companies have developed tremendously due to their aggressive mergers and acquisitions strategy. In 2012, Meta, for example, paid $1 billion for Instagram, which had 13 workers at the time. The company is now valued at $20 billion and has over one billion active users. However, because of the anti-competitive claims involved, the deal has been subjected to an intense regulatory investigation. Meta has acquired eight companies that specialize in augmented and virtual reality in order to expand their metaverse possibilities.

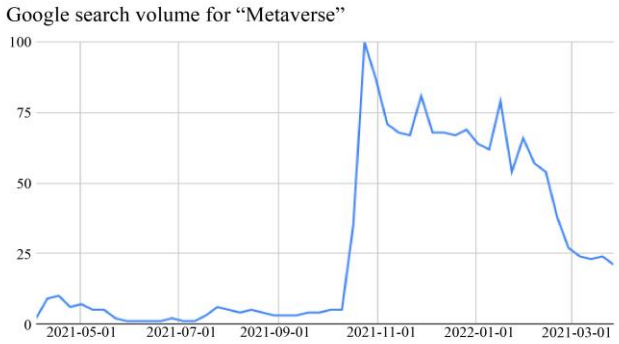

Fig. 1 Google search volume for “Metaverse.”

This heading points to Baudrillard's hyperreality (1981), the doomed disaster that occurs when a model's sophistication exceeds the reality it strives to comprehend. By replacing one reality with potential worlds, the Internet finally provides both the seductions and diminutions of a postmodern world. In general, virtual communities raise more questions about how individuals build relationships than they answer about the goals of achieving electronic democracy. Rather than recreating a model community, cyberspace has the potential to keep us moving beyond our goals into new connections: new chorographies that require new discourses. Similarly, the virtual body deviates from our preconceived assumptions of what it is to have a physical body. In the virtual world of the Internet, our words are our bodies. Following this line of thought, the Internet could be more of a seduction than subduction: a challenge to modernity's beliefs about self and body, individual and community. Rather than giving a complete simulation, the Internet may give space for play. Rather than pursuing goals with this technology, one may give in to the desires of the universe and create cyberspace.

On the surface of our computer screens, Baudrillard's deadly vision shimmers. His vision, on the other hand, pushes us to look deeper into the screen, to find or rather lose ourselves on a different road, away from our usual paths, according to Nunes, M. (1995).

2. Literature Review

2.1 Simulation and its orders

The order of imitation describes the process by which the sign was first freed from reciprocal responsibilities to the

church, guild, or clan hierarchy. On the other hand, the sign imitated recent, major societal occurrences, implying a reference to something other than the sign, specifically a use-value. The industrial revolution and the production order put an end to this phenomenon. The symbol could only be referenced in the marketplace as an exchange value. Signals, on the other hand, could not serve as pure trade value in an ideally logical and economic worldview. The pure sign, which simply reflects exchange value, is corrupted by a variety of non-economic connotations. Baudrillard (1981) defined the order of simulation as the cultural state that follows the production order. It is a cultural scenario in which signs stray further and further from their original context until the referent (reality) vanishes completely. However, it is important not to misunderstand Baudrillard's concept of the end of the real. It is not that truth has vanished, leaving only a culture of illusions behind. In the simulation order, there is no longer any clear distinction between the sign (a representation) and the referent (that is being represented). In this view, reality becomes a sign like any other, and the sign becomes equally real. Baudrillard (1981) coined the word hyperreal to describe this state. As a result, the meaning of each symbol is constantly shifting. Signs are free to circulate around and between referents and things. In the simulation order, signs continue to act as signs that have nothing to do with usage, exchange, or any other real-world notion. According to Baudrillard, the way in which signs are associated with specific referents is not random. Signs are linked together by an underlying framework. The way in which signs are associated with specific referents is not random. Genosko (2021) claimed that this simulation order signals the end of old cultural and economic perspectives; rather than using value (as in the order of imitation) or exchanging value, production items now link to a program determined by a code to sign value (as in the order of production).

2.2 Dissidents of Reality

Baudrillard (1981) offers a critical and pessimistic image of our fate in the semiotic order, condemning us to an eternal repetition of everything that has gone before us, bracing ourselves up against our future beyond the end in a state that can only go on forever and shoring ourselves up against our future. Although the universe continues to advance, progressively realizing the realm of simulation and condemning him to the boredom of an obviousness, he had always feared where primitive cultures believed they could live freely because they had permanently addressed the crime problem. Instead, Baudrillard's ideas must be applied, extended, and pushed further to critically connect with contemporary culture's spiraling simulations and their revertible procedures. He also invites us to be reality's dissidents, to respond to our technological culture's remarkable gift with our own critical counter-gift, to unleash our own force of five conceptual storms across the simulacra deserts, to short-circuit perfect communication networks, and to whip up the fragments of our devastated real. There is no greater challenge than this invitation to rise to the occasion and challenge him to match his thought, ideas, brilliance, and flair. Baudrillard's critical project and life labor remain radically open for us; far from being completed or put to rest, Baudrillard's future begins.

2.3. Simulacra and Social Media

Baudrillard (1981) assumed that It is how we deal with the effects of extensive simulation, in which we cannot distinguish whether what we hear in the media is real or not. The discovery and use of that new technology have exacerbated the situation. This is AI-powered software, as well as virtual and augmented reality, that allows anyone to appear on video and say whatever they want.

With today's massive technical breakthroughs and procedures, even video proof can no longer be trusted, no matter how persuasive it appears.

According to Baudrillard, James Morris (2020) claimed that Propaganda is the marketing, merchandising, and retailing of political personalities, parties, and idea forces, as well as their distinguishing representations. Since many news companies openly publicize their political leanings and inclinations to seek or gain more audience, politics and journalism have been merged into one promotional bundle. What matters now in terms of data processing is how people react to adverts, which can be user-tested and mapped in great detail. Why a red logo attracts more attention than an orange logo is irrelevant, as user reactions and emotions are the only metrics that matter. Advertising has evolved into a data-driven activity with ramifications and consequences in all media types, including political and economic issues. Data processing, such as search engine optimization and social media analysis, is now dominated by real-time analysis of user behavior data.

2.4. Simulacra and Metaverse

Rospigliosi, P. A. (2022) claimed that 2021 could be remembered as the tipping point when virtual reality became widely acknowledged as a portal to the metaverse. The rebranding of Facebook, the world's largest online social network, to Meta reflects a shift well underway among today's students and growing among those who will participate in learning in the future. A virtual transformation will undoubtedly significantly impact what we consider interactive learning environments. The use of virtual reality creates new and highly adaptable learning environments and experiences that mirror shifts in how we socialize and work. Virtual reality could potentially cause a loss of realism in education, labor, and society, which Baudrillard refers to as simulacra (1981). Without falling into technological pessimism, it is conceivable that we will be increasingly confronted with virtual reality and invitations to meet in the metaverse as employees, instructors, learners, and social beings. As the metaverse becomes more widely available, it opens up new possibilities for human-computer interaction and computer-assisted collaborative work. This journal has already begun to build a body of work studying how virtual reality will enable new learning and teaching. Zuboff (2019) assumed that there are risks where social media's overwhelming adoption as the worldwide norm for technology-mediated socialization has given us a taste of capitalism's surveillant capacity to take value from metaverse users' data. The widespread reach of targeted marketing employing adaptive algorithms to personalize artificial connections is heightened when the environment is an increasingly global imitation of reality. Brooks (2021) mentioned countless occasions where the virtual classroom fails to establish the same meaningful connection between students as in-person schooling**.** While Baudrillard warned of the hazards of mistaking the map for the territory as simulacra replaced the simulated and were perceived as reality. The economic, environmental, and epidemiological pressures to adopt virtual reality and enter the metaverse are enormous, but they must be addressed with the same caution and attention as any interactive learning environments we explore in this community of practice.

3. Methodology

3.1. Critical Theories as a Useful Lens to Analyze our Present

The term critical theory refers to successive generations of German philosophers and social theorists linked with the Frankfurt school in the history of philosophy and social science. Horkheimer (1972) mentioned that the critique differs from standard theory. It aspires to build a world that meets human needs and powers, acts as a liberator, influences, and works for human liberation and freedom from enslavement. Furthermore, he asserted that critical theory must achieve two objectives to account for society in a historical context and then strive to present a systematic and complete critique by merging and blending ideas from all social sciences. Since the Institute for Social Research's productive beginnings in the years between 1929 and 1930, the critical theories paradigm has helped us understand how communication is used to oppress and provides solutions to create good social change. It also questions the status of communication environments and seeks alternatives to oppressive communication methods. Tamara Velasquez (2021) claimed that critical theories provide frameworks for investigating the complexities and contradictions of marginalization and resistance in cultures where the purpose is to reform and change power structures or systems rather than simply understand them.

Social theories can be a great tool for examining our present and future. Despite the fact that none of these authors lived to see the social media era or its certain future expansion into virtual and augmented reality, they would undoubtedly have a lot to say about it. The rise of Big Tech and its current pace may be the sequence of worrying events and trends seen and anticipated decades ago by these experts.

3.2. The potential of the metaverse to make improvements and creativity in advertising and pr oductivity within the culture corporation through better internal staff communication.

According to Baudrillard (1981), what has happened in postmodern culture is that our society has become so dependent on models and maps that we have lost all contact with the real world that existed before the map. Reality has begun to merely imitate the model, which now governs and precedes the real world. There is no longer a distinction between reality and its depiction, causing us to interact with one another and the world via the lens of these media pictures.

As a result, we no longer purchase items to meet genuine requirements but satisfy cravings increasingly defined by ads and commercialized images, which keep us a step away from the reality of our bodies and the world around us.

Fig. 2 Metaverse Market Cap

It could start with the realization that all dialogues are universal. The appropriate words can be translated into any setting, resulting in an effective learning interaction between two or more people. Using the wrong words has the opposite impact, resulting in toxicity and anger that can quickly spread among team members. As a result, training and development aim to build tailored solutions that foster a strong human bond. This can be accomplished by developing Metaverse tools that enable teams to interact in any area and situation. Giving or receiving feedback, facing a problem, or asking a question to learn more could all be examples. Conversations build culture, and we have shown that firms that provide feedback, whether good or negative, have a 15% lower turnover rate than those that do not.

Kerr and Richards (2020) describe advertising as a sponsored, owned, and earned mediated communication that a well-known brand activates with the goal of persuading the customer to make a cognitive, effective, or behavioral change now or in the future. The traditional elements used to identify advertising are that it is mediated, initiated by a well-known sponsor with the persuasive goal of eliciting some desired responses, and addressed to a specific receiver or consumer.

These characteristics suggest that the metaverse's various mediated settings, the embodied self as a receiver of information, and the metaverse's various capabilities for activating consumer brand interactions all have the potential to influence how consumers process, interpret and respond to advertising. NFTs are being used to create decentralized virtual entertainment.

Lee, H., Woo, D., & Yu, S. (2022) stated that Web 3.0 has created a shared community that tracks, manages, and transfers digital assets. The media industry should use this technology because it makes it simple to generate new revenue streams. Content creators would also gain more from each sale of their digital assets since they would receive immediate payment, and smart contracts on a decentralized network would protect their digital assets.

Fig. 3 Metaverse Market Map

Metaverse's crafted channels for marketing agencies will benefit their business in a variety of ways and allow them to be more productive and creative through platforms with wide-ranging view subscriptions that can have many possibilities for creative users in marketing, branding, investing, and advertising through a collaborative and autonomous ecosystem that will drive the environment to a new exciting scale by the accessibility for everyone, interoperability, and an open-source community and how early adopters should benefit from their presence on multiple Web 3.0 platforms like Sandbox, Decenteraland, and Cryptovoxels, just as regular Web 2.0 platforms like Facebook and Google did for spreading their products and services in a better way, with blockchain technology, which will bring marketers

Fig. 4 NIKELAND

and targeted audiences virtually within rubbing forearm distance, resulting in a high number of engagement rates, subscriptions and interactions.

Web 3.0 is proving effective in reaching millions of unique and engaged brand users. Nike's latest product, NIKE LAND, is a multinational corporation specialising in footwear, apparel, and accessories. You may play a number of sports mini-games and even utilize interactive sports materials to construct your own mini-games in this latest Nike virtual world, in addition to buying in the store and dressing up with a variety of Nike bespoke products.

3.3. The possibilities in the metaverse to replace the traditional training for employees and educators, creative advertisers and marketers

With 3D VR, AR, and XR training, the metaverse offers new, dynamic engagement methods that allow people to learn quicker, retain information better and enjoy the process. Employees who trained in VR simulators learnt four times quicker than classroom learners and twice as fast as e-Learners, according to one study; also, lessons were shorter in terms of resource allocations, lasting only 20 minutes rather than an hour. Metaverse modalities can provide immersive and collaborative experiences that appeal to employees and directly impact operational profitability. Rather than simply teaching theory, teams receive actual people practice through bespoke solutions that can be easily scaled for firms of any size, ensuring that training keeps pace with company development and shifts. Various modalities can be constructed in the infinite metaverse to imitate real-life events that teams face in their specific and demanding tasks, allowing them to build and design solutions as they learn. Mixed reality provides developing workforces with multiple chances to learn, sustain, and change how they operate without going offline for hours at a time and with more impact. Virtual reality training has been demonstrated to create more focus, offering employees better knowledge retention and understanding, in addition to a much faster rate of learning. In fact, we have discovered that extended reality and immersive learning modalities improve recall by more than 75 percent when compared to traditional training approaches in most cases. In addition, team members can be immersed in various scenarios in 3D/XR/VR settings, learning in a safe atmosphere that allows them to attempt again if necessary. Mystakidis, S. (2022) stated that the metaverse is unique in that it provides team members with continual, perpetual training opportunities throughout the year in a considerably more flexible and convenient manner.Teams can use discussion skills in a completely tailored setting with situations exclusive to their workplace. This is accomplished while learning from real-life and practical instances. The metaverse's learning mechanisms are also easily sustainable for businesses in the long run. Furthermore, Metaverse learning solutions can be customized for a wide range of employee types inside any organization, ensuring that everyone receives crucial e-Skills training tailored to their specific needs and bandwidth. This is especially useful for employees who cannot be away from the office for days or even hours at a time for training. It is no surprise that the corporate e-Skills industry is leading the technological transition charge, given the huge extent to which metaverse mixed-reality learning modalities may increase staff and leadership development and its extraordinary budgetary upside. Remote e-learning is already a crucial catalyst ushering in a brave new virtual environment in the commercial world. Creating experiences appealing to the target audience where consumers in the metaverse perceive brands as innovative, the bar for creating novel experiences is set high. To support the metaverse, businesses must find the right blend of native advertising, immersive experiences (such as games, virtual stores, events, and sponsorships), and real-world activations. Take, for example, the skating retailer Van’s debut of the interactive skatepark Vans World on Roblox last fall. Vans brand allows users to digitally explore skate spots with friends to raise brand recognition and appeal to the company's target demographic. Visitors can earn points for virtual sneakers and apparel and customize skateboards by playing in a virtual skate shop. This has successfully engaged both old and new fans, with over 48 million visits so far. Beyond marketing, the metaverse has a bright future. Companies must consider the possible strategic implications of the metaverse for sales, operations, production, R&D, and HR to create value across the company. Organizations and companies that plan and execute now will reap the greatest benefits from the metaverse's future. Girvan, C.. (2018) mentioned that since networking computers were still in their infancy, VR systems initially only permitted single-user experiences. Virtual worlds arose as a result of the expansion of computer networks. A virtual world is a persistent, networked environment created by computers in which individuals interact and meet in the same manner they would in a shared area. Virtual Reality (VR) and Augmented

Reality (AR) are two examples of the current fourth wave of computing innovation. This tidal wave is expected to usher in the next global technological revolution, with implications for (online) education, business, remote work, and entertainment. Kim, K., Jeong, Y., & Ryu, J. (2022) suggested that Major educational issues include the extent to which users' privacy rights are protected, as well as whether the metaverse is accessible to students and schoolchildren. to develop a metaverse-powered new vision for remote online education In location-based education, proposed the integration of immersive, headset-based VR into education for four major aims or use case scenarios. Firstly, imagine yourself in a traditional situation, such as dealing with a tough pupil or a demanding commercial customer.Secondly, for rehearsing and practising dangerous operations such as flying an aeroplane or performing a medical procedure in which failure has high stakes and severe implications.Thirdly, immersive VR is recommended for unusual or excessively expensive events, such as a group field trip to a tropical jungle or an underwater disaster. Finally, there are places where you may accomplish things that are impossible in real life, such as virtually travelling back in time to reconstruct archaeological sites or see internal human body organs.

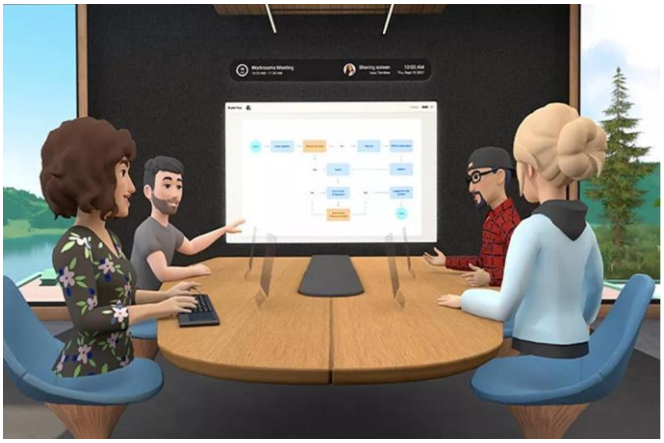

Fig. 5 Metaverse Virtual Classroom

For students and teachers all throughout the world, the metaverse will alter e-learning. Now that educational methods have grown more technology-driven, 3D visualization has proved effective in better comprehension, parent-teacher engagement, and learning materials with 3D visualization. Organizations will undoubtedly create persistent VR working settings in which employees may engage in real-time as embodied avatars in the metaverse 1.0. Chance encounters and corridor discussions can be encouraged in virtual reality versions of office locations.

3.4. Relationship Marketing, Simulacra and Metaverse

According to Baudrillard (1981), relationships established in the order of simulacra are essentially different from those established in the symbolic or industrial orders. Relationships are formed in the order of simulacra, that is, around a concept (sign). The code guiding the construction of relationship signals derives its legitimacy from the marketing perspective. Baudrillard's perspective also has the advantage of explaining some of the apparent contradictions and paradoxes that many RM critiques contain. The demand for experience is heightened and widened as a result of this analysis, even though relationships are no longer directly experienced but rather mediated and abstracted through object signs. The desire for meaningful commercial ties between businesses and consumers misrepresents the fact that such ties can never be real as they can only be real assigns rather than a connection that may be lived. The concept of a relationship originates as a separate entity. A critical response might reveal that such linkages are rarely genuine, actual relationships and that whatever human interactions exist between the supplier and the consumer, the market restrictions that structure them cannot be overlooked. Customers must be willing and able to pay for the interaction or service, and they may consider switching to a new supplier at any time (even if only in their minds).

The relationship is built on offering exceptional and outstanding service and knowledge. According to Ostergaard, P., and Fitchett, J. (2012), it results from various commercial technologies and market discourse, such as brands, reputation, fashion, and style. A performance involving a variety of agents and structures, from the location where the service is delivered to the qualifications and recommendations, all of which contribute to establishing the relationship in the first place and then facilitating its development in terms of trust and other factors in Web 3.0's new ways of communication, cooperation, and marketing (Metaverse). All of these observations are correct, yet they do not cast doubt on the relationship's core. Before commercial ties can be labeled illegitimate or fake, some sense of the actual, legitimate relational form must exist. According to a Baudrillardian perspective, this relational structure results from the current simulation order of object signs. The notion (symbol) of the RM is determined by the market code, which functions by concealing or erasing the reality that the contact is primarily a commercial or commodity deal.

3.5 Baudrillard's Apocalypse has Begun

The concept of the simulacrum and loss of the meaning where an exact copy takes on a new meaning in this context. We have been divorced from the binary that establishes a copy and an original. According to Baudrillard (1981), he assumed that there are only copies of copies. He even goes so far as to say that the simulacra exist as a replication with no original, while he mentioned that the imitation could actually come before the original. As a result, we have a world without depth, where reality is nothing more than an infinite interaction of surfaces. Simulations are created to conceal the

truth that there is no original with no true version. Baudrillard's goal is not to expose the simulated reality's deception but to lament the passing of the real world. He seemed to be oppressed by the depthless universe of images. His frenzy stems from a sense of powerlessness, as evidenced by his emotionally laden prose. The loss of reference points resulting from the demise of originality contributes to the modern world's disorientation. The allure of a simulation, as Baudrillard points out, resides in the ability to identify the replica from the original. Because it is the distinction that distinguishes the poetry of the map from the allure of the land, the magic of the concept from the allure of reality. Truth is lost when the distinction between the two is lost. Baudrillard's romanticized perspective of reality makes him wistful for a time when there was meaning. The simulation era starts by liquidating all references by crossing into a space whose curvature is no longer that of the real nor that of reality. This assertion appears to be problematic because he never seems to be able to establish that meaning has ever existed and hence appears to rewrite history to convince others that depth exists. In his description of the Iconoclasts, for example, he thinks that the image shatters were operating under his own set of cultural assumptions. There would have been no incentive to burn these paintings if they had felt that they had just concealed the Platonic Idea of God. However, their philosophical sorrow sprang from the belief that the image concealed nothing and that these representations were, in essence, flawless simulacra rather than images. Baudrillard was capable of projecting his own beliefs onto the persons he analyzed. He succumbs to the same cultural prejudices he condemns in others by refusing to enable the Iconoclasts to speak their own truth. Baudrillard now resembles the ethnologists he so strongly opposes. Even if the reality of truth is assumed as in a bygone era, Baudrillard fails to demonstrate decisively how meaning can be powerful. Part of his issue with the simulacra originates from his ideological background, which Marxism highly influences.

The method of production is extremely important to Marxists. Simulating a production might be seen as robbing it of its meaning. When the ultimate object of production becomes realistic, the product loses its worth. This reality would rob Marxism of its relevance, a major issue for many Post-Structuralists, including Baudrillard, who have strong ties to the Left. What does it mean to be a Marxist and a Post-Structuralist? Because truth has been suffocated, political resistance appears to be pointless. Baudrillard fails to give a strategy for combating the breakdown or collapse of reason, relegating the theorist to the commentator role: Baudrillard can only announce that the apocalypse has begun. Every existing simulation has boundaries that set it apart from the rest of the world. A barrier, dense hedges, and acres of parking spaces surround Disneyland. The length of the cords connecting the body apparatus to the computer limits virtual reality situations. The dreamscape Baudrillard evokes comes into being only when these borders vanish or fail to suggest that one has exited the simulation and entered reality. The distinctions between simulations and reality are significant because they serve as reminders of the limitations that make technological transcendence fantasies perilous. Hyperreality does not eliminate these boundaries because they exist whether we acknowledge them or not; it only removes them from our awareness

4. Conclusion

Arguing Baudrillard's simulacra that being grounded in the begin of the apocalypse and to criticize his pessimistic approach towards simulation while he was not able to see lots of technological advances and innovations are happening consequently in our daily lives by showing several possibilities of the metaverse in advancing some tasks in our real life and to replace the traditional ways of training to employees & educators and opening a new creative branding options for advertisers and marketers.through advertising, meetings and education where it fulfills the conventional language role of meaningful connection and communication through Web 3.0 and it’s boundaries to the real world, and the potential of the metaverse to do improvements in productivity and culture corporation through better internal staff communication through Relationship Marketing as Baudrillard's aspect that emerges as the solitary entity, rather than a relationship that may be lived in a simulation, rather than being the beginning of the Baudrillard's Simulacra Apocalypse. The expected rapid increase in the importance of the metaverse and the power of virtual reality, augmented reality, and simulation made the results of the study will be a great benefit for marketers, advertisers, teachers and educators and give them awareness and possibilities instead of planting fear and terror by being in a virtual world that completely separates us from the real world. Recognizing that this is only the most recent phase of a centuries-long simulation trend is the first step toward overcoming it. Only then will we be able to begin the long process of figuring out and understanding how these algorithms and techniques affect our vision of the world and how they fit into a much bigger evolution of media simulacra rather than creating a nightmare. Perhaps this will empower us with the tools to participate in a media that effectively utilize this knowledge for political and centralized power gains once more. However, the jury or judgment cannot be completely tested or examined when it is still in its early stages.

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