

For the Issue of Traditional and Social Media Interaction

Summary

The thesis “For the Issue of Traditional and Social Media Interaction” describes characteristics of traditional and social media interaction, their communication aspects, similarities and differences between these two types of media.

In the following essay, there is explained what is social media, what are the main characteristics of it, how social media differs from the traditional (TV, Radio, Newspapers) media.

Nowadays, social media successfully exists beside traditional media and it has already become a concurrent of it. Today social media is an important source of news and one of the main information distributors.

According to scientists, today we live in two media worlds. On the one hand, there is a traditional media world and on the other side, there exists a digital one, which includes all the types of traditional media and transformed elements of it.

The number of internet users, who spend more time on social media than on other websites, is continuously growing. Nowadays people are not passive consumers of information which comes from media. They have preferred interactive communication, collecting and sharing information and the internet has already given them this possibility. Today media consumers actively make and share information with social media tools.

An Italian essayist Umberto Eco in his essay “From Internet to Gutenberg” writes:

“Frequently I think that our societies will be split in a short time (or they are already split) into two classes of citizens: those who only watch TV, who will receive pre-fabricated images and therefore prefabricated definitions of the world, without any power to critically choose the kind of information they receive, and those who know how to deal with the computer, who will be able to select and to elaborate information.”

For the better analyze of this issue, we made a research, which is about an imitated news programme “kronika”, that included fake information. In the essay, there is a discussion about this programme, which was held in a traditional and social media. Our research describes how used internet consumers social media to spread information and what type of information was spread in press. There is shown, what similarities and differences of traditional and social media came out as a result of this research.