



FACULTY OF MASS COMMUNICATION

MASTER THESIS

**INFORMATION SOURCES IN KOSOVO – TRADITIONAL MEDIA
VS NEW MEDIA**

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INTRODUCTION

The information in the digital era has become diverse and redundant. The individual in society gets hundreds and thousands of messages in different ways and channels of communication, but at the end of the day, they remember the most important ones. In modern times, the Internet era, the spread of diverse information has become an easy job. Different editors often share information with no public value, but with private matter for the individual who shares it. Today, this is possible through the internet where individuals have their accounts of social networks. To possess a Facebook site today is like having a personal media or having a newspaper. There are newspapers, which do not sell more than 500 pieces a day, while on the other hand an overwhelming number of individuals have thousands of friends on Facebook, meaning that many individuals today manage personal media with a larger audience than a newspaper. Therefore, this means that the concept of media is transformed today.

It is another matter if all relevant information that circulates presents importance and interest for the individual. Today the information spreads in the new media without any cost, without any delay and without any controlling filter for truthiness and ethics of that message. Another question that arises is from who are individuals informed today in our society in transition, what are they informed about and what is the role of the media in this regard? Precisely these are the goals of the study "Information sources in Kosovo - traditional media vs. new media."

The study aims to address this untreated problem, although it has been a long time since individuals use the new media, while youth is the biggest consumer and spends a few hours a day there. The distinguish done in the traditional media and new media is more of a conventional distinguish, because these media in the Internet era find converging channel and day-to-day the traditional media adapt, transform, and survive, although individuals tend more after new media to a variety of reasons.

AIM OF THE STUDY

Through this research, the study aims to prove the information sources that really are the channels of communication from which the citizens of Kosovo get informed, if they continue to remain faithful to traditional media such as press, radio, television, or they simultaneously are users of new media too or those who find the internet as the transmission channel. It is difficult to make a final distinguish between these notions, since traditional media is being transformed day by day. However, the paper highlights the data for media consumption in Kosovo and precisely because of the increasingly intense use of the new media, comes up with useful conclusions and recommendations not only for certain institutions, but also as assistance for future researches in this field.

HYPOTHESES

The main hypothesis of this study is that the information in Kosovo tends to go towards the use of new media, whereas the information that is constantly being taken becomes more superficial, less substantial and where speed of information is required, often unverified.

Another hypothesis in this paper is that traditional media are not extinct, because they know to transform and be in the new circumstances of the competition.

New media users mainly seek to consume "fast food" media, a product easy and quick to understand, not deep information.

The statistical hypothesis is about individuals in Kosovo which are extensive users of new media, they are even greater consumers than traditional media, but they do not tend to go after public information.

METHODOLOGY

This study uses a range of techniques, methods, and means to response the hypothesis. Bibliographical research method intends to provide theoretical responses for various definitions that are currently present and widely usable not only by scholars of communications and media, but by the users and public or media consumers too.

Quantitative methods are used to response the statistical hypothesis if individuals are users of traditional media or new media. In this research, we use surveys and the survey used in this research was completed online. Interest in this survey has been great, and for a short time, 1000 respondents participated even when the further participation of the respondents was discontinued because the full number gives ease to the processing of data and understanding of the reports from the reader of the paper. This kind of survey has also disadvantages because online respondents simultaneously are online users too, but the main purpose was not to focus on the wider use of traditional media or new media, but it was to show what specifically do the users of online media consume more.

The comparative method has been inevitable whether the new media and traditional media have big differences when it comes to the product that they give to the audience. Observation method is used when we wanted to see what specifically social media users consume, and where it has emerged that "likes" and other light materials are mainly the interest of the consumers in social media.

BRIEF SUMMARY

The paper is divided into four chapters

The first chapter entitled "Communication and information", explains those two as notions which until recently were thought as the same thing. Studies show that the concepts relate to media and direction of movement of the message. It precisely relates to those known as traditional media, where the message conveys in one direction only and with no possibility of return or feedback. This kind of exchange of information means communication. However, as the information releases only in one direction, the release of information in the other direction too means communication.

This means that communication is the shift from individual to collective. So, we must pay importance to the distinction between information and communication. The first is a process of acquiring knowledge, a data transfer. This means we wish to inform someone about something, explain or achieve certain purpose; so, we convey information. Communication means when the other side gets this information, decodes it, and brings us other information, which is a dialogue.

The second chapter titled "History of Albanian traditional media" gives a general description of the emergence, development, and consolidation of traditional media. The journey of traditional media associates with the emergence and consolidation of the Albanian nation. This is perfectly explainable because the press and the idea of the nation are phenomena that mark the transition to modernity. In Albania's case, both phenomena are displayed simultaneously. The first body of Albanian press is L'Albanese d'Italia newspaper, a press body that was published in Naples in 1848 and was founded by Jeronim De Rada.

The fact that the development centers of the Albanian press coincide with Albanian national centers shows that the rising of the press was conditioned and conditioned the creation of the Albanian nation and the national state. Albanian press started to be produced and distributed in southern Italy, Istanbul, Bucharest, Sofia, Egypt, Shkodra, Korca, and later in the US. This chapter is also about the establishment of the media after the independence, those in Kosovo before the war, the development of the media after the liberation of Kosovo until the present day and the characteristics that they have.

The third chapter is dedicated to new media. A current and cited bibliography in today's studies is also used in this research, for the new media in the world. The problem here arises at the very definition of new media. Author Sonia Livingstone notes that the definition "New Media", not only is far from being clear, but also the understanding and access to the media today is very complex in the large map and numerous and various combinations that the media environment has today. Today we do not really talk about new media but for new technology which are

combined in an electronic database within the creation, presentation and communication of information. However, the term new media continues to include the issues of the communication channel that interact different media formats.

This chapter deals with the empirical data for measurements which are made with 1000 respondents for the use of these new media in Kosovo.

The fourth chapter deals with the interpretation, analysis, conclusions, and recommendations. New media and old media is mainly a conventional division. We say conventional because we cannot make a clear line between those that are known as traditional media such as press, magazines, radio, television, and new media such as the internet and all forms contained therein. The presence of new media has not disappeared the old media; not only in the media but also in other fields of mass consumer product, such as cultural field. Traditional media such as theater did not disappear even after the presence of the cinema and television.

They all continued to survive. Also, the opera on stage survived, with countless opportunities to spread classical music digitally. Even in the media of mass communication that we distinguish in traditional and new media transformation occurred. Neither of them disappeared. Newspapers today are online and they're really doing communication. Newspapers today are also found in paper and online format; transformation in the Internet age. Newspapers used to be read not only a day late, but their distribution in various countries of the world was very limited, not only because of the cost and physical distance, but because those two made the product of the newspaper get obsolete for reaching in certain places with days of delay. Today newspapers are read online at the same time as the North Pole as well as in the South. The same thing happens with the radio, the radio even today finds great expansion to the distance and reduced cost thanks to the internet as a communication channel.

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