

## Traditional media in the web

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In this paper will be analyzed how the classical media are using the web. Do they consider it as an obstacle or as an opportunity to remain competitors in the market? Based on the possibility of placing converged information on the web, can media transmit this information to a much greater number of their potential audience? Interest in obtaining information from online media is growing. Some of the factors that influence the orientation of the audience towards these forms are: quick opportunity of taking media content, the possibility of interactivity, the possibility of placing converged information, etc.

The focus of the analysis will be how traditional media like radio and newspapers approach rapid technological development of the web. For the realization of this work will be used scientific methods of research. For samples were selected both print media and two radios that operate in Kosovo. The sampling can be considered representative for the reason that these media attract huge audience. The paper will also rely on scientific references which deal with issues which concern the corresponding paper.

**Keywords:** *newspapers, information, convergence, media, radio, ueb.*

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