

## Hate speech aspects in traditional and new media

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This paper's intention is to treat difficulties arising when defining the thin line between "freedom of speech" and "hate speech", the stereotype problems and the impact they have, since they're often a part of everyday discourse. The paper intends to treat new media's impact in the definition process of this division, the promotion hate speech gets through interactivity with the reader, the social media impact as information sources on hate speech's growth and on inciting violent acts. This paper also intends to draw attention to the approach given to categories deemed as "victims" of such speech, besides the ethnic aspect of this issue, as well as measures which are being taken or should be taken to restrain hate speech in a multicultural society, as is Kosovo's case. Through these questions, our aim will be to find theoretical answers on one hand and analytical on the other hand, through analysis on media approach in regard to this problem. The results in this paper will be based on the method of content analysis and comparison between traditional and new media.

**Keywords:** *speech, hate, violence, text, value, news, factor.*

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