

The consumption of media products in the region of Podujevo

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This work will focus on explaining the theoretical concepts related to media consumption in the region of Podujevo. While research data will reflect the current state of the consumption, respectively the use of products provided by traditional media and new media website.

The hypothesis is raised in this work has to do with the level of consumption by the citizens of new media and traditional media, to know which products are most commonly used in function of information, communication, creation of knowledge, entertainment, and the issue of the length and the timing of their use.

I consider this issue very important, because this research gives us a clearer picture of what types of media products are consumed or used the most and which media products are less used, and also the relation of the importance of the use they have. This will be a guiding compass for media centers, which of their media products are more attractive for the public of Podujevo region, to create opportunities in changing the approach versus the existing reality. Therefore it is considered as expedient that this research be put into reality in the public interest of Podujevo region.

Keywords: *information, communication, consumption of traditional media products, consumption of new media products, the importance of media product*

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