

Facebook, as a source of reference in news coverage on national television in Kosovo

Zija Rexhepi¹

zija.rexhepi@aab-edu.net

Presentation of different media forms changed the way of reporting and giving news and it continues to change the form day by day, by finding new ways and channels of distributing the news to the large audience. Not only the way of distributing of information has changed, but also the wording of news and finding the sources of reference is modified and has become more different. New media and journalism 2.0, has offered new opportunities, giving the chance to the common citizens to have an important role in wording of information, too.

Today, social media, which is fed by endless information from every field of life, has begun to take the role of primary and secondary source in professional journalism, as well.

On national televisions of Kosovo, almost in every news edition, it is impossible not to quote any statement, view or opinion, institutional officials, or any other person from the public area presented through social media, such as facebook.

This paper will explain this issue, showing empirical data through concrete measurements of those referrals through quantitative methods, but also comparing situation in relation with other media in the region and beyond.

Keywords: *news, television, social media, journalism 2.0*

¹ MA, AAB College, Mass Communication.