

NEW MEDIA AND INTERPERSONAL COMMUNICATION TO ALBANIAN USERS

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Abstract

The rapid pace of change in media technology in the last years has posed unique challenges. No dimension of human life has been unaffected by the developments in communication; family life, politics, business, religion, education, recreation, international relations—all these and more have been influenced by the capabilities that media provide. Recent technological developments have pushed more and more the using of new media users from different ages. These developments have contributed significantly to the report between traditional media and audiences. The traditional ones, radio, television and newspapers have been looking for numerical support to meet the losses of the audience. This study aims to focus on the changing of audience behavior after the new numerical developments. The key point of the study is answering to “how new media have affected the social behavior of different individuals? Where is the new position of the traditional media and journalists in this new reality? The study will be carried out by treating domestic and foreign literature, interviews with specialists in the field as well as various reports published about social networking users in Albania. It has been found that virtual communication has affected a fading in the communication between new media users. Numerous studies have indicated an overhaul of the status of journalists and traditional media in general.

Key words: *New media, numeric media, real connections, anonymity, ethics in media,*