

## THE ACTUAL PREDISPOSITION OF MASSIVE MEDIA

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### **Abstract**

The transitional model of communication “one for many”, where it was one newspaper’s or television’s responsibility to inform all the others, is now over. It’s no longer decided only by the information reaction filters what we can or should see. Technological development, internet and media competition have evoked a new expansion and development in the media. This new technological and professional development has once and for all changed the media trends. What can be affirmed is that today the media audiences are less massive than they used to be, the classic media is running towards convergence. We have enhanced control of audience, a more complex platform, a content generated by the viewers and we can observe a moveable media. These are some of the most important tendencies of the modern massive media which will be individually explained by using examples. Also part of this study will also be the concerns of the classic media regarding the new path the massive media has taken. Different authors who work in different mediums confirm the same thing: with latest technological developments occurring right now there cannot be an exact definition of the media and the audience because technology, on every passing day defined new standard in communication and information.

**Keywords:** *classic media, technology, audience, internet, traditional model.*