

News Reading Practices: Traditional Media versus New Media

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Abstract : People always want to be aware of what is happening around them. The nature of man constantly triggers the need for gathering information because of curiosity. The media has emerged to save people the need for information. It is known that the media has changed with the technological developments over time, diversified and, people's information needs are provided in different ways. Today, the Internet has become an integral part of everyday life. The invasion of the Internet into everyday life practices at this level affects every aspect of life. These effects cause people to change their life practices. Technological developments have always influenced of people, the way they reach information. Looking at the history of the media, the breaking point about the dissemination of information is seen as the invention of the machine of the printing press. This adventure that started with written media has now become a multi-dimensional structure. Written, audio, visual media has now changed shape with new technologies. Especially emerging of the internet to everyday life, of course, has effects on media field. 'New media' has appeared which contains most of traditional media features in its'. While in the one hand this transformation enables captures a harmony between traditional and new media, on the other hand, new media and traditional media are rivaling each other. The purpose of this study is to examine the problematic relationship between traditional media and new media through the news reading practices of individuals. This study can be evaluated as a kind of media sociology. To reach this aim, two different field researches will be done besides literature review. The research will be conducted in Northern Cyprus. Northern Cyprus Northern Cyprus is located in the Mediterranean Sea. North Cyprus is a country which is not recognized by any country except Turkey. Despite this, takes its share from all technological developments take place in the world. One of the field researches will consist of the questionnaires to be applied on media readers' news reading practices. This survey will be conducted in a social media environment. The second field survey will be conducted in the form of interviews with general editorials or news directors in traditional media. In the second field survey, in-depth interview method will be applied. As a result of these investigations, supporting sides between the new media and the traditional media and directions which contrast with each other will be revealed. In addition to that, it will try to understand the attitudes and perceptions of readers about the traditional media and the new media in this study.

Keywords : new media, news, North Cyprus, traditional media

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