From Traditional to New Media - Pmi (Public Media Institution Radio Television of Vojvodina)  
Rtv of Vojvodina in Step with the 21st Century and Media Literacy

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Abstract

Today, digital media technologies enable faster reaching the necessary information and placement information  
that are important to the user, quickly and easily using new communication channels available to everyone  
around the world. Internet mainly compared with the “information buffet” from which users take as much  
information as he is when he needs to. This information can be used for information, education, entertainment,  
advertising, sales, and other aspects of the business. As we live in the age of new media, which enabled the  
creation and exchange a wide variety of content, including the content of traditional media such as those  
produced by JMU broadcasting a large number of Internet users, researchers influence of the media warn of  
increase dependence on the media, especially new and the need to create the institutional basis for the  
introduction of media education in the regular education program. Gradual influence of new media people  
indirectly determine the meaning of life, because it is believed that two-thirds of our waking time with the media  
or with media and other activity. This work will define terms such as Internet, communications, new media,  
media literacy, social media, media content, but ... I will analyze the expectations and challenges that we  
accelerated technical and technological developments made in terms of the Internet and other forms of  
electronic promotions.

Keywords: Internet, communications, new media, media literacy, social media, media content.