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THE EFFECTIVENESS AND ACCEPTANCE LEVEL OF TRADITIONAL MEDIA
TOWARDS MILLENNIUM SOCIETY.

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ABSTRACT

The traditional arrival of this media is to make it easier for the public to know about these issues. Traditional media now has many impressions and public acceptance of traditional media. The millennial society now are not using the traditional media compare with new media. The population of society using the traditional media are decreasing because of the competitor persuade society to using that, so that the traditional media going down but they still maintain the tactics and writing the news. The challenge of traditional media is society need to searching where the place sells are the newspaper. Other than that, people need to buy that, so that when new media exists it has made the society easy to read and no longer accept the traditional media. Last but not least, If the information needs of the world's largest population, that is, the people in the rural areas of developing countries are to be met, there is still the need for traditional and new media to co-exist for some time to come.

1.0 INTRODUCTION.

1.1 BACKGROUND OF STUDY.

Mass media is very essential in today's world and it plays such a big role as people communicate with each other by using every media that were available for them in order to make their life easier. As time goes by, the development of mass media will be having a continual growth as same as the development of new technologies. So, same goes to the world of journalism whereby there are lots of alternatives were provided for the journalists so that they can deliver the messages to the society that demand latest fresh news.

In the world of journalism, there are two types of media that they use to convey the messages to the citizens, which is traditional media and new media. Traditional media, or some people called it as old media, refers to any mediums that are part of media culture for over half a century (Megha, 2017). In other words, traditional media is any medium that were used by journalists in order to deliver any news and information to the society whether in printed, audio or visual materials. Examples of traditional media are newspapers, radio, television or any other mediums. Traditional media is vital in people's daily life in searching for latest news and information as it delivers what society demands in most precise and accurate contents.

While in the other hands, new media is defined as by its technology, services, and textual forms (Vineet, 2019). It means that new media is any medium that were technologically used by the journalists as their new approach in conveying news or messages that need to be delivered to the citizens. Some examples of new media are websites, blogs, social media and other sources. New media has growing rapidly as people have already adapt to the existence of the new media without fading away the traditional media.

In this 21st century, people tend to rely more on new media compared to traditional media as they want to look for any latest news or information in a fastest and easiest way. But, at some point, some people will still have trust on traditional media as their extra sources for them so that they can make some research regarding the news that they know (Grant, 2014). Nowadays, some may say that traditional media is no more an effective source as they have to wait until the news were published compared to new media where they can get latest updates of the news in a split second. In a nutshell, this can come to an agreement which the argument

between traditional media and new media are being discussed because people seek for the justification of these two media.