



## Millennials and Media: New Messages or New Perception

Violeta Cvetkovska Ocokoljic, Tatjana Cvetkovski, Ana Langovic Milicevic

Megatrend University (Serbia)

[vcvetkovska-ocokoljic@megatrend.edu.rs](mailto:vcvetkovska-ocokoljic@megatrend.edu.rs)

### Abstract

In this paper authors deals with the relationship between young people i.e. the generation of the 80's and 90's, known as millennials, and the media. The question is how daily news attracts young people and if there is mutual trust? Does the media today have to find a new approach to shaping the news and how millennials participate (or not) in their transformation? Studies conducted in the U.S. and Europe indicates a significant increase in monitoring the daily news on the Internet, especially in the population under 35 years of age. At the same time there was an increase in distrust of the media, and the lack of interest in national politics. This paper considers the possibility that the future generations will be completely uninterested and uninformed. However, it can not be said that millenials have no need for information and communication. Their digital networking shows that they constantly communicate.

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