

The dissertation analyzes current potential and possible future development of new and traditional media. The main purpose of this paper is to find and describe the possibilities of news sites development in the near future.. After theoretical analysis of traditional and new media, I propose three dominant influences for nowadays media: participatory culture, news content changes and technologies. Based on these particular influences, 2-dimensional model of nowadays media system potential is built. From this model, I derive premises and possible future risks for media, with emphasis on news sites.