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## Advantages and disadvantages of Internet communications and the Internet as a medium<sup>3</sup>

**Abstract:** The paper analysed World Wide Web current trends implications on the daily lives of citizens, but also the consequences that the basic characteristics of the Internet have on the development of journalism as a very important profession and the media system in general. Advantages and disadvantages of the communication through new channel and the use of new media, ranging from (impression) of greater intimacy and connection, through the (im)possibility that the audience has to be found on both the author or disseminator of information, and to new business models that can help the media in crisis to find a sustainable way to attract the audience.

**Keywords:** *journalism, internet, online, change, media*

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