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## MANAGEMENT OF MEDIA AND INFORMATION IN THE HYBRID MEDIA SYSTEM (WITH REFERENCE TO MEDIA HYBRID MEDIA ACTIVITY)

### Abstract

Media and media environment today, but we can say since there are media for mass communication, have been passing through milestones and transformation. They are tailored to the needs of consumers, but also to lifestyle changes. All media found their "pair" on the internet. As the media were transformed and adapted, so it was necessary to adapt the media relations staff as well and politicians who jointly create statements, events and press conferences that would probably not even happen that there were no media to accompany it.

The transformation of the media environment, the multitude of events created by public relations teams as well as the constant media mediation of information that create the impression of constant campaigns have caused damage to the journalist profession and facilitated public relations work. In this context, political communication itself has changed in the context of media convergence where hybrid media emerged, between new and traditional media. In that context we can talk about hybrid public relations where public relations fully manage information and in this environment hybrid media campaigns or hybrid media wars arise.

Being a journalist today and working in such a media environment is not an easy task, and more and more skilled public relations teams use the current situation to achieve favorable results and desirable results for

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their clients. Therefore, Fisher (2013: 11) says it's a thin border between journalism and “informing” of public relations.

*Key words:* media, public relations, information management, hybrid media activity