

Preliminary communication

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## STUDENT MEDIA IN DIGITAL SOCIETY

### Abstract

Living in present society, leaning on smart phones, social networks, internet portals and informative application, a modern man changes the system of mutual communication. Development of modern technologies positively influences on the growth of number of media companies, facilitates the access to information and their transfer to interested public. Information become global goods and thus the way of media functioning is adjusted to newly established living conditions. Digital revolution serves the most to development of student media because students and other young people are in fact Internet and social media generations and they follow trends of modern technologies. Improvement of media infrastructure and convergence enabled not only easier organization of student practical work but also development and establishment of student media in the form we are aware of today. Functioning of student media, we talk about in the paper, supports the visibility of student work, affirmation of students who publish their works in student media among population who follows those media and possibility for employers to recognize excellent students. Higher education goal is to offer the possibility to gain competences students need to find jobs offered at the modern labor market, so that will be much easier in the present digital society.

*Key words:* student media, digital society, convergence, competences, labor market.