

ABSTRACT

Our contemporary society is a media society where media contents are produced and consumed repeatedly. This paper examined contemporary media use among students in a university. This study found that most of the students have abandoned using the old and traditional media of radio, television, newspapers and magazines in favour of the new media, particularly the Internet because of its interactivity. In addition, they use their mobile devices to call, get news, and entertainment. Specifically, the students mostly use the media to constantly communicate with each other, alleviate boredom and to complete their school assignments. The students believe that they cannot do without the media for a day. Where it was inevitable that they do without the media for a day, they complained that that day appeared longer and life a little slower.