



Weather in Greek Media in a difficult economic environment

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This study will try to give an overview of how weather forecasts are currently delivered in Greek media (newspapers, radio, TV, Internet). Initially, a short historical background will be presented, starting from the 60-70's, to the advent of private broadcasting media at 90's and the strengthening of the Internet. Then the current situation will be discussed in detail. Furthermore, this study will shed some light to contemporary issues, such as how the difficult economic environment has affected the way that weather is presented in different media and whether quality issues have been raised.