

ECONOMIC EFFECTS OF THE FAKE NEWS AND THE NEED OF NEW PR STRATEGIES

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Abstract: *The paper presents and analyzes some of the most important economic consequences of the dissemination of fake news in the contemporary media landscape. Until now, the discussions on this topic are conducted mainly in the field of negative influences on the society, but there are some reasons to state, that they can lead to the negative consequences for companies – resulting mainly in losses and missed benefits, as well as image issues. Based on the analysis, some recommendations will be given to the companies. Finally, the need of new PR strategies in this situation will be outlined.*

Key words: *fake news, media, losses, image, PR*

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