**ABSTRACT**

Living in the contemporary world the man adapts his knowledge and capabilities to various technological forms which are imposed on him as a result of technological progress and development. Younger and younger generations use technological innovations more and more smoothly, living with them almost round-the-clock. The topic of this paper is media consumption by the students. The paper describes surveys of the consumption of TV, internet and other media (e.g. mobile telephony) by the Polish and Russian students and analyses the purpose of their use in their private lives and in student work. In young generations the borderlines between real and virtual worlds tend to become more and more blurred because of growing consumption of spare time. Media consumption has its numerous advantages and disadvantages. The technological development is made at the expense of addictions of young people and lower labour efficiency. This issue is addressed by more and more European countries. On the other hand, smooth consumption of new media creates a lot of interesting opportunities and allows to tap hidden potential of the worker to the benefit of the company he works for. It turns out that Poland and Russia have a lot in common. The surveys show that a lot of similarities are in media consumption, since both Polish and Russian students tend to spend more of their spare time with the media. Some differences are driven by various degrees of individual media consumption and by their popularity.