

**Dragana Rašević<sup>1</sup>**  
Faculty of Political Science  
Banja Luka  
drrasevic@gmail.com

Preliminary report  
**UDC 316.774:654.197**  
**DOI:10.7251/SOCEN1204059R**  
Accepted: 10.11.2012.

## **Influence of some social subjects on the media culture**

### **Abstract**

*This paper analyzes the problem of media culture today on the global and regional level in relation to its dominant social actors. Media culture in the work involves media content and the means of its transmission, high technological achievements (which are used in the process of collection, processing and dissemination of information) and a source of culture that we are adopting. The aim of this paper is to point out the influence of the dominant social actors - economic and scientific centers of power - the media culture. The problems that arise as a consequence of the most powerful determinants of media culture are considered. Special attention is paid to research on freedom of media of American NGO Freedom House and IREX (International Research and Exchange Board) ProMedia. The position and freedom of the media today compared to the past ten years is considered. Media freedom is measured by the score of freedom of speech, level of professional standards of quality, reliable and objective information, economic business and independence of editorial policies and actions of media institutions in the function of professional media interest. It is noted that there are more and more countries where press freedom is declined and that most of the countries of Europe and Eurasia are in a precarious economic position, because they are not free in creating media content and media culture, is often dependent on the power centers that work in its field.*

**Keywords:** *media culture, economic and scientific centers of power, media content, status and freedom of the media.*

### **Introduction**

Position of the media today, globally, is significantly improved in comparison to the relatively severe period of censorship, both secular and ecclesiastical.

<sup>1</sup> University of Banja Luka, Faculty of Political Science, Faculty of Journalism, Senior Assistant, drrasevic@gmail.com

However, many problems still exist, but are more sophisticated and are not visible at first glance. It appears that the main obstacle to freedom of expression is no longer politics, but economic centers of power. The economy in various ways influences media culture, and the primary goal is profit. In addition to the economic, there are also scientific centers of power as the most important determinants of media culture.

Scientific and technological revolution has brought major changes in the media system. It changed the method of collecting, processing and distributing information. The media culture was changed. With the advent of new technological developments, media culture has taken on new forms. It was traditionally changed with the advent of each new media and all technological innovation that influenced changes of the media or the appearance of new media has also influenced the media culture. As Eriksen says, there was an information society “in which information technology is a key factor in all types of production”<sup>2</sup>. Computer and information technology has a crucial impact on production in the world, and this is especially true of media production. “Information is the driving force of today’s economy, and its increasing share is passed over the Internet”<sup>3</sup>, which implies the importance of the media and the growing dependence of the citizens on them. However, given the wealth of information, the purpose of today’s educated man must be filtering media information, that is, the acquisition of skills of “consumption” the media for what we really need.

However, one should be cautious when it comes to technological determinism, that is, the belief that technological changes immediately lead to certain social and even media changes. Technology is always present in a given cultural context, but we should not be too ambitious in making forecasts, because you never know how it will, in fact, act in the future. Also, we can not argue that technological changes do not change anything in society and the media, when we can clearly see that the Internet and social networks are already creating visible changes. The relationship of technology, society, culture and the media, is very complex and therefore giving too radical qualifications of this relationship would be totally wrong and unjust.

### **The influence of economic factors on the media culture**

It can be said that media freedom anywhere in the world, is not viewed as an absolute freedom, because the media are also subject to the influence of differ-

<sup>2</sup> Thomas Hylland Eriksen, *Tyranny of the moment: fast and slow time in the information society*, Belgrade: Library, XX Century, 2003, p.25.

<sup>3</sup> Thomas Hylland Eriksen, *The same*, p. 28.

ent factors which from different interests, influence the media culture, and thus limit its freedom. Economic consequences on the media and media culture, are left by the actions of numerous social subjects: State, Politics, multinational companies, religious, ideological and military centers of power and influence, media owners, advertisers.

Financial pressures on the media are there, even though they are not obvious and many media will not publicly admit it. They need financial survival, as well as profits, and different power centers allow them that under certain conditions. "In the economy of the media, there are significant issues related to capital flows (who owns the product financed on the basis of co-productions), negative integration in the EU and the importance of integration, downloads and media ownership in the EU".<sup>4</sup> Of course, this also applies to others, not only the European media. Media products<sup>5</sup> Everywhere in the world function in the same way: through the supply, demand, trade advantages, balanced prices and costs.

The state is a center of power that uses the economic dependence of the media, as a way to control them. In a time of global crisis, where media can hardly survive, withholding advertising, subtle political blackmail, place media in a position of economic dependence, resulting a media market in which mindedness rules, and there are only few examples of the media confronting those on which they depend in any way.<sup>6</sup>

State influence on the media culture depends on the power of the state also. Most powerful countries in the world actually impose media culture at the global level. They dictate the manner of reporting, determine the degree of importance of the event, their media have the highest credibility so the rest of the media look up to them. The economically richest countries, such as USA, UK, Germany, Japan, Canada, France and Italy have the most impact on the media culture at the global level. In addition to these, more recently, in this context is often mentioned and China.<sup>7</sup>

<sup>4</sup> Richard Ruk, *The European media in the digital age*, Belgrade: Clio, 2011, p. 105.

<sup>5</sup> Richard Ruk, *The same*.

<sup>6</sup> In such circumstances, the economic and social status of journalists is unstable and insecure. In Bosnia and Herzegovina and the region, journalists wages are below the standard level that includes security and financial independence. Journalistic profession is undervalued and therefore in the media are mainly employed persons with little professional knowledge. This situation corresponds to the owners of the media, because they are easily manipulated. This is a causal chain that results in poor media culture.

<sup>7</sup> A poll conducted by the BBC in 2011 among the more than 28,000 respondents in 27 countries around the world, with the help of international companies for exploring the public opinion "Gloubsken / PIPA," shows that the number of those who believe that China's economic rise is undesirable significantly increased. This concern is particularly pronounced in richer countries. Compared with the results of a survey conducted by the BBC in 2005, the negative attitude towards the economic rise of China has increased - and now represents the opinion of majority- in

Given that the United States are the dominant world power, and that the market dominance of the media is the most extensive in this country, it is not surprising that other countries aspire to this model of the corporate media, that is imposed by the USA. They simply set a model of media activity, as an imperative, to which other countries are adapting, because they are not strong enough to survive otherwise.

In addition to policies that affect the media culture, both external and internal, large impact on the media also have wealthy individuals who use the media to achieve their economic interests. The world in 2012 has more billionaires than the previous year, scattered in different countries. Brazil, India, Russia and China are emerging as the new headquarters of billionaires.<sup>8</sup>

Wealthy individuals, as an important economic factor in different ways influence media culture, they are often shaping the content of media culture, that is, what we read, hear and see on a daily basis in the media. Capital of wealthy

---

the U.S., France, Canada, Germany and Italy, while in countries such as the United Kingdom and Mexico has also become more common, but still not prevalent in relation to positive. Poll in the whole shows, however, that towards the China in the world still dominates positive attitude. The most positive attitude towards this country have Nigeria (82%) and Kenya (77%), as well as the most other African countries covered by the survey, in which China invests a lot, and also the majority of developing countries, with the exception of Mexico. The survey does not show what's behind this attitude towards the economic growth of the world's most populous country, but experts warn that one explanation is that after the economic crisis, rapid recovery of China and other developing countries, and a much slower recovery and rising unemployment in developed countries in these latter cause "psychological distress." The survey was taken from URL: <http://www.blic.rs/Vesti/Svet/244177/Raste-zabrinitost-zbog-ekonomske-moci-Kine>. (29.3.2011).

<sup>8</sup> A list of the richest individuals in the world, which is for 26th time consecutive presented by Forbes Magazine (July 2012), shows that 1226 people are possessing wealth exceeding one billion. Their average wealth is the sum of what they have in bank accounts, the value of shares they hold, their yachts, houses and other things in an average of 3.71 billion. This list shows that the world has more and more (dollar) billionaires, but also that they are "better placed". As for the order at the top, it is the same as in 2010. The richest is the Mexican telecommunications magnate Carlos Slim, whose fortune is estimated at \$ 69 billion. Slim (72) is the CEO of the Mexican company Telmex, and he has earned his fortune in telecommunications. Yet, even he maintained the first place, his wealth in comparison to last year decreased by five billion dollars and is one of seven of the top 20 richest people whose wealth declined over the last year. In the second place of the list of the richest is Bill Gates, who is in 2012 richer by \$ 5 billion, and his wealth is now 61 billion. Third place went to the owner of Berkshire Hathaway, Warren Buffett, whose fortune is estimated at \$ 44 billion. One feature of this list is the undeniable rise of young Internet entrepreneurs, started by the founder of Facebook, making him a phenomenon of the Internet era. Mark Zuckerberg doubled his well-ranking last year, and according to Forbes, his fortune amounted to 13.5 billion, while this year it increased for four billion and he occupies 35th place of the richest people with a fortune of 17.5 billion dollars. The list includes rich people from a total of 58 wealthy countries, including Peru and Morocco. The richest country in the world, America, still has the biggest number of rich people (425). Followed by Russia (96) and China (95). <http://www.forbes.com/sites/luisakroll/2012/03/07/forbes-worlds-billionaires-2012/> (9.9.2012).

individuals is acquired thanks to shares in telecommunications companies, Internet entrepreneurship, the computer industry, politics, and all of that is close to media culture which implies a direct effect on it.

Connecting the telecommunications, computer and media industries, attracted wealthy entrepreneurs to invest in co-operation with the media in order to develop a competitive advantage of global scale, developing a dominant brand, great power of distribution and the like. Many of these entrepreneurs use a variety of media for personal promotion or promotion of their company or some content. Wealthy entrepreneurs in the media often appear as advertisers in order to make themselves close to consumers. Some advertisers pay to get their messages transferred directly to consumers. An example of this is the British Independent Television (ITV). In order to achieve something like that, television has to broadcast enough quality programming that will attract a wide audience, and then the advertisers. "Recent attempts of ITV to move its main evening news from 10 to 11 hours was intended to increase the total number of viewers for this reason"<sup>9</sup>.

Wealthy individuals through advertising directly or indirectly decide on the content of media culture. Indirect affect is only advertising in the media. Commercial media that are directly funded by advertisers, must provide a program that will attract more media audience that is suitable for advertisers. If they want to gain as many advertisers, newspapers and radio, they have to offer a wide range of facilities to suit a variety of interests of the media audience. This factor on television, which is financed by the seller, works poorly.<sup>10</sup> The programs that are intended for smaller number of viewers can not generate enough revenue from advertising. Television with subscription can compensate for this deficiency. The direct influence of wealthy individuals on the media culture is that they desire to participate in the politics of designing the programs and the modes of work of media. This is especially true in smaller communities and volatile media. Because of this news in the local newspapers and trade magazines, advertising the local business and influential individuals, and wealthy entrepreneurs, tend to conceal the truth and information that could in any way jeopardize their advertisers. Local media are afraid to criticize the local influential people, because their existence could be threatened. Sometimes the national media can be subjected to the same pressure, but it happens rarely and they have a powerful mechanism to cope with these pressures.

Also, media ownership is very important, because from it depends and the media culture of the certain media. Media owners, depending on which policy

---

<sup>9</sup> Adam Briggs and Paul Kobli, *Introduction to Media Studies*, Belgrade: Clio, 2005, p. 305.

<sup>10</sup> Adam Briggs and Paul Kobli, *The same*.

they favor, influence media content, as well as which personalities will appear in their media and which will not.

Money, time, technology and deregulation are the economic and industrial factors that, in addition to other social entities, determine the most media culture. Commercial media are financed exclusively from consumers (monthly subscription which is often supplemented by video on demand and pay-per-view), and advertisers, while public services receive subsidies from the government (directly or in the form of taxes or certain privileges). In both cases, the media are economically dependent, the only difference is the kind of economic pressure. An example of the use of resources and revenues from consumers and advertisers are newspapers. The reader pays their copy of the newspaper, but the inventory is also charged to advertiser. All corporate media are in this range, the difference is whether their source of income is larger from consumers or advertisers.

From the appearance of the media, the social authorities are trying to keep them under control and to manage them. In the beginning it was a church, and then the state or government. The state must regulate certain media content with regard to their effects. Also, under the jurisdiction of state or government, was the assignment of frequencies in accordance with the restrictions on the spectrum for broadcasting. However, deregulation and digitization have freed a substantial part of the area for mobile communications. As the number of electronic media increased thanks to cable, satellite and digital technology, the degree of regulation has reduced. The regulation has a positive side in that it makes the media broadcast certain content, regardless of whether they make a profit on it. Without these conditions, media owners decide by themselves on the media culture, putting profits first.

The goal of private or commercial media is a long-term profit. Commercial media must not give priority to profits only when regulations limit them, but in such circumstances, companies run the risk of being taken over by other, more powerful company. In order for media to really serve the public interest, they must be careful when it comes to financing. Therefore, the state subsidizes public media and that is why private media can never satisfy the public interest of the citizens in terms of production and transmission of high-cultural values content in so far as it can public media.

There are different forms of media ownership. Singular form of media ownership is a group of shareholders who have control over the media, or it can even be just one owner who does not represent another company. This form of ownership is not as common today as in the beginning of the privatization of the media. Another form of ownership are related companies or chain. This is a group of related companies, for example, cable. They are integrated horizontally,

they do not buy or sell among themselves but each share resources and thus achieve efficiency and savings. Vertical integration is another form of chain-linking of media owners. In this case, companies of the same owner are supplied among each other. Another type of partnership is a chain cross-ownership. This is the case when in the particular market one media company owns several companies. For example, more than one television, radio stations, magazines and so on. The last type of linked ownership is conglomerate. It is a combination of other chain bonding, horizontal and vertical, and sometimes cross.<sup>11</sup>

Consequence of the trend in the ownership of media companies - for larger to buy fewer - is a small number of conglomerates that are nationally or internationally imposed as purveyors of information and entertainment. In some regions, all the media are owned by one conglomerate, it is a rare instance where at least one media is not in possession of one of the few superior companies. In this way, a small number of these companies affect the global media market and impose a global type of media culture. This is a direct consequence of the economic dependence of the media.

Perhaps the efficiency is the main reason for the growing media concentration, but there are also other reasons for this, such as: high profit margins, the power to obtain credit, to buy, as opposed to starting a new, taking a place of the rich, small national centers, minimizing the risk by changing the industrial branches, media ownership as a status symbol and a carrier of ideology, media regulation, competition policy.<sup>12</sup> "On many occasions, the owners use their media companies as a solid platform for the promotion of their own interests and ideas. Rupert Murdoch and Conrad Black are modern example for this, as well as Robert Maxwell"<sup>13</sup>.

It does not have to mean that such a form of media concentration is necessarily bad. We have a wide variety of media content, a brand new media culture that has previously been unknown. Public media are still there and, most importantly, we can always choose which medium, channel or program we will use. To a new form of media concentration and conglomeration may be objected, and the lack of basic investigative journalism. Research on immoral or improper conduct by members of the business community in the world of conglomerate, is not desirable. Conglomerates encourage the loyalty more than journalistic integrity. However, the essence of the problem of media concentration is the monopoly control at one site. It can be a full or partial control of the media. It is a common example with a newspaper. In this case, the media company that has a monopoly on this area, decides on media culture. This means that it controls

<sup>11</sup> Rowland Lorimer, *Mass Communication*, Belgrade: Clio, 1998.

<sup>12</sup> Rowland Lorimer, *The same*.

<sup>13</sup> Rowland Lorimer, *The same*, p. 133.

what happenings will and how be transferred, determines the percentage ratio of ads and news, and how they are processed. This monopolistic control may result in the alienation of media audience. Other media that are not owned by monopolistic company, can suppress monopolistic practices and keep media culture real.

Unequal position of certain groups of the media market, the poor economic situation of the state, the decline in investment in media advertising, all undermined the economic viability of the media. The result is an increased number of closed media, and those who survive, are greatly influenced by advertisers and other centers of power.

The influence of advertisers on media culture reaches the point that they sometimes explicitly require that certain topics are not placed in areas where their ads are, and the media, are particularly commercial, and more and more attentive. An example is North America where the “editorial” content of commercial columns in newspapers have more freedom in advertising departments. “Similarly, according to industry sources in Canada, often more than 75 percent of local television news are creating propaganda departments of different companies or advertising agencies, which tend to provide care to person or product”<sup>14</sup>.

It is estimated that in developed countries for the purpose of advertising is invested between two and three percent of the annual gross national product. The media have tremendous revenue from paid advertising. Printing achieves between 60 and 70 percent of its revenue from advertising, and electronic media, with the exception of selling the rights to broadcast their programs, nearly 100 percent. Supporters of the commercialization of television justify that with the fact that the citizens for commercial television do not pay the fee, as they do for the public radio-television service.

Canadian communication theorist Mark R. questions that. He argues that advertising on television is not free and that every household in the U.S. pays about \$30 a month for it. “Here is his calculation: if the total sum of ad time on commercial TV networks in the United States is multiplied with the price of one second of an ad, and then that sum is divided by the number of households, we get the amount of about \$30 a month”<sup>15</sup>.

Free television could only be watched by those who do not buy anything in the market of goods and services. It is clear that such people in the United States do not exist.<sup>16</sup>

---

<sup>14</sup> Rowland Lorimer, *Mass Communication*, Belgrade: Clio, 1998. p. 52.

<sup>15</sup> Miroљub Radojković and Branimir Stojković, *Information and Communication Systems*, Belgrade: Clio, 2004, p. 124.

<sup>16</sup> Miroљub Radojković and Branimir Stojković, *Information and Communication Systems*, Belgrade: Clio, 2004.



Advertisers do not have to directly impact on the media culture, to set conditions to media on what and how to publish. It is enough to know that the advertiser will always choose the media that is suitable for its target audience, and which does not write critical (or broadcast such a program) on the lifestyle of its target group. In addition, if media want to retain or recruit new advertisers they must take into account the content of the program. If a well-known company advertises in a medium and that medium earns much on that account, it will not be able to publish anything that might harm that company, even though in that way they hide the truth from the public, which is not professional reporting. This is precisely the weakness of the commercial media. Conversely, the media sometimes have to release something that they would not otherwise, or to report favorably on something that is not so, but fits their advertisers. Professional standards are often not met and the media culture in this way suffers. It is often given the advantage to advertisers at the expense of media culture. This was present even when the press was the only mass medium. Printing at the insistence of advertisers had to accept technical changes. Specifically, advertisers wanted their ads to be more attractive and demanded color printing, which followed. There are many examples from which we can infer what is the position in today's commercial media when it comes to economic pressure.<sup>17</sup>

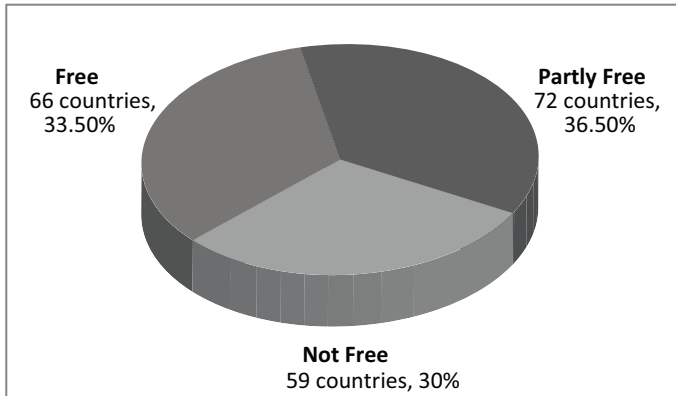
Thus, the economic dependency of media is evident at the global and local level, but with the local media is more visible and pronounced. Media that have a global impact, especially public service media are in the better position, but the percentage of the economic impact appears with them also. Most often it happens that the commercial broadcast media are subject to popular content that entertains the audience at the expense of educational and documentary programs. The reason is simple: the entertainment content attracts audiences and advertisers, while high-quality documentary and educational content requires a lot of money and research, and the media in an effort to place exclusive information have less time for research. They, at the present time that is measured by hundredths, need profits now and use any means to get to it. It all fit in one word - profit.

---

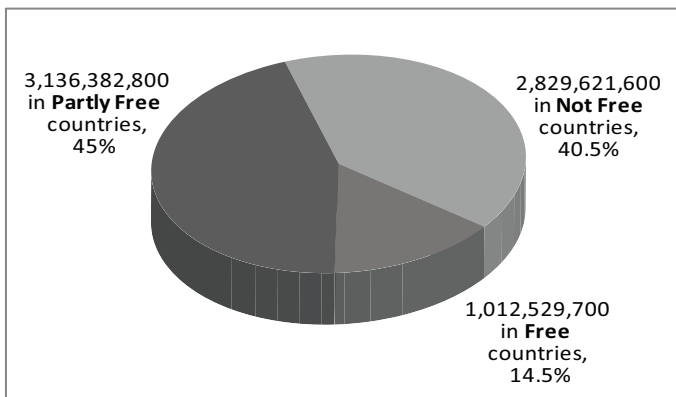
<sup>17</sup> "The pressure on the choice of content are not so easily visible, because publishers care about independence in editing and they are reluctant to talk about it. So here is a classic example from 1940, which shows the pressure from advertisers and let-up of those who live of these ads. It is a family magazine *Esquire* which - after having published an article about the guitar as an instrument most suitable for the home entertainment - lost his high-paying, regular piano manufacturer offers. Soon appeared in the magazine article that emphasized qualities of the piano as a real home instrument. And piano manufacturers ads were there again. Thus was born the infomercial (information + commercial) - contribution which seemingly only informs, but in fact has a well-hidden, but all the more effective, the advertising function" (Mirosljub Radojković and Branimir Stojković, *Information and Communication Systems*, Belgrade: Clio, 2004, p. 126).

Despite all the technological advances and progress in the development of the media, the situation is a bit absurd. Information has never been more accessible, and more numerous, the media techniques used to collect and distribute information have never been so perfect, sources of information have never been more numerous, and on the other hand, it seems that the media have never been more vulnerable to the economic impact.

The following figures show the degree of press freedom in 2012.



**Illustration 1:** *Map of Press Freedom, 2012.*<sup>18</sup>



**Illustration 2:** *Freedom of the media according to the population*<sup>19</sup>

As you can see on the map on media freedom developed by the U.S. NGO Freedom House to its annual report, which refers to the 2011th year, the world has very little free media. According to this report, in all the countries of the Western Balkans, the media are partly free, while in all European Union mem-

<sup>18</sup> <http://www.freedomhouse.org/template.cfm?page=16>. (1.9.2012).

<sup>19</sup> <http://www.freedomhouse.org/template.cfm?page=16>. (1.9.2012).

ber states are free, except Bulgaria, Romania and Italy, where they are partially free.

The report, "Freedom of the Media in 2012: The global survey of media independence", which covered 197 countries, found that only 14.5% of the world population lives in countries with free media, 45% in those countries with partially free media, and 40, 5% in countries with non-free media.

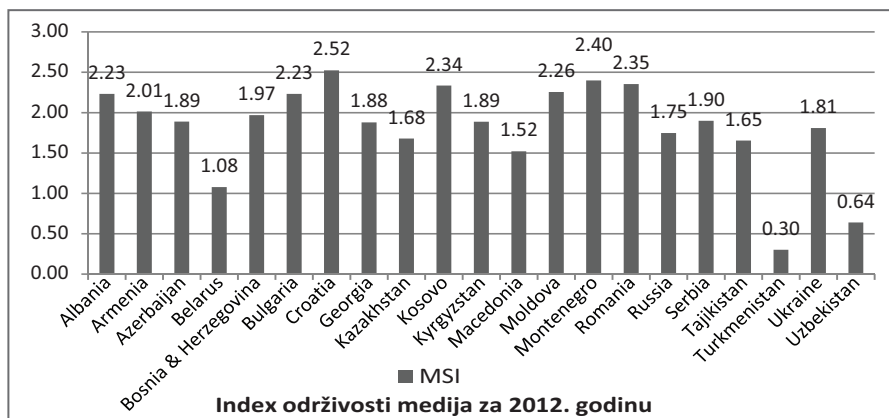
General evaluation of the report Freedom House is that there are more and more countries where press freedom is declining. The organization pointed out that in the Middle East and North Africa has been a dramatic drop in press freedom, and that there was a surprising decrease in Mexico because of fear and violence associated with drug trafficking. According to the annual report, the media are free in 66 of 197 countries surveyed, partially free in 72, and non-free in 59 countries.<sup>20</sup>

In addition to NGO Freedom House, another American NGO (IREX - International Research and Exchange Board) ProMedia deals with the position of the media. This organization since 2002 measures with the same methodology<sup>21</sup> sustainability of the media in 80 countries (former socialism). The first year that was evaluated was 2001, and the last was 2012.

<sup>20</sup> Bosnia and Herzegovina shares 95th place with Comoros with a total rating of 48, Albania is 107th with a rating of 51, while the Kosovo is in the 97th place with a rating of 49, which indicates that none of these countries meet the criteria for full freedom of the press. Serbia and Montenegro is among the partially free countries, in the 75th place with a rating of 35, while Croatia is in the 83rd place with a rating of 43. The leader of the freedom of the media and this year are the Scandinavian countries, led by Finland, Norway and Sweden with a rating of 10. Among the 10 lowest-ranked countries are Belarus, Burma, Cuba, Equatorial Guinea, Iran, Libya, Turkmenistan and Uzbekistan, and in the last place is North Korea with a rating of 97. U.S. is in 22nd place with a rating of 18, Russia is in the 172nd with a score of 80 and China in the 187th place with a total score of 85. URL: <http://www.freedomhouse.org/template.cfm?page=16>. (1.9.2012).

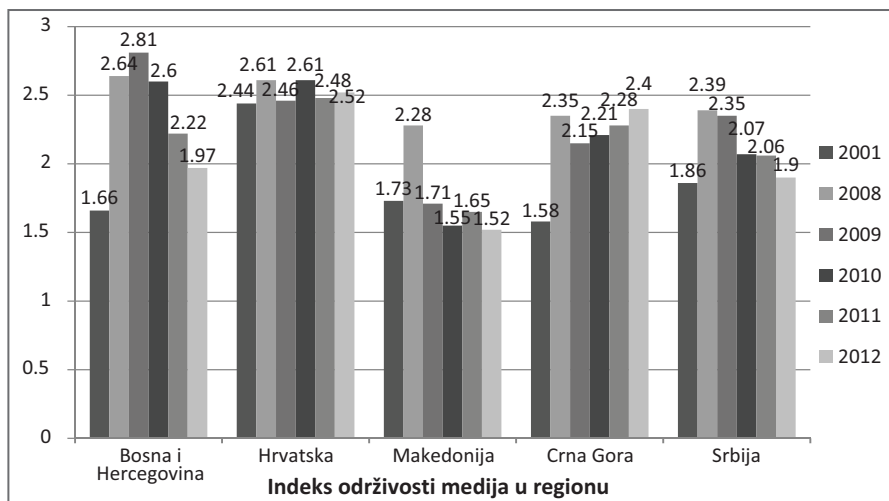
<sup>21</sup> Measurement methodology is simple and always the same. At the end of each year, 10-14 top experts in the field of media assess five objectives pursued by every democratic media space, and scores them from zero to four.

Media are evaluated at several-hour session where they face opinions and arguments. After the discussion, each of the 14 participants form its own assessment for a given goal. The advantage of the methodology is that in assessing the sustainability of the media are participating known journalists and media experts in the field, so that assessment is completely free of any influence, which makes it possible to compare the annual dynamics of the media environment of the country with other countries. URL: <http://irexdev.forumone.com/project/media-sustainability-index-asi-europe-eurasia>. (2.9.2012).



**Diagram 1:** Media Sustainability Index for 21 countries covered by the Irex survey for 2012.<sup>22</sup>

Based on this diagram we see what is the Media Sustainability Index for 2012 year in all countries covered by the Irex survey. Croatia has the highest score of 2.52, followed by Montenegro with an average score of 2.40, BiH reduced its grade compared to the previous years to 1.97, as well as Serbia. Then follow: Romania, Bulgaria, Albania, Ukraine. Turkmenistan has the lowest score, and right behind it is Uzbekistan.

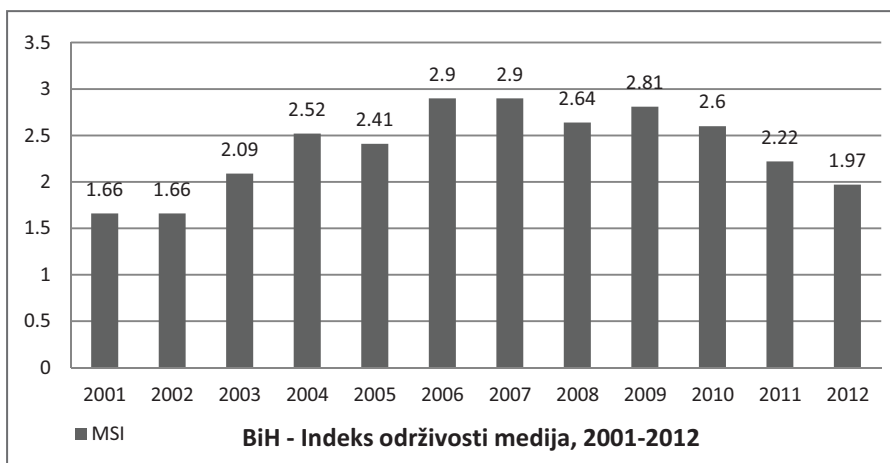


**Diagram 2:** The review of BiH Media Sustainability Index and the countries in the region for 2001, 2008, 2009, 2010, 2011 and 2012.<sup>23</sup>

<sup>22</sup> The diagram is made independently based on tabular data that is downloaded from the URL: <http://www.irex.org/project/media-sustainability-index-msi-europe-eurasia>. (2.9.2012).

<sup>23</sup> The diagram is made independently based on tabular data that is downloaded from the URL: <http://www.irex.org/project/media-sustainability-index-msi-europe-eurasia>. (2.9.2012).

This diagram represents the results of media sustainability of Bosnia and Herzegovina and the countries in the region in 2001 and the last five years. As we can see, Croatia maintains a pretty good level for years, Montenegro has made progress, but not enough, while other countries reported a decline of press freedom in recent years and returned to almost the same result that they had in 2001. Special emphasis are on Macedonia, which has an even lower score than it had in 2001. It speaks of the increasing pressure on the media and their narrowed freedom of action as well as the inability to resist the economic crisis and the impact of policy.

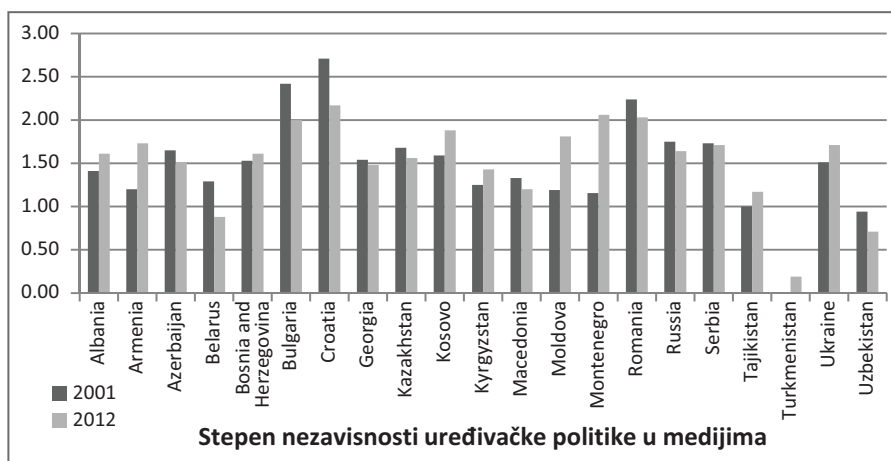


**Diagram 3:** *Media Sustainability Index for Bosnia and Herzegovina, from 2001 to 2012.*<sup>24</sup>

Here we see the results for BiH since 2001 to 2012. The results show that the BiH, when it comes to the media sector, had vibrations that in one period lead to prosperity and progress, provided that the index in the coming years is not declining. To 2004 the ratings grew, 2006/07 had the highest score - 2.90, but the latest results showed lower scores compared to the previous years. With regard to the other countries, BiH does not have such a bad result, but given the highest possible rating (four) provided by the Irex criteria, BiH still has much to improve so that the situation with the media in this country would be satisfactory.

However, what is most important in the context of the influence of the economic factors on the media culture, are the results which are related to the results of the fourth goal that media are required to meet, and Irex assess, and this assessment shows to which extent does income allow economic business and an independent editorial policy.

<sup>24</sup> The diagram is made independently based on tabular data that is downloaded from the URL: <http://www.irex.org/project/media-sustainability-index-msi-europe-eurasia>. (2.9.2012).



**Diagram 4:** *The degree of economic independence of the media according to Irex survey for 2001 and 2012.*<sup>25</sup>

As the diagram shows, in 2001, the economic situation of the media in all these countries, was very poor, with the exception of Croatia, Bulgaria and Romania, where the score for the economic independence of the media was higher in 2001 than it is today. However, the situation in this field is poor. The fact is that in many countries it is much improved, but that does not mean that the media are financially independent. On the contrary, the results showed that most of the countries of Europe and Eurasia are in a precarious economic position, that they are not free to create media content and that the media culture often depends on the centers of power that influence it.

### **Impact of scientific and technological revolution on the media culture**

Each media system, is in some way influenced by science. That influence is enhanced by scientific and technological revolution, and the computer revolution first. Scientific knowledge of information has become a key resource for development, and information technology practically inevitable. The globalization of mass communication and the emergence of a network of computers that transformed the practice of human communication - processes that are the direct expression of the scientific-technological revolution<sup>26</sup> – in the best

<sup>25</sup> The diagram is made independently based on tabular data that is downloaded from the URL: <http://www.irex.org/project/media-sustainability-index-msi-europe-eurasia>. (2.9.2012).

<sup>26</sup> Mirko Miletić, *Configuring the media system in Serbia*. // Culture policy, Novi Sad: Political Science Association of Vojvodina and Stylos, 2008, 8, (10) , p. 10-30.

way illustrate the role of science as an agent who, in the epistemological sense, recognizes the position and the possible degree of influence of all other entities in the media system.

In modern society, there are views that associate the global social changes with the advance of scientific-technological revolution<sup>27</sup> as a universal social phenomenon that with different intensity permeates all segments of society at the global level. It is projected in the ways of labor and ecology, different social processes and relations: political, cultural, spiritual.

“The scientific-technological revolution has become a new development paradigm for understanding the megatrends in our world, major changes in the structure and dynamics of modern society, to explain the logic of transition from industrial to post-industrial society”<sup>28</sup>.

In the age of the third industrial revolution, technology has become dominant. It replaced the human in many actions and became the center of our time. Many thinkers of 19th and 20th century have shown the importance of technology in social development, from Marx to Toffler, Touraine, Bell, Castells and others.

Castells, stationed a new technological paradigm between the sixties and the eighties of the 20th century as a multitude of scientific and technological innovation. He points out that the essence is in microelectronics, thanks to the findings of transistors, integrated circuits, microprocessors, and the planar process. He points out that the real beginning of information technology revolution started in the seventies of the 20th century, when the microprocessor was invented, which is an act of the Intel engineer Ted Hoff in the Silicon Valley.

Computers, which are the backbone of the IT revolution, announced a new mode of communication in 1946 when the first computer ENIAC, weighing 30 tons was produced. Workmanship and construction of computers constantly perfected and in 1981 the IBM Corporation has produced microcomputer calling it a personal computer (PS - Personal Computer).

However, the rapid spread of microcomputers would have not been possible without software adjusted for PC. This software was in 1976 created by two for-

---

<sup>27</sup> “By the term scientific and technological revolution we mean big progress in the development of technology and science, profound changes in the nature of work and the transformation of science into a direct productive force of modern society. The third scientific-technological revolution occurred after the Second World War, with major scientific discoveries and the development of new high technologies. The main areas where there was a third scientific-technological revolution are: microelectronics (information technology, robotics, computers), biotechnology and genetic engineering.” (Mirko Miletić, *Configuring the media system in Serbia. // Culture policy*, Novi Sad: Political Science Association of Vojvodina and Stylos, 8, 10 (2008), p. 10-30).

<sup>28</sup> Ljubiša Mitrović, *Modern society: development strategy and actors*, Belgrade: Institute of Political Science, 1996, p. 56.

mer Harvard students Bill Gates and Paul Allen adapting the software BASIC to the personal computer Altair. When they realized that their invention has great commercial potential, they founded the company Microsoft, which gained supremacy on the microcomputer market.

All the most important discoveries of the new information technologies have occurred in the seventies of the 20th century in the United States.<sup>29</sup>

High technologies, which are the main feature of the third scientific-technological revolution, have the following characteristics: foundation of knowledge, high capital intensity, information intensity, raw intensity, energy intensity, increasing humanization of work, low impact on the disruption of the ecological balance.<sup>30</sup>

It is a scientific and technological revolution that enabled Makluan for world to become his global village, because thanks to the new opportunities it brought, time and space are viewed differently. The temporal and spatial boundaries are lost, which have in the past been a major obstacle in the communication and information flow.

Informational, global and networked society is based on the information technology which has enabled all participants of communication to be connected into a single, interactive computer network.

When it comes to media, thanks to the advances of information technology, the technology of processing and transmission has been changed. That scientific-technological revolution has a major impact on the media and media culture is confirmed by the fact that M. Castells as one of the main features of a new social model emphasizes the culture of real virtuality". The Castells points out that this is the new form of culture in which what is imagined, unreal, is perceived as real, and which is due to the fact that ubiquitous electronic media have the ability to continuously broadcast certain symbols and messages, creating a virtual world experience as realistic.<sup>31</sup> In addition, changes in the media as a result of new technologies have changed the way we think about ourselves. We are no longer passive consumers of media but we more actively participate in the creation of their program. Compared to analog effects, digital technology has fundamentally changed our relationship with the media.<sup>32</sup>

---

<sup>29</sup> Manuel Castells, *The Information Age: Economy, Society and Culture*, Zagreb: Golden marketing, 2000.

<sup>30</sup> Slobodan Cvetanović, *New technological paradigm and radical economic changes*, Belgrade: Practice, 1992.

<sup>31</sup> Manuel Castells, *The Information Age: Economy, Society and Culture*, Zagreb: Golden marketing, 2000.

<sup>32</sup> More about digital technology and digital culture, see: Charlie Gere, *Digital Culture*, Belgrade: Clio, 2011.



Information technology is changing the culture and important consequence is the growing importance of an intermediate image of reality towards the immediate previous perceptions of reality.<sup>33</sup> The media are the ones who interpret reality and with the help of them, thanks to the new technologies and distribution of information, at any time, we can access information from anywhere in the world. However, there are still areas of the world and part of its population who are excluded from the unified information and communication system (poor parts of Africa, China and India) and it is a great source of inequality of the modern world.

Ubiquitous technological determinism is the consequence of the information revolution and the media use all the possibilities of the new technologies so that they could quickly get the information, to format it in high quality way and to distribute it as soon as possible. Therefore, great importance of technological revolution for the media is that the information have become easily available and cheap.

In this way, a new form of media culture appeared: reporting on the event in progress. Increasingly, we can see in the electronic media (but also in printed online editions<sup>34</sup> that such news broadcast as the news in the series) part of a special program about the events that is currently happening. These are events that have a novelty and high degree of interest of the public.

Of course the network communication has its negative consequences, especially when it comes to the ethical approach to information, but Castells believes that the network society has acquired the ability of self-regulation, autocorrection, the ability to establish and maintain economic and social equilibrium, ie, the ability of homeostasis.

---

<sup>33</sup> Manuel Castells, *The Information Age: Economy, Society and Culture*, Zagreb: Golden marketing, 2000.

<sup>34</sup> The American press associations measured in the last year an increase of 65% in the number of visits to mobile websites and applications in papers. As stated in the announcement of American press associations (NAA), the number of visitors to applications and websites for mobile tracking of the news in September of 2011 on average is 65% higher than at the same period a year earlier. The analysis included more than 20 media companies, public and private, large and small, some of which have reported an increase in visits of up to 200%. In addition to the rising popularity of mobile access, data released last month showed an increase in visits to Web sites through computer. "Strong growth of mobile news application is worthwhile. Constantly monitoring the news is one of the most popular activities for mobile users", commented Caroline Little, NAA president. "Taking into account all these data, which clearly show that in the media world and the many options platform, readers are seeking information from sources they can trust - from the newspapers", URL: <http://www.media.ba/mconline/bs/vijest/sad-zna-ajan-porast-pra-enja-vijesti-putem-mobilnih-ure-aja> (8.12.2011).

The emergence of the Internet has enabled the spread of information and communication networks. Thanks to the Internet, millions of people all over the planet can achieve an instant communication. First, the broader use of the Internet protocols World Wide Web in 1995, found the benefits of the Internet and it came to its planetary expansion.<sup>35</sup>

The introduction of new technologies has had a major impact on the printed and the electronic media. When it comes to print media, it is not substantially changed the long-established structure of the ownership and control, which are primarily assigned to a small number of owners. It is clear that new technologies enabled large savings, but that money is reinvested in the new competitive strategies in order for the press to survive. The most common was introducing the new thematic additions or newspaper price was reduced. Those who have dominated the press prior to the introduction of new technologies in eighties, dominate today also. On the other hand, their employees were paid less and are protected and must perform diverse tasks for less money.<sup>36</sup>

Most newspapers now publish their online versions and in that way follow the information revolution. New computer techniques in design, layout and printing are used for printed editions to make them more attractive and modern.

When it comes to electronic media and new technologies, digitizing stands out (producing material for broadcasting on radio and television) that have influenced the media professionals to be more flexible and adaptable to increasingly competitive media based on the new information-communication technology (NIKT). As in the case of workers in the print media, the changes have resulted in the decline of professionalism and uncertainty of continued employment. Television and radio services are available to most viewers at home and abroad and offer dozens of different programs. "The future will, however, outline the process of narrowcasting - broadcasting for viewers with specific

---

<sup>35</sup> That year there were 16 million Internet users, while that number in 2001 surpassed 400 million users. For 2005, Castells predicted one billion users, and for 2010 two billion. The prediction came true. The International Telecommunication Union (ITU) announced on 14th July 2011 that the number of Internet users worldwide has reached two billion. According to ITU statistics in the beginning of 2000 there were only 500 million mobile subscriptions worldwide and 250 million Internet users. In early 2011 number of mobile subscribers exceeded five billion, and currently stands at six billion, while the number of Internet users has exceeded two billion. Data show that 2.08 billion people - or more than one in three of the world population - used the Internet in 2010, and 1.86 billion in 2009; in 2005 there was 1036 billion Internet users.

<sup>36</sup> Adam Briggs and Paul Kobli, *Introduction to Media Studies*, Belgrade: Clio, 2005.

interests, how on the market with the help of digital technology<sup>37</sup> will be placed all more specialized services for all pronounced market niches<sup>38</sup>.

This will mostly be *pay-per-view*<sup>39</sup> pre-paid services that allow getting a certain amount of information from a specific area for 24 hours. These services will serve customers for making a purchase or to make a financial transaction. Electronic media will assume the form and function of print media - will become a recognizable package of information and entertainment that can be purchased, like we now buy newspapers and periodicals, viewers will pay for what they want to see.<sup>40</sup>

The impact of new information-communication technologies on the media (both print and electronic) can be seen in two ways. The digitization can cause outweighs of commercial needs in relation to the quality requirements which would then drastically decrease. On the other hand, the pluralization of program brings pluralism of choices. Viewers will be able to watch what they want, when they want and how they want. Of course, if they are willing to pay for it. Not everyone wants, for example, to watch the news 24 hours a day, but for those who want Sky enabled it.

Digitizing and other technology running processes are unstoppable. It is important to survive socially responsible public radio and television services, as well as an established commercial services and to protect themselves from the new products which regulate the market. However, there is another, unexpected side of modern technology, networking and digitalization when it comes to the social consequences. "Yet, even as they are committed to their new life in the air, many of them have an unexpected nostalgia. They begin to rebel against devices that force them to edit their own profiles; yearn for a world in which their personal data will not be taken automatically, just as the price of participation"<sup>41</sup>. About a variety of extremes caused by new technologies and new media, social networks and communication that requires minimal participation of the human body, talks Sherry Terkl in the book *Alone together*.<sup>42</sup> New technologies lead to the new social influence, relations between generations, sexes, new moral

<sup>37</sup> "It may seem a little excessive, but this eschatological fear points to some of the current changes that are happening in our digital culture, changes that affect every aspect of our lives and that are harder to see because it is so easy to take them for granted. It is particularly important that we have come to a point where digital technologies are not just ordinary tools but, for better or worse, are more and more participants in our participatory culture" (Charlie Gere, *Digital Culture*, Belgrade: Clio, 2011, p. 212).

<sup>38</sup> Adam Briggs and Paul Kobli, p. 281, 282.

<sup>39</sup> Britain's first pay-per-view sporting event - Frank Bruno against Mike Tyson in boxing heavy-weight - broadcasted by SkySport in early 1996.

<sup>40</sup> Adam Briggs and Paul Kobli, Op. cit.

<sup>41</sup> Sherry Terkl, *Alone together*, Belgrade: Clio, 2011, p. 238.

<sup>42</sup> Sherry Terkl, Op. cit.

understandings and forms of education. It is clear that the new technologies are changing the media, and what are social outcomes of that is not yet clear.

### **The impact of the new information-communication technologies on the content of media culture**

Liquid phase in the development of information and communication technologies inevitably affect the content of the media culture. This process is the most evident in the sphere of television news. Thanks to the application of NIKT, it is increased the quantity of news and reports on current events that have with the advent of satellite, cable and digital technologies become more accessible to viewers. This process began Cable Network News (CNN) in the eighties, and was later followed by other media organizations. Additionally, it was accelerated by the digital revolution, and now are already broadcasted more than enough news, even for the biggest information addicts. In addition to the shape of information, NIKT has changed the way of gathering news, in accordance with the requirements of a new type of audience.<sup>43</sup>

The development of technology has improved the efficiency and immediacy of television news. Until the sixties, broadcasting of the TV news was delayed two to three days. At the end of the sixties, telecommunications satellites affected the immediacy of news, and the introduction of electronic news gathering in the seventies. Satellite transmission and telephone reporting increased the role of a journalist at the scene. We now live in an era of the news in real time (real-time news), where the events are transmitted to us at the time of the events. “We are witnessing an event in a way that was never before available prior to the introduction of electronic news gathering. From one perspective, this is actually a positive development. More news and more immediate news in general is considered to be a good thing, that strengthens the democratic rights of citizens.”<sup>44</sup>

There are many positive examples of the new way of reporting.<sup>45</sup> However, there are stances against more and more direct journalistic reporting “Live”, especially about events on the international scene. For the leading British TV

<sup>43</sup> Adam Briggs and Paul Kobli, Op. cit.

<sup>44</sup> Adam Briggs and Paul Kobli Op. cit, p. 285.

<sup>45</sup> “Bren McGregor cites as an example the case of pro-democracy unrests in 1992 in Bangkok. Thanks to the speed of data collection and transmission of news, video footage of the event circulated among participants twenty minutes after it occurred and thus spread awareness about the resolution of the crisis. During the coup in Moscow in 1991 (in which NIKT, such as email and fax, also played a significant role against the coup), TV viewers in Russia could see with their own eyes (with cameras of reporters) that the opposition to conspirators was widespread, and that the army also joined. Resistance strengthened and the coup failed. In these cases and others, the im-

journalist Nick Gowning, development of real-time news has large but unintended implications for crisis management undertaken by the government. Because of the immediacy of the media coverage, the politicians have to deal with a situation where the public access the information as fast as the politicians and their advisers do. In this case, politicians lack control and confidentiality. They operate under pressure with no time for reflection.<sup>46</sup>

However, the impact of real-time news in this regard is limited. Such news can affect public attitudes in terms of addressing the problem, but they do not necessarily affect their thinking and actions. Broadcasting an event that is in progress (especially if they are scenes of violence), can cause with the viewer "compassion-fatigue"<sup>47</sup>, because viewers are becoming tired of listening and watching a tragedy that rotate their screens. Audience, by refusing viewing such content may stop real-time reporting from the affected areas.

New scientific-technological developments have brought unstoppable changes in the media scene. Digital television, internet, mobile media, Ipod ... have become an essential part of everyday life and changed the way we see the media and the relationship towards the media content.

## The digital age and public service

Digital technology, thanks to a significant increase in the capacity and flexibility of the network, delivers a number of benefits and opens up the potential for improving the quality of existing services in broadcasting - the better image quality (including high-definition television) and sound; lower broadcasting costs and the transmission of multiple channels (from 4 to 8) on one actual analog, higher efficiency of the usability of the spectrum, and so on. With the introduction of digital television audience has more content in an offer, with a selection of different types of transmission and the freedom to select the service in the form and time that suits them.<sup>48</sup> However, digitization is more than a technical migration, that is the the process of social, political and economic consequences.

---

mediacy of news had a positive impact on the development of events which were reported" (Adam Briggs and Paul Kobli, Op. cit, p. 285, 286).

<sup>46</sup> Adam Briggs and Paul Kobli, Op. cit

<sup>47</sup> Adam Briggs and Paul Kobli, Op. cit, p. 287.

<sup>48</sup> Mirjana Milošević, Tanja Petrović and Ivana Bjelić, *The Impact of the EU Audiovisual Media Services (AVMS) Directive on Freedom of Speech in the Post-Communist Democracies of Central and South Eastern Europe (Report for Serbia)*, URL: <http://www.mc.rs/upload/documents/istrazivanje/CountryReportSerbia.Fin.pdf>. (10.10.2012).

The introduction of digital services starts the issue of audience fragmentation and the fragmentation of the public sphere, the reduction of social integrative role of the media, the reduction in advertising revenue (due to the extreme fragmentation of the audience) or, in turn, the media concentration, detachment of those sections of society who can not cope with the costs of the transition to digital broadcasting etc.

The introduction of digital terrestrial television also represents a major challenge for public services: will these media, which are considered pillars of the European democratic system survive in hyper-competitive environment and will be able to continue to fulfill its social role? The role of public service, as a guarantor of citizens' rights to freedom of information and open forum for public debate, is particularly important in emerging democracies and countries in transition. Although the benefits of digital television are available to millions of people in developed countries, the general conclusion is that BiH and neighboring countries are late in introducing the new technologies. Media markets do not generate sufficient income, so they could be able to invest and to offer new platform of transmission to audience.

Strategies of relevant regulators are not clear, nor sufficiently defined and contain only technical details, leaving out, the determinants of the possible social and political consequences. This results in a low quality of the local media culture (especially its technical part) in relation to the global. Also, media culture is in that way limited and directed to the narrow scope of action, and little attention is paid to the social and political consequences. The space for manipulation is quite wide and without a clear strategy and the quality of the media in the age of digitization, local media culture will lag behind in relation to the global, which can create an additional problem, to already affected local media (due to the extremely high competition of international media corporations).

Also, public services, according to the trend, are slowly losing their audience, especially the younger, who are increasingly turning to the new, more modern offerings and services (Milošević, Petrović, Bjelić, 2011).

The importance of the Internet for media culture is much greater than the speed of collecting and disseminating of information. It is a new medium that exploits the potential of modern computers for processing the information. Internet is the most radical undo of the limits of time and space that had previously hindered the communication between people from different parts of the world.

There are different views about the Internet in the future and what kind of effects will leave on the human society. From one perspective, the world will truly become a global village, where all will have access to the Internet and will be able to communicate with distant continents with touch of a button, rela-

tively cheap, about any subject interesting to the user. What makes the internet technological innovation, that uniquely contributes to democracy, is the fact that it was not in possession of any state or multi-national companies and no state or company can control its use. Contrary view sees the Internet as the final dehumanizing technology that fosters not communication, but isolation. This perspective holds that the Internet provides a platform for the dissemination of anti-social messages, which can not be subjected to censorship. Those optimistic and pessimistic views do not represent a realistic assessment of the importance that the Internet has on the media culture. The fact is that the internet enabled a new level of communication and undreamed access to all kinds of information. Also the fact is that it is not subject to state censorship or moral framework, but its economic potential is more and more in the forefront. With proper use of the Internet, information literacy, with a special emphasis of media and information literacy, there is no reason not to use the Internet as a reasonable treasure trove of knowledge in various fields which earlier generations were denied for.

## **Conclusion**

The position and freedom of the media today at the global level are not sufficient and depend on several key factors.

Media ownership is an important determinant of media culture. The media that are privately owned and commercial media tend to make profit and serve the interests of the seller, and the regard for the public service is denied. The synergy of media owners changed the culture of the media. By combining multiple owners with different interests and one common goal - gaining profit - educational and cultural role of the media is compromised. Media owners often change content, production, operation, without regard whether it meets the standards of media culture. However, the process of globalization and commercialization of the media does not happen everywhere in the world equally. In every country there is a different reaction of the local media to the global market forces.

The influence of advertisers on media culture reaches the point that they sometimes explicitly require that certain topics are not placed in areas where their ads and the media are, particularly commercial, make those concessions. Decisions of businessmen who use the media space for advertising on where to advertise and how much to spend, influence the fate of some media companies. In order for media to attract advertisers, the content of media culture must not interfere with the advertisers' messages.

The state, with respect to all of its functions, may be considered one of the most important agents of media culture. This is especially true of its role in the normative-legal regulation of relations between institutions of different groups and channels used to transfer media information. With the process of deregulation its role in media regulation is impaired, but it is still very important and present, especially when it comes to subsidizing public media.

Wealthy individuals are important economic factors that influence the media culture. Their influence is of vital importance because of on the unique way they shape the content of media culture, that is, what we read, hear and see on a daily basis in the media.

The number of world's billionaires this year is bigger than the previous, and are scattered in different countries. Brazil, India, Russia and China are emerging as the new headquarters of billionaires whose wealth exceeds one billion. Capital of wealthy individuals is acquired through the shares in telecommunications companies, Internet entrepreneurship, the computer industry, politics, and all these factors have a considerable share in the creation of media culture. The direct influence of wealthy individuals in the media culture is that they desire to participate in the politics of creating programs and ways of work of media. This is especially true in smaller communities and volatile media.

The process of collecting, processing and distribution of information, is the most affected by the economic and scientific centers of power. Money, time, technology and deregulation are the economic and industrial factors, which, in addition to other social entities, determine the media culture the most. The globalization of mass communication with a computer network, confirms a significant influence of science on the entire media culture.

The media are the ones who interpret reality and with the help of them, thanks to new technologies of distribution of information, at any time, we can access information from anywhere in the world. Of course that does not apply to all areas of the world, because there is still a segment of the population without access to global communication. The importance of technological revolution in the media is that the information became easily available and cheap. Satellite transmission and telephone reporting increased the role of journalists at the scene. We now live in an era of news in real time (real-time news), where the events are transmitted to us at the time of the events. Such news can affect public attitudes in terms of addressing the problem, but they do not necessarily affect their thinking and actions.

At the global level, there has been recorded:

- The increase in the value of media and telecommunications markets, increasing media concentration and the influence of economic factors on the program content;



- It leads to the fragmentation of the audience and the loss of the common base of information, while the audience has more freedom in the way of obtaining information;
- The legitimacy of public service has been brought into question, and these media are slowly losing audience;
- Traditional regulation becomes inadequate and they are seeking new, inventive solutions.<sup>49</sup>

State, media owners, wealthy and influential individuals, advertisers have the most economic impact on the media culture. Consequences of media concentration - the appearance of the small number of conglomerates - that affect global media market and impose a global media culture type, has occurred due to the economic instability of the media. The essence of the problem of media concentration is monopoly control at one site, which can prevent or at least limit, the stable local media. Also, every media system is in some way influenced by science, and the effect increased with the advent of scientific-technological revolution, which includes informational and IT revolution.

## References

1. Adam Briggs and Paul Kobli, *Introduction to Media Studies*, Belgrade: Clio, 2005.
2. Cvetanović, Slobodan. *New technological paradigm and radical economic changes*. Belgrade: Practice, 1992.
3. Thomas Hylland Eriksen. *The tyranny of the moment: fast and slow time in the information society*. Belgrade: Library of the twentieth century, 2003.
4. Giddens, Anthony. *Europe in the global age*. Belgrade: Clio, 2009.
5. Gere, Charlie. *Digital culture*. Belgrade: Clio, 2011.
6. Castells, Manuel. *The Information Age: Economy, Society and Culture*. Zagreb: Golden marketing, 2000.
7. Castells, Manuel. *Internet Galaxy - Reflections on the Internet, business and society*. Zagreb, 2003.
8. Kellner, Douglas. *Media culture*. Belgrade: Clio, 2004.
9. Lorimer, Rowland. *Mass communication*. Belgrade: Clio, 1998.
10. Miletić, Mirko. *Configuring the media system in Serbia. // Culture policy*, Novi Sad: Political Science Association of Vojvodina and Stylos, 2008, 8, (10), p. 10-30.

<sup>49</sup> <http://www.mc.rs/code/navigate.aspx?Id=1162>. (6.7.2012).

11. Milošević, Mirjana; Petrović, Tanja and Bjelić, Ivana. *The Impact of the EU Audiovisual Media Services (AVMS) Directive on Freedom of Speech in the Post-Communist Democracies of Central and South Eastern Europe (Report for Serbia)*, URL: <http://www.mc.rs/upload/documents/istrazivanje/CountryReportSerbia.Fin.pdf>. (10.10.2012).
12. Mitrović, Ljubiša . *Modern society: development strategies and actors*. Belgrade: Institute for Political Science, 1996.
13. Radojković, Miroljub and Stojković, Branimir. *Information-communication systems*. Belgrade: Clio, 2004.
14. Ruk, Richard. *European media in the digital age*. Belgrade: Clio,, 2011.
15. Terkl, Sherry. *Alone together*. Belgrade: Clio, 2011.

#### **Internet sites:**

1. <http://www.blic.rs/Vesti/Svet/244177/Raste-zabrinutost-zbog-ekonom-ske-moci-Kine>. (29.3.2011).
2. <http://www.forbes.com/sites/luisakroll/2012/03/07/forbes-worlds-billionaires-2012/> (9.9.2012).
3. <http://www.freedomhouse.org/template.cfm?page=16>. (1.9.2012).
4. <http://irexdev.forumone.com/project/media-sustainability-index-msi-europe-eurasia>. (2.9.2012).
5. <http://www.irex.org/project/media-sustainability-index-msi-europe-eurasia>. (2.9.2012).
6. <http://www.media.ba/mcsonline/bs/vijest/sad-zna-ajan-porast-pra-enja-vijesti-putem-mobilnih-ure-aja>. (8.12.2011).
7. <http://www.itu.int/net/pressoffice/backgrounders/general/pdf/5.pdf>. (15.9.2011).
8. <http://www.mc.rs/code/navigate.aspx?Id=1162>. (6.7.2012).
9. <http://www.24sata.hr/svijet/forbesova-lista-milijardera-meksikanac-slim-je-najbogatiji-256762>. (10.9.2012).