



APA FORMAT LIT REVIEW EXAMPLE



LIT REVIEW.NET

MEDIA COMMUNICATIONS IN DEMOCRATIC CULTURE

Today, it can be justified to say that the rise of a democratic society was developed by the media society, which was primarily due to the rapid spread of different types of media, especially those that contributed to the faster flow of information, and through their overall presence they penetrated the society and influenced it. Namely, the media represent the most influential mediators in shaping the general interests, values and political orientations of citizens, and it is quite reasonable that the attention of the scientific community and the public is directed at mass media, since these are phenomena that have a strong influence on society. The media represent a complex term that signifies public information systems, which serve to disseminate news and audiovisual content for the purpose of information, education and entertainment of the broadest sections of the population. The influence of media on society is evident, but there is also a difference in sociological interpretations in the European context and in the United States. The effects of media in a "broader sense" are the overall processes of behavior and experience that can be explained by the fact that a person is a recipient of mass communication (Kunczik & Zipfel, 1998, p. 125). The interest for media and communication in Europe comes in the 1960s. The European Critical School is founded on the Marxist and Freudian heritage of the Frankfurter School. Representatives of the Frankfurt School (Marcuse, Horkheimer, Adorno) criticizing the role of mass media have become credible for believing the strong and negative influence of the media in society. The Theoreticians of the Frankfurt's School are known for their negative attitude towards everything that is modern, American and massive. The overall media regulation of Europe's theoreticians has faded to try to control the media by the state, as they represent a very powerful apparatus of influence on society. The interest of sociology for media analysis and social communication in the United States has been noted already at the time of the school of Čikaša, where the interest of sociology is manifested for a phenomenon that will later prove to be inevitable in the analysis of society. In the United States, media policy is formed differently, with the view that media influence is limited and not so significant (Peruško-Čulek, 1999).

MEDIA COMMUNICATIONS IN DEMOCRATIC CULTURE

Current relevant insights on the media and their role in society have initiated the development of today's separate scientific discipline, which is the social communication that is also the youngest social discipline. The area of social communication today includes: interpersonal, organizational and mass communication. Today in the United States there are special departments at faculties, professional associations and schools dealing with this area of research. The multi-party system, the tripartite government, respect for human rights and the freedom of the media - are the basic features of democracy. Media have the role of transmitting information and representing an information channel in the political space, and media freedom is one of the basic features of democratic planning. The basic democratic function of the media is to inform citizens. The process of globalization causes the development of technical and communication capabilities, which leads to the strengthening of the public's role in making political decisions. According to classical theories, democracy is an equally institutional system, a process of discussion and decision-making. Therefore, an appropriate way of communicating is necessary, which must enable communication relationships (Meyer, 2002, p. 7). According to Thomas Meyer, the contribution of mass media to democratic communication and culture is:

1. Extensive and meticulous reporting,
2. Focus on the facts,
3. Truthfulness in the content, style and forms of reproduction,
4. A presentation mode that enables all citizens to participate in public communication (Meyer, 2002, p. 7).

Of course, all of these features are not respected in practice. In order for the media to fulfill the political function of democratic legitimacy, communication must keep:

1. The core of rationality,
2. Reliable information and arguments,
3. Verifiability and ability to reach agreement (Meyer, 2002, p. 67).



MEDIA COMMUNICATIONS IN DEMOCRATIC CULTURE

Presenting politics by the media today has a tendency of personalization, and in some cases trivialization, all to bring the public's maximum attention to the consequences of such media politics. In this situation, the media as a subject of the whole process depend largely on journalists. The main duty of a journalist should be:

1. To get true information,
2. Professionally and expertly edit it,
3. Provide timely delivery to fulfill its function (to reach its audience, i.e. citizens, ruling political elites or opposition).

In this context, the question arises as to whether journalists dealing with policy-related information should be members of political parties. It is to be concluded that if journalists want it, they would certainly be able to express their political commitment and be members of a particular party, but their commitment to them at any time should not affect their work. This fact should not have consequences in their professional work (which is very difficult to accomplish).

According to Wallerstein's theory of the world system, the economic world is dominant, that is, the civilization in which society is structured economically. Production and exchange are regulated by the market, not by laws (Featherstone, 1990, p. 31). The more indented and increasingly complex circuits of world networks in the economy, politics and sphere of mass media communication (Featherstone, 1990, p. 31). Apart from the political influence on the media, there is also the pressure of competition and participation in the market game. In the Tyrian Communication 1999 book, Ignacio Ramonet suggests a "critical analysis of the media that reaches the many realities of their current functioning: the pressure of competition among large media groups, information that is viewed as ordinary goods, constantly resorting to surveys of audience" (Le Goff, 2005, p. 339). In today's light of globalization, communication and information connectivity are indispensable necessities.

MEDIA COMMUNICATIONS IN DEMOCRATIC CULTURE

The media itself influences the society as a whole. And the political system, of course, is subject to the influence of mass media. Politics is changing under the influence of the media system and its rules. Meyer introduces the term "colonization of politics" by the media system. "The rules of media logic are transforming the constituent factors of political logic, in many cases reallocating the emphasis among them, adding new elements to the field of media law but not fully absorbing the logic of politics" (Meyer, 2002, p. 49). About the colonization of politics through the media system we speak when the media system inherits the rules into the political system and dominate its rules.

One of the basic advantages of the media is to provide information that is not available in interpersonal communication. Mass media are one of the most important elements of democracy that enables the introduction and presentation of political candidates. Politics uses the media as one of the main means of establishing a relationship of power and supremacy. While media outlets have their information power and economic significance. We can generally say that media and politics are mutually beneficial. The relationship between media and politics in America is a confused mix of conflict and co-operation, support and opposition as the author of the book *Media Literacy, Keys to Interpreting Media Messages* (Silverblatt, 2001, p. 265). According to Janda K. there are 5 special functions that mass media perform for the political system, namely:

1. Convey the news
2. Interprets the news
3. Influence the citizen's opinion
4. Establish a program of government actions
5. Socialize citizens with respect to politics (Janda et al., 1992, p. 108)

All of these functions can be reduced to one crucial, and this is: the media inform citizens and the general public about politics and political issues. The influence of the mass media on the public comes from the information function, and it is a key factor targeted by politicians who are trying to leave a good impression in the media. Ideally, the media should cover objectively, critically and distantly all political issues and events.

REFERENCES

- Kunczik, M., & Zipfel, A., (1998). Introduction to the Science of Publicism and Communication. Sofia: Friedrich Ebert Foundation.
- Peruško-Čulek, Z., (1999). Democracy and mediums. Zagreb: Barbat.
- Meyer, T., Hinchman, L. (2002). Media Democracy, How the Media Colonize Politics. Cambridge: Polity Press.
- Featherstone, M. (ed.) (1990). Global Culture, Nationalism, Globalization and Modernity. London: Sage Publication.
- Le Goff, J.-P. (2005). Almighty Media. European Journal, X(10).
- Silverblatt, A. (2001). Media Literacy, Keys to Interpreting Media Messages (second edition). Westport, Connecticut, London: Praeger.
- Janda, K., Jeffrey, B. M., & Goldman J. (1992). The Challenge of Democracy - Government in America. Boston, Toronto: Houghton Mifflin Company.

**CHECK OUT OUR PROFESSIONAL SERVICES FOR
MORE AND GET THE BEST APA LITERATURE REVIEW
WRITING HELP TODAY!**