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VUK VUČETIĆ – DEJANA RADOVANOVIĆ ŠARENAC
University of East Sarajevo, Faculty of Philosophy

CHALLENGES OF SOCIETY MEDIATIZATION

Abstract

In this paper, we will theoretically analyze changes that have occurred in contemporary society as a result of strong expansion of mass media and development of new media/communication technologies. Media are a very important social subsystem that permeates and affects all other social subsystems (family, politics, religion). In other words, the media have actually become a kind of environment in which all other subsystems function and adapt to it. The media influence in this sense is explained by the theory of society mediatization. Mediatization can be defined as a long-term process of structural changes in society and culture in which media play an important role in defining social reality and conditions of social interaction/culture. To discuss the society mediatization, it is important to understand the phenomenon of “media logic”. The concept of media logic is related to the impact that the media has on other social subsystems. In this sense, society mediatization is defined as the measure of institutional adoption of media logic by other social subsystems.

Key words: media, mediatization, media logic, society mediatization