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Media literacy and media ethics. The only way out
by Sabahudin Hadžialić
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The book titled *Media literacy and media ethics. The only way out* by Sabahudin Hadžialić is a collection of 40 essays (written between 2016-19) devoted to the challenges facing modern media society.

The author in the content of the book particularly emphasizes the importance of conscious social (civic) participation in the decision-making process at the micro and macro levels. He attaches special importance to education to the media and through the media.

According to the author, preparation for participation in the media requires critical thinking. However, this problem is even deeper. Today's algorithms are so complex that they analyze our preferences, choices made (e.g., browsed websites on the Internet), content and by adapting to them suggest other related ones.

The accuracy of these choices is perfect, that sometimes you get the impression that artificial intelligence predicts choices that we haven't made yet. Personalization of information makes it increasingly difficult to assess the situation, get to the "truth". This state of uncertainty raises many questions about the ethical side of the media and how to use data posted on the Internet and other information systems.

Are organizing groups in the Internet space (as Professor writes: "power of citizens in creation of democratic environment with understanding and avoiding manipulations which are tend to politicians, regardless of the level of government from which they come"p.7) is enough?

In his book manifests deeply humanistic faith in humans, emphasizing the power of individuality and responsibility of the individual ('responsible journalism starts with each of the individual journalists because the first - journalist is responsible to himself/herself, to the people around him, and then to all who may read what he / she writes and then to profession itself "(p.24).).

The collection of essays forms a coherent whole, they are written with a knack for the written word. The content is readable and makes you reflect. The content of the essays not only postulate of the theoretical change but the author indicates the directions of change in it. In the book, we find answers to the question of how to put into practice the ideas of ethics that require responsibility (leaders, government), another element extremely important for building an ethical society is the transparency of all stages of work and decision making.

Therefore, ethical standards should be based on intellect, experience - as the author writes - and wisdom. I recommend the book to everyone who is close to the issues of ethics and problems of society contemporary immersed in technology. Content refers to problems but also to possibilities.