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### **Review of scientific essays by**

**Assoc. Prof. Dr. & Dr. Honoris Causa Sabahudin Hadžialic**

A textbook - a collection of 40 scientific essays, published from February 2018 to October 2019 in the (Think Tank & Journal) Eurasia Review, USA, collectively "**Media Literacy and Media Ethics, the only way out**" is an example of the theoretical of extremely rich background of Sabahudin Hadžialić, who has recently (since 2014) been analyzing various processes of understanding media literacy within the aspect of interaction of media literacy, as well as political manipulation within social processes, which the common denominator is a fragmented cultural, social and political space in the world. (Reference to his book "World as Global Sin" - January 2018, Eurasia Review, USA): <https://www.amazon.com/World-Global-Sin-Sabahudin-Had%C5%BEialic%C4%87-ebook/dp/B078PPK5VW>).

Media literacy, if appropriately addressed to society through an appropriate educational period, can be helpful in defining opportunities for social development and immediate democratic awareness. This study, in a scientific sense, continues and broadens the debate about the roles and importance of media literacy within our time, as basic assumptions, the development of humanist societies, rather than the creation of obedient followers who run simple railroads, which are given - guided by the last thoughts of manipulation and the exploitation of societies for their own purposes. Simply, by avoiding mediators with the ability to make timely and argumentative conclusions for the benefit of society as a whole within critical observation, promotion, but also action, as the author himself underlines, considering, above all, ethical criteria aimed at shaping the necessary modern, professional, journalism.

Colleague Hadžialic emphasized that media literacy is a basic prerequisite for establishing a society of developed democratic consciousness. At the same time, the second hypothesis emerged as a logical sequence from the textbook's title, referring to the political manipulation of the subject of political pluralism precisely on the basis of insufficient media literacy of the society itself. The third hypothesis concerns the professionalism of the mediators themselves, the journalists, one specific personality that lies between the public and the source of information with a focus on ethics, within all varieties and types.

The author also directs his work towards media education and / or education of the media, where he talks about developing skills that help to look below the surface of media messages; explain the same media messages *per se*; about the public and its interaction with the media

text; the commercial implication of the media, about how the media contains, in addition to ideological also an valuable messages, but the media has a social and political thought & message & implication - where media literate people can recognize the appropriate positive as well as negative one orientations/directions realized through media messages and with the aim/goal of gaining upon of the audience for a specific question. In this textbook, author talks about the aesthetic as well as the ethical form of media appearance. Media education (pedagogy), which has recently established itself as a separate scientific discipline, is further discussed.

My colleague Sabahudin Hadžialić considers that mass media is an immanent cultural fact. It is difficult to imagine the cultural image of some country and not to have included the media in it and without valorization of media contribution to cultural assets. The cultural identity of some country is waved also from media attachments, and top media products are always recognizable in the wider cultural environment. The book also discusses the roots of mass cultures, folk and high cultures, commercial culture and the role of mass media within global economic relations. Market, income, readership, viewership and listening are the main criteria for not because of proving the quality but justifying the time to sell their ad to advert agencies. Also, in the book were named and responded to the modern shocks that enable the Internet (Network), as something that enables instant interaction within a society.

When talking about "New Technologies and Media Literacy or Media Ethics", the author answers: Does journalism still mean anything within media literacy and media ethics? Who is the distributor of media text in the future? What will the space for creating media texts look like in the future? And, what is the journalism in the era of social media? The book exhales with the practice examples and simply explains these scientific postulates.

The whole book is creation of a textbook in which the author explicitly writes that the main goal in media literacy and media ethics is to create a method that is free from prejudice and which, based on what has been stated so far, should and must contain openness to the media world; education (literacy and ethics) with the aim of understanding how important the media is within the educational process and not to look in the media, never exclusively, the negative side, but to look as a mean of assuming the development of society within the communication of all with everyone. *An example of a possible solution to the problem of communication within media literacy and media ethics can be the example of interaction between journalists and citizens, where, within the context of certain citizen participation, journalists are mediators of direct and indirect involvement of citizens in the protection process, through the creation of media literacy, in order to avoided political manipulation of the subjects of political pluralism and developed a healthy society of direct democratic consciousness* (Sabahudin Hadžialić, 1997). It is the multi-identity of the world as a global village (neo-globalization) that carries the proper premise for the creation of media literacy and media ethics, both by the individual, the professional journalist, and by the group addressed within the sociological-communicative level of hopefulness. If we are going to realize the above within the overall appearance of the equal existence of all, now and here, politics would have stripped its own libido and made it available to the public at the same time to exert that control through the public (I am talking about control here as a prerequisite for fair rule,

because, let's not be fooled, always will be rulers and rulers) appropriate influence aimed at the well-being of the entire population with the aim of making decisions of importance for normal existence in this region, as the author himself emphasizes.

At the same time, *eo ipso*, this policy of improving media literacy and media ethics has also provided adequate ability to access, analyze, evaluate and shape media texts in various forms.

Based on the 40 essays presented, the theoretical and practical contribution of this study can be measured measurably within the methodological settings of appropriate understanding, implementation, analysis and improvement of media literacy and media ethics to prevent the construction of reality, which can often be a false picture of the real world in which we live. Media literate (with the ethics of professional journalism as the author suggests) persons will know how to distinguish construction from reality within a media message on the basis of an analytical, targeted approach to a permanent form of education, from the early days of adulthood to lifelong learning for each of us, focused on quality fact-finding and false flushes, which are often just a story for the immediate needs of those in control of the media.