

- Schrob B., Hûther J. (2005), Grundbegriffe Medienpädagogik (4. izdanje). München: Kopaed.
- Schrob, B. (1995), Medienaltag und Handeln – Medienpädagogik in Geschichte, Forschung und Praxis. Opladen: Leske und Budrich.
- Šušnjić, Đ. (1990), Ribari ljudskih duša. Beograd: Ideje.
- Šušnjić, D.(1982), Cvetovi i tla (ogledi o ulogama ideja u života). Beograd: Mladost.
- Winter, R. (2006), Cultur studies als kritische Medienanalyse: Vom “encoding/decoding”- Modell zur diskursanalyse. München/Wien: Oldenburg.
- Willamson J. (2002), Decoding Advertisements: Ideology and Meaning in Advertsing - orig, London: Marion Boyars.
- Williams, R. (2006), Aspekten der Kultur und Medientheorie. U: Medien, Kultur, Kommunikation. Wiesbaden: VS für Sozialwissenschaften-Gmbh-GWV.

Ostali izvor:

- [www.index.hr](http://www.index.hr;); dr. Bogomil Karlavanis
www.6yrka.com/print/197, Maša Kolanović
6.11.2005.)
www.wikipedia.hr
www.wikipedia.com

Summary

The role of symbolic interactionism in the analyses of media manipulation

Zlatko Miliša
University of Zadar, Croatia
Department of Pedagogy

Mirela Tolić
University of Zadar, Croatia
Department of Pedagogy

The issue of symbolic interactionism has been neglected in pedagogy, and at the same time exceptionally attractive to the pedagogic milieu in the contemporary understanding of communication and media pedagogy. The authors discuss the question of the meaning of symbolic interactionism in revealing media manipulation. Their starting assumption is that the theories of symbolic interactionism and symbolic violence can help account for an important aspect of media manipulation analysis. The authors analyse the significance of Encoding/Decoding System, offer examples of media texts decoding (particularly of commercials) and establish meaningful relationships between symbolic media messages and symbolic interactionism. In terms of symbols they suggest numerous possibilities for theoretical and practical applications. Symbolic interactionism reveals pedagogic consequences in the constellation of radical moral relativism where everything has a price tag but no value. The authors suggest that the prevention of media manipulation needs to be realised through the role of symbolic interactionism theory in the contemporary analyses of media pedagogy.

Key words: symbolic violence, symbolic interactionism, manipulation, commercials, media pedagogy, *Encoding/Decoding System*.