

## Summary

# The Role of the Media in the Development of Intercultural Communication<sup>9</sup>

Zlatko Miliša  
University of Zadar, Croatia  
Pedagogy Department

The paper outlines the current problems in the development of intercultural dialogue and discusses the importance of media pedagogy as a discipline studying interactive (new) media, which constitutes a prerequisite in intercultural communication. Communication is above all a social process of information exchange aiming to bring about mutual understanding. The manner in which messages are (de)coded significantly contributes to the positive or negative process of communication.

The author stresses the need to reexamine cultural universalism and relativism in understanding the development of intercultural process and building of cultural identity. Examples are given on the current status of intercultural rearing and education among young migrants, indicating the importance of intercultural media education but also its ineffectiveness. Explained is the term of pedagogy for aliens. The author reaches the conclusion that the media need to play a leading part in the building of intercultural dialogue and intercultural communication. In closing, the author calls attention to the need to use the media as key agents in the development of intercultural dialogue within the process of intercultural communication.

**Key words:** intercultural rearing and education, intercultural dialogue, media pedagogy, innovative media, cultural identity, intercultural communication, cultural universalism and relativism, aliens pedagogy.

---

<sup>9</sup> The paper was presented at the Sixth Conference of Croatian Pedagogues (working title “Intercultural Pedagogy and Educational Communication”) held in Dubrovnik from 8 to 11 March 2008.