

Review article

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TODAY'S MEDIA CULTURE AND IMPOSED LIFE VALUES

Abstract

The paper gives an overview of modern society and popular culture as a culture of imposed values, the influences that arise from it and the ways in which today's society, that lives in a kind of *media forest*, functions. It will also give an overview of how society functions in unlimited freedom of choice and observes today's value system, as well as the influences resulting from the media content consumed. The focus is on the individual and the question is raised as to whether, in today's information forest, the individual can muster the strength to look deeply at the information presented with the intention of various manipulative effects and separate it from that information which is disseminated as such for literal information. The paper presents the idea of today's modern society, which, on one hand, lives its life to the fullest in the accessibility of everything and surrounded by all, but, on the other hand, faces isolation and loneliness.

Keywords: modern society; media; individual; imposed values; framing