

THE ROLE OF MEDIA IN STRENGTHENING THE CULTURAL IDENTITY OF COMMUNITY IN BOSNIA AND HERZEGOVINA

ABSTRACT

This article presents a shorter overview of some of the most significant aspects of media role regarding strengthening and affirmation of cultural identity in a specific society. It is an attempt to reopen a problem issue related to cultural identities and communication via media. The link between communication and cultural identity is situated in terms of Other and Different without which it is impossible to answer an essential question of who I am/who we are. Furthermore, the technical capability of universal dissemination of symbolic implications and contents on the manifold, heterogenic and geographically wide located recipients within social networks, together with the principles of consumer's society, follows and results in tendencies of standardization and stereotypes. On the other side, bearing in mind their cultural model, it is noticeable that on the example of the Internet and social networks, media can fulfil only one fragment of psychological needs but not authentic human aspirations and volitions.

Keywords: communication; media; culture; cultural identity; Other; Different.