

THE INFLUENCE OF MEDIA ON CULTURE IN THE 21. CENTURY

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***Abstract:** Digital technology and the benefits of scientific and technological development, undoubtedly affect the channels of communication, as well as the influence on the quality of information transfer. Due to the advent of new mass media, and continuous improvement of the same, the establishment of a specific media is becoming louder and easier to undertake, which is an adequate program schedule and it is quickly profitable. All this causes the mass media's big impact on the state of the culture, as evidenced by the example of our country. The development of particular technologies and various devices that are easy to use, have caused the occurrence of certain hyper production in the field of artistic creations. This commercial overproduction greatly affects the culture. This paper represents the influence of the media on culture in the 21st century, pointing out additional improvement of existing information technologies and works of art.*

***Keywords:** culture, media, influence, technology, development, 21st century*

INTRODUCTION

The 21st century brought with it massive use of the Internet as a mean of communication on a global level. In particular, it can be shown in the case of social networks, which for more than a decade hold primacy in the number of users on the Internet. Social networks, except for communication between friends, are used in promotional purposes, as well as the online store. Consequently, the social network can be seen as a kind of certain media, along with traditional forms of media. Some social networks greatly influence the media, often in a negative sense, as it is relatively recently ranked the news through social networks, that a Serbian general died in The Hague, which is found to be untrue. What was once a print run, it checks the news today on the internet sites. Instead of the former newspaper bombastic announcement, at the present time it is the constant practice of "click-byte", where bombastic title is being placed,

and when it opens it comes to the conclusion that the text actually has nothing to do with the title.

The motive for the preparation of this paper is to analyze the degradation of cultural and media scene in Serbia, due to mass works of art production and entertainment programs. Scenes of violence on TV stations with national coverage, promotion of violence on the Internet, affect the scene that the Ministry of Culture and Information should really take control of, and there are frequent appeals to the situation in this field that has been resolved. The aim of this paper is to present the positive and negative aspects of media influence on culture in the 21st century.

1.1. THE INFLUENCE OF MEDIA IN CULTURE

In modern times, there is a clear tendency towards faster and more efficient flow of information on the global stage. Today every citizen has a device as a mobile phone, which can freely tape audio and video recordings, that easily become viral because it is quickly distributed to certain social networks and information so they go on the air and literally nothing can be hidden. Today, the delay in the release of information media is considered only after a few minutes, and therefore the media scene is often flooded with incorrect information, which are placed while making a visit to the site. All these developments created a problem, which is regarded with moral, and in terms of trust in the media lead themselves to this situation.

On the other hand, culture as an activity that is considered "non-productive" in transitional societies such as ours, relatively neglected by the state. In this regard, it should be noted that the very cultural offer, but also the people's needs for such facilities at a low level because people are simply too busy essential or existential problems. Mass media and insufficient education of the population caused by the feeling that there is no general public for culture is considered a pillar of sustainability of a nation.

1.2. THE TERM CULTURE

The very notion of culture is an extremely complex concept, which can be defined in different ways. In this regard, it should be noted that this paper seeks to interpret certain definitions, to the very concept better understood. "The word culture comes from the Latin, from the verb *colere* whose meanings are to nurture, cultivate, cultivate. In anthropology and

sociology this term includes human material and spiritual creation. These creations are capital that inherited generations in the form of material goods, patterns of action and behavior, values and norms, beliefs and convictions and ways of thinking and living. By cultural creations people extend and fulfill their knowledge, as well as make it stronger. (Budimir – Ninković: 2003): "Different aspects of culture have alternated over time in terms of culture impact on wide masses. Thus, for example, the written word was of crucial importance to cultural events, then theater arts, and the other similar events. However, in this day and age, when information and communication technologies have progressed significantly, it should be noted that there are two aspects of culture, which largely shape the impact on the population, such as film and tv culture.

1.3. THE FILM CULTURE

When we are talking about the film culture in the modern age, we can say that in this industry the effect of globalization gained momentum. Realistically speaking, by free opinion, it is necessary to say that we are living in a time of globalization, because everything that is not in the center of certain industries, it does not exist. These are independent films these days, which are also known as the alternative to the present time. "Independent film, as the forerunner of what we call alternative film occurs in the forties of the twentieth century in America. Maya Deren makes movies that are for a number of reasons the bridge that connects the avant-garde, especially surreal and alternative filmmaking. Her films represent a transition from a radical and socially engaged in the context of the avant-garde alternative, personally seeing the film and oneself through itself, personal film with its own poetics. In the movies Maya Deren presents study sleep, psyche, body, gender identity, camera movement, space discontinuity, introspection, stream of consciousness with surrealist sign. Such film attitudes and film terms indicate the presence of the personal work, in contrast to the avant-garde concepts that are not dealt with personal and intimate. It shows some of the characteristics of independent films connecting avant-garde formal approaches with alternative choices, reflecting and respecting the person in the film. In her films it is displayed the work of deconstruction, but also re-design, in a mythopoetic sense, which will later be continued by the authors such as Kenneth Anger, but also marginalized by the structural film, which explores the ontology of film media and insists on perceptual knowledge and apperceptive experience of film as a medium (Saveski: 2016).

Films in the independent production are usually considered as secondary films, in the view of the audience, but they are also being transported since it is still profit as the only measure of success in the markets. There are various specialized internet portals, dealing with the topic of independent films and the best films of this type. According to a portal that deals with this issue, there is a list of a few films, which are classified as the best independent productions, including:

- Lost in Translation (Oscar winner for Best Screenplay);
- Reservoir Dogs,
- Under the skin,
- Bufalo 66
- The Last Seduction,
- Project: Blair Witch.

It is necessary to briefly look back on some movies, like the first two mentioned. According to the description of one distributor, "Bob Harris (Bill Murray) and Charlotte (Scarlett Johansson) are two Americans in Tokyo. Bob is a movie star, and he came to town to shoot a commercial for whiskey, and Charlotte is a young woman who accompanies her husband, photographer, obsessed with work (Giovanni Carrant). One sleepless night, Bob and Charlotte cross paths in the bar of a luxury hotel. This chance meeting soon turns into an amazing friendship. Charlotte and Bob are experiencing a multitude of hilarious adventures and encounters with the inhabitants of Tokyo, and finally found a new belief in life's possibilities. Filmed entirely in Japan, the film of Sofia Coppola's *Lost in Translation* is an ode to nature, close friendships and the city of Tokyo. This realization Miss Coppola, made by her original script, analyzes the unexpected connections we create, we think it will take some time, but still remain in us forever."(www.tuck.rs) Feel free opinion is that independent films carry with them some lessons, that is, that the artistically valuable. It is necessary to point out, because a large number of directors said in the beginning of the film in independent productions, and then entered the front door blockbuster.

"Independent authors create new structural film that contains no markup, and therefore directly ticked because you realize the meaning and interpretation essentially contain elements of ideology, which is based on cultural hegemony. Therefore, trying to demystify film, film media and everyday life through new concepts, which are opposed to utilitarian and mythic logic and become carriers of different consciousness, alternative film practices and communication. Film alternation is achieved through a

new form, through an innovative film language that is a result of social, media and individual-psychological motivation, fueled disagreement with an established, indicating the diversity of rebellion and resistance. New spheres of interests and aspirations of the new forms of communication require a reduction of traditional expressive means and procedures. The aim is the destruction of codes of representation and narration and finding new forms of expression that suggests a new visual culture, which prevents the operation of the film as a message. Achievements that have been reached by using non-traditional approaches and formal expressions as part of the Alternative Film prevent "read" film-established codes and evaluation of the established categories"(www.filmske-radosti.com).

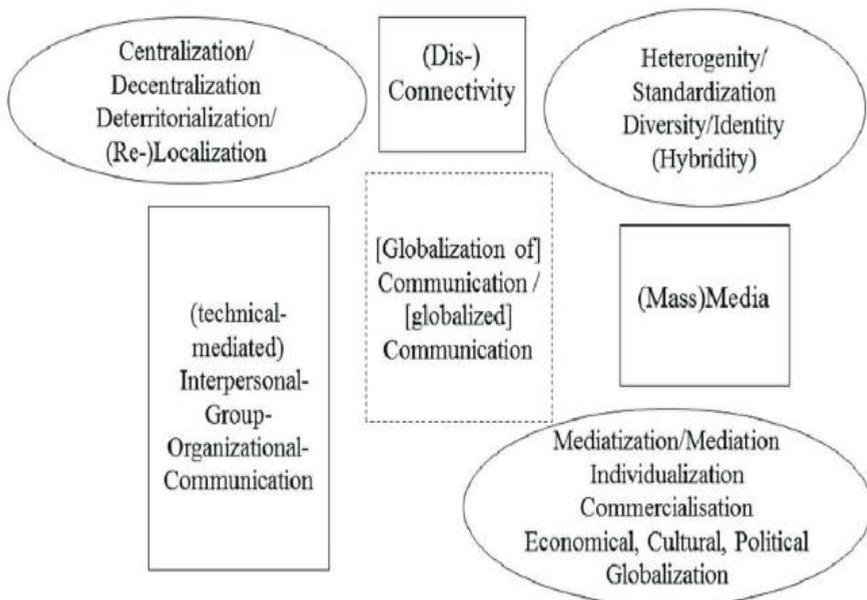
When we talk about independent production, it must be noted that the authors' freedom in independent production is enormous. Also, as an example we can present American director Jim Jarmusch, whose film works quite remarkable, particularly in domestic areas.

The effect of the film on the culture population can be considered in two aspects. Namely, if a certain film achievement recognized by the relevant instances and also wins the Oscar, like the Korean film "Parasites", while not realized in the field of mainstream productions, it is considered that this film has a deep realization of social class. Also, alternative film through its entire existence influenced the culture and caused some shocks, as today, though less, therefore one cannot argue that there is censorship. Besides, it is necessary to say that the alternative film initially was slightly in favor of pornography (Picture 1). The rude sense of humor, picturesque, like slapstick (burlesque, which has its own choice in the tradition of folk art, comedy dell 'arte, a circus, English musical and comic book, see. JJ), which underline the sadistic and pornographic instincts. Such films are created by people outside the established art and culture.



1.3.1. One of the first alternative films

When we are talking about the media, it is necessary to speak again about the notion of globalization. Globalization can now be seen as an ideology. Namely, it should be emphasized that the notion of globalization, after the cessation of the bloc's division when America remained to become the only superpower, becomes something that dominates as the central idea of today. "Awareness of the world as a whole becomes apparent primarily through the economy, technology and the mass media. But apart from the positives, the age of globalization is burdened with a multitude of negativities that create suspicion of the possible establishing values around which the diverse cultures of humanity would gather"(Djuric: 1998).Picture 2 depicts graphically the notion of global media, that is, how the process of globalization affects the media today.



1.4. THE INFLUENCE OF MEDIA ON THE VALUE ORIENTATION OF YOUNG PEOPLE

Today, the media largely influence the value orientation of young people. Not to mention television, whose problematic agenda is something that greatly shapes the values of young people, print media as well as the internet as a contemporary medium is something that greatly shapes the domestic nowadays. However, something that greatly affects the youth are

also advertisements. Advertising can have positive effects on children's behavior. For example, some alcohol manufacturers spend 10% of their budget on ads, warning of the dangers of drinking and driving. In addition, although some health care providers disagree on the health benefits of proper milk use, milk consumption has increased as a result of advertising. The child development phase plays a role in the effect of the advertisements. Children tend to believe what they are told and may even assume that they are denied certain things if they do not have the products advertised. Most preschoolers do not understand the difference between an entertainment program and a sales ad. Numerous studies show that children under eight are developmentally unable to understand the difference between advertising and a regular program. The average child sees more than 20. 000 commercials every year. More than 60% of advertisements promote sugar cereals, sweets, oily foods, and toys. Cartoon programs based on toy products are especially attractive. Therefore, it can be safely said that, due to the great potential of the market, advertisements and marketing teams manage to animate a large market and sell their products accordingly. "Since young people spend most of their time just consuming entertainment content (from television, the Internet, popular music, movies and video games), it is necessary to institutionalize the media literacy mentioned so that young people in the digital world are not left to themselves. This type of literacy helps young people to "recognize how values are presented in the mass media and how to evaluate the quality of information, relevance and benefit of a particular media outlet in the sea of others. Media Strategy of Serbia (adopted at the end of 2011) states that in the process of accession to the European Union, it is necessary to "raise the level of media literacy of the citizens of the Republic of Serbia, as well as of all participants in the media sector, in order to create a society that includes all its members and strengthen the right to information, freedom of expression and information flow." Most contemporary societies are interested in developing those social values that enable existing social and cultural reproduction, as well as in developing complementary individual and group values; the relation to universal values is ambivalent, and priority is given to values that have conformist and materialistic connotations (Gajić & Lungulov: 2012).

One of the significant influences is being made on youth and through increasingly consumed video games. Video games are so popular globally. So much, that they are involved in the domain of sports and that international competitions. Some video games can help develop fine motor skills and coordination, but many are concerned about the negative effects

of video games (e.g.. inactivity, asocial behavior, and violence) that may result from excessive video game play. Violent video games should, to some extent, be banned as they have harmful effects on the mental development of children. Parents should be advised to become familiar with various video game rating systems and use this knowledge to make their decisions. The impact of violent video games on children for many years has been a concern for public health globally, where there are also cases of treating young people from the harmful effects of video games. Until 2001. no video game quantitative analysis content was made for games that were judged to be appropriate for all audiences. The study found that many video games rated as suitable for all types of audiences contained significant amounts of violence (64% contained intentional violence and 60% rewarded players for character injuries). Because of this, the current rating of video games leaves much room for improvement.

The Internet has significant potential to provide children and young people with access to educational information and can be compared to a huge home library. However, the lack of editorial standards limits the credibility of the Internet as a source of information. There are other problems. The amount of time spent watching television and sitting in front of a computer can affect a child's development. Too much computer time can contribute to obesity, underdeveloped social skills, and addictive behaviors. No information indicates that watching television causes eye weakness. It may be different when a child is exposed to a computer screen for a long time, although there are no definitive references to prove it. One of the biggest concerns involves pedophiles using the Internet to lure young people. There is also the potential for children to be exposed to pornographic material. Parents may use technology that blocks access to pornography on the Internet, but they must be aware that technology does not replace their monitoring or directing.

1.5. THE INFLUENCE OF MEDIA ON FORMING POLITICAL VALUES

The political scene has changed significantly in recent decades. The Internet has played a vital role in this change. Social networks, in particular, are currently a true factor in political wars and the way individuals view issues. Leaders and their supporters always announce their achievements on Facebook and Twitter. Each political party has its own pages on which it communicates with the public. We should consider the main ways in which the Internet influences state issues today. Social media has left both positive

and negative effects on politics. One of the ways in which the internet has changed the observation of important political issues is the sheer speed of sharing news, poll results and gossip. While formerly individuals had to scramble for fresh news or television news to get the latest information, internet news has accelerated this significant.

On the territory of Serbia, in the last three decades, constant political turmoil can be noted, and the permanent mention of some years as a turning point, however, this does not say anything about certain changes in society. Serbia, as a country in transition, represents a state where there is some instability, reflected in a very turbulent political life. In such a country, certain political structures have an impact on the media, both electronic and print, which greatly influence the formation of public opinion, which is especially true of the aspect of politics in our country. "It is unambiguous that the information conveyed by the media influences to a certain extent the political attitudes and values of persons - whether they relate to political figures, national issues, international relations or the election campaign. Many people do not have direct political experience from which to form an opinion, so information provided by the media about political functionaries, including political leaders and candidates in the electoral process, is of great importance in people's judgments. The fact that most general knowledge about political and social developments in the world today is based on media information indicates that the media can significantly influence people's beliefs."(Sokolovic: 2018). This should be an indication that in almost all transition countries, political systems, or political structures, are networking with the media, working in the interests of governing structures. In this way, certain information is given to the population, intended for a strictly defined target group, in order to form the desired public attitude on a particular problem.

CONCLUSION

When it comes to culture and media, or respectively culture and information, it should be noted that this is one-line ministry's activity in Serbian Government. The activity of this ministry itself is ungrateful, given the current situation on the domestic media scene and all the benefits that can be achieved by investing properly in the culture, as well as all the negative effects that result from the media scene that is in disarray. At the same time, the Ministry must promote cultural events and take care of programs on the media scene, in order to optimize the impact of cultural policy and media scene on the population.

Culture has obviously smaller impact at 21st century, than it was the case in the 20th century. It should also be noted that the volume of reading books is decreasing, and that repeated passages from the Internet are often used, which again affects the spiritual impoverishment of the youngest, which is later transmitted to older ages. Every society must find optimal models for the proper implementation of cultural policy in order to affirm the population to develop culturally. Likewise, strict regulation should address the situation on the media scene, in order to make it as objective as possible and to have a positive impact on the culture and society as a whole.

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