CULTURE AND SOCIAL DEVELOPMENT (III)

Thematic Proceedings

Information Revolution, New Media and Social Changes

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II.
INFORMATION REVOLUTION, NEW MEDIA AND CHANGES IN CULTURE, EDUCATION AND ART

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PREFACE: SCIENTIFIC AND TECHNOLOGICAL REVOLUTION AS INFORMATION REVOLUTION

The features of the beginning of the third millennium are larger, more radical and engaging changes at all levels of social organization and in all functional areas of social organization. They are equally visible in global society worldwide as well as in regional, state national and local communities. Equally intensive, those changes are at the same time present in industrial, political and civil sectors of social organization as well as in public and private sphere of human existence. They are happening so fast that they make obsolete the very notions of how new discoveries and new inventions in man's life cycle have made our school knowledge inadequate insomuch that the rules we have acquired in our childhood hardly match big occurrences which we will find ourselves in the midst of when we grow up. Because the "new discoveries and new inventions" make the previously acquired knowledge inedaquate within just a decade in a large number of the cases; today, this does not happen in classical schools any more, but in – the mediasphere.

The generator of all modern social changes is an ongoing scientific and technological revolution. We are talking about the third quintessential transition of the productive forces in human history resulting in, as in the previous two transitions, creation of a historically entirely new type of society. The first such transition, the agricultural revolution, occurred more than tens of millenniums ago when people, gatherers and nomad hunters, began tilling the soil, growing crops and livestock. The second one – the industrial revolution, commenced with the manufacturing process during the middle ages and continued with the invention of the so-called processing machine. Thereafter, it significantly intensified with the invention of the steam engine at the end of the 17th century, and completely affirmed itself with the application of the complex automation machineries in the first half of the 20th century. Owing to the agricultural revolution,

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the primordial community transitioned into the agrarian type of society; the industrial revolution transformed the people of agrarian society into industrial society; finally, the ongoing scientific and technological revolution has introduced the mankind to the future that already commenced – the era of postindustrial society.

The sources of the scientific and technological revolution are in higly developed countries (USA, Western Europe, Japan, etc.), which reached their saturation point in the second half of the 20th century during the industrial mass production. We are talking about the phenomenon contained in scientific, technical and technological breakthroughs in all the areas of social life of these countries. Although it occurred organically in those countries, the scientific and technological revolution spread in various scopes, velocities and ranges to other parts of the world. In essence, it stands for the process of universal changes in all production forces which the industrial civilization is based upon and is expressed by the unity of scientific, technical, technological, raw materials and energy breakthroughs in the social life, thus becoming its integral and inseparable part, and a part of fundamental social changes. The scientific and technological revolution is manifested empirically in many different ways: change and growth of the social significance of science and scientific breakthroughs, accelerated increase of technical and technological inventions and innovations, discovery of new materials and power sources, development of new technologies and industry sectors, i.e. technological and industry complexes, robotization of production, conquering the space, as well as new models of production management, but implicitly also the management of society as a whole.

However, without disregard for all the above branches of scientific and technological revolutions, the changes in human communications caused by the occurrence and accelerated development of new media are, nevertheless, its most consequent expression. Therefore, this revolution is called, metaphorically speaking – the information revolution, because different aspects of cognitive and practical solutions to the problems related to efficient collection, processing, dissemination and use of information, as the most significant presumptions for the development of modern society, and the postindustrial or information society, respectively, are at its core.

What is common to all the theorists rethinking about the information society, irrespective of the conceptual and philosophical boundaries in which they do so, is that they understand it as the emerging mostpodern society which is a sort of result and expression of the ongoing scientific and technological, i.e. information, revolution. Also, in it, apart from the three existing economy sectors (primary – agriculture and mining, secondary – industry, tertial – services), the fourth one is starting to occur and become more dominant. It is the so-called quartal economy sector – information and knowledge production. Finally, the fifth sector is also recognized, so-called “quinary activities are services that focus on the creation, re-arrangement and interpretation of new and existing ideas; data interpretation and the use and evaluation of new technologies.”[1]

[1] https://www.clearias.com/sectors-of-economy-primary-secondary-tertiary-quaternary-quinary/

The understanding of social changes under the influence of the information revolution is the topic of these thematic proceedings. The proceedings have been created by inviting scientific researchers from the World, Region and Serbia to give answers with the results of their researches to some questions that are extruded from the age of transition between the industrial and information society, in which we have been living for several decades already. “In a time of parenthesis we have extraordinary leverage and influence – individually, professionally and institutionally – if we can only clearly understand it, have clear conceptions, get a clear vision of the road ahead. Lord, what a fantastic time” – marked as early as in 1982 in the cult book titled “Megatrends” one of the most prominent world futurologists, John Naisbitt, whose name was given to the University within which is the Faculty of Culture and Media, the publisher of the thematic proceedings “Information revolution, new media and social changes.”

The thematic proceedings consist of 32 papers of the renowned scientists, but also the members of scientific youth, from the United States of America, Germany, Spain, Hungary Romania, Greece, the United Arab Emirates, Montenegro and Serbia. The thematic proceedings have been organised into two thematic wholes:

I. “Information revolution, new media and social, economic and political changes”

II. “Information revolution, new media and changes in culture, education and arts”

The renewal of the thematic proceedings is one of the outcomes of the scientific and research project titled the “Public policy improvement in Serbia aimed at improving citizens' social security and sustainable economic development” (2011 – 2016), which was executed by the “John Naisbitt” University under the auspices of the Ministry of Education, Science and Technological Development of the Republic of Serbia (MESTD No. 47004). Within the project, the lecturers and associates of the Faculty of Culture and Media executed the sub-project titled “Management and organizational dimension of cultural, arts and media practices as a presumption of sustainable development.” The research results were communicated at three biennial scientific conferences (national in 2012, national with international participation in 2014, international in 2016), and presented, except in this one, in the two previous thematic proceedings: “Cultural policy, artistic creativity and media practice aiming at sustainable social development” and “Contemporary art practice, media literacy, cultural identity and social development,” collectively called “Culture and social development” (I, II and III).

The two already published thematic proceedings have been undividedly accepted by the scientific public and have very quickly become an important scientific resource for researchers in the fields of culture, artistic creativity and media practice. They have also been included in the literature used by the students of social sciences and humanities during their bachelor, master and PhD studies at numerous faculties in Serbia and the region.

The “John Naisbitt” University and the Faculty of Culture and Media will now leave the third thematic proceedings of scientific papers, this time titled “Information revolution, new media and social changes” to the critical reception of our readers and scientific, professional and public review.

I.
INFORMATION REVOLUTION, NEW MEDIA AND SOCIAL, ECONOMIC AND POLITICAL CHANGES

UDC 316.77

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ECONOMIC AND SOCIAL PATTERNS IN THE ADOPTION OF NEW MEDIA

Abstract: *We are in a period of rapid media deployment. Economic and social patterns associated with this era are both causes and effects of change. Despite much competition, many technologies have been able to reach critical mass and achieve mass adoption. Early adopters of new technologies include more young people and women compared to the 20th century. Failures of new media are difficult to assess since some may be false starts that will eventually lead to successes with related and revitalized technologies. Social media plays a prominent role in adoption as a way for early adopters to reach and influence large numbers of people. The complexity of the digital media environment makes audience measurement more difficult but the very high stakes of determining the price for advertising based on audience measurement numbers make it a priority. Threats to privacy are real and growing. There are many lessons from the introduction of earlier media for marketing new technologies and services.*

Keywords: *MEDIA ADOPTION, CRITICAL MASS, AUDIENCE MEASUREMENT, SOCIAL MEDIA AND ADOPTION, SERENDIPITY.*

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Introduction

In the 21st century, we have experienced a rapid deployment of new media technologies. There have been more changes in the first 15 years of this century than in the previous 80 years. During the 20th century, there was generally one new technology introduced each decade: AM radio in the 1920s; FM radio in the 1930s; the LP in the 1940s; Black and White TV in the 1950s; Color TV in the 1960s, VCRs in the 1970s; PCs and cell phones in the 1980s; the Internet and DVRs in the 1990s. Since the beginning of the 21st century, we have seen the introduction of HDTVs, Smart TVs, 4K TVs, 3-D TVs, broadband, Wi-Fi, tablets, smartphones, wearable technologies such as smart watches, the Internet of Things (e.g. thermostats and other everyday devices connected to the Web) and voice recognition technologies, among others. With these recent technological changes have come a deluge of new services, including on-demand video, tweets, user-generated video, interactive video, immersive video, customized advertising, streaming music and apps for just about everything (over 2 million apps in the Apple App Store).

This chapter explores economic and social patterns associated with this era of rapid media deployment, both causes and effects, and compares these with some patterns in the 20th century. Economic issues include pricing, economic effects of rapid deployment, failures and audience measurement that affects advertising revenue. Social issues include the growing role of women and younger people in early adoption, mobility, baby boomers and technology, privacy and negativity in social media.

1. Critical Mass

The rapid pace of change and accompanying competition would seemingly make it difficult for many technologies and services to reach critical mass – a level of adoption where enough people have the technology so that further adoption becomes self-sustaining (Rogers, 1995, 313). However, this does not appear to be the case – many have reached critical mass, e.g., broadband, smartphones and social media. Perhaps technology use begets even more technology use. However, in the author's research (Carey and Elton, 2010) over the past 25 years, a few other factors are at work. First, people are more tech-savvy than 20 years ago and can adopt new technology with greater ease. Second, people have developed many ways to “filter” the mass of content and information that is available to them and get just what they want versus feeling overwhelmed with information, as were many in the 20th century. For example, apps and search engines like Google serve as important filters for people to control the information that reaches them (Herrman, 2016, C-1).

From a social perspective, there are many more women in the workforce, which creates a need for them to adopt many new technologies and media services that are necessary in the workplace. The workforce generally is more educated and better able to use advanced technologies. There is also more work at home and a related need to adopt technologies that will support these activities. Also, many more people are in service jobs that require media technologies versus many more who were in agricultural jobs in the first quarter of the 20th century and manufacturing jobs in the second and third quarters of the century. And, people are acquiring media technologies at a younger age. Many 8-10 year-olds have smartphones and some children as young as 3 or 4 are using tablets to play games and watch videos (Pew, 2015).

Focusing on media use, there have been many changes that have helped media technologies to reach critical mass. One factor is that people are spending more time with a wide range of media. For example, the average American spends 12 hours a day exposed to media. However, this occurs within a 9 hour time frame (eMarketer, 2016). The extra hours of exposure are made possible by multitasking, e.g., using a smartphone while watching TV. The presence of media in so many public locations also makes it possible to use more technology. Some of this is TVs and information kiosks in public locations but more is based on the mobile technologies that people carry with them all the time, e.g., smartphones, tablets and laptops. Even sleep patterns are affecting media adoption and use. Most people in the first quarter of the 21st century are sleeping less than people in the first quarter of the 20th century and therefore have more time to use technology (Brody, 2013).

2. Early Adopters and Price

A cartoon for *The New Yorker* in the 1970s, nicely captured the characteristics of early adopters of new media at that time. In it, a middle-aged man is in an electronics store and says to the clerk, "All my gadgets are old. I'd like some new gadgets." No mention is made of price. Indeed, this was typical of many early adopters: male, middle-aged, a high disposable income and someone who liked technology for technology's sake.

In the 21st century, there have been important changes. The middle-aged, well-off gadget guy is still part of the mix of early adopters, but many more younger people and women are early adopters of new media. Further, many with less disposable income (or generous parents) are adopting new technology even at higher prices because technology is so core to their lives. One example is the iPhone. More younger people aged 18-29 own iPhones than all adults of any age taken together and the number of women owning iPhones is roughly equal to males (Pew, 2015). While there are some 'gadget people' among this younger group and women, more use the technology for functional purposes (e.g., to find health information, the location of a restaurant, the weather, etc.) and because it is central to their lifestyles of anytime, anywhere access to media services (Katz, 2006, 3-14).

There is another group that is under-recognized as early adopters: baby boomers. While they are not as likely to be in the first wave of adopters compared to younger people and middle-aged gadget guys, they are present in very large numbers during the second wave (Pew, 2015). And, as a group, they have a great deal of disposable income.

It is surprising that marketers of new media technologies do not seem to recognize this. How often do we see a commercial for the latest smartphone or tablet and the people in the commercial enjoying the device are in their 60s?

In general, the pattern of introducing new media devices at a high price, then dropping the price over time to achieve a mass audience has continued into the 21^{st} century. HDTVs, Smart TVs and 4KTVs followed this pattern. However, there are some exceptions, notably with Apple products. Apple has not dropped the price of its iPhone or iPad. Apple does sometimes offer a cheaper, stripped down version of a product as in the case of the iPad (Pro versus Mini models) but it has maintained the high price of its premier products.

Few people pay the full retail price for iPhones. Generally, the price is bundled with a mobile phone plan. In these cases, the mobile phone provider is subsidizing the price of the iPhone, with the cost to the provider returned from the monthly usage plan. Subsidies have also been built into the cost of some video game consoles in the expectation that the supplier will get the cost back through the sale of video game software.

Unlike media technologies, the cost of media services has generally not declined over time. For example, the cost of cable TV service, satellite service and satellite radio did not decline. The key variable distinguishing the two groups is content. Where there is no content or the service provider does not have to pay for content (as when users create it), it has been possible to bring down the cost of the service. When the service provides and pays for content, the costs of talent and production increase over time. Many other factors such as regulations and competition can affect the price of a service.

3. Replacement Cycles

The adoption of one technology or service may be linked to the purchase of another. For example, sometimes people purchase a new technology because they want a service or experience they do not have. However, in other cases they need to replace a technology they currently have which is out of date. In purchasing a replacement, there is an opportunity to upgrade and get the latest components and features. If the average replacement cycle is long (as in the case of TV sets) there is less opportunity to introduce new components and features. However, if the replacement cycle is short, as in the case of smartphones, new components and features can be introduced at a more rapid rate. This is a conservative model of adoption in which new technologies piggyback on replacement cycles. This pattern of adoption is sometimes called a Trojan Horse strategy. That is, if one technology can make its way into homes, it can open up the gates for others to follow, building upon the first technology. This is one reason that smartphone technology has advanced so quickly.

4. Failures, False Starts and Fads

There has been no shortage of failures, false starts and fads in the digital era. Failures and false starts can be difficult to distinguish in a first iteration of the technology or service. In the 20^{th} century, laser videodiscs were a failure in the 1980s. However, a decade later the same basic technology, only now miniaturized and with much greater storage was reborn as the successful DVD. So, the laser videodisc was in fact a false start. In the 21^{st} century, 3D-TV has clearly failed. This was due to a lack of content, the reluctance of people to wear the 3D glasses while watching TV and nausea experienced by some from the 3D experience. However, there are a few follow-on technologies that could turn the original 3-D TV into a false start. Virtual Reality (VR) systems have been launched recently and they can provide a 3D video experience. 3D TV without glasses is due in a few years (it is available now on some portable video game devices) and a holographic TV is less than 10 years away. So, the jury is out whether 3-D is a failure or a false start.

New media fads have been plentiful in this century, as they were in the past (remember the boom box in the 1990s?). Ring Tones (i.e., when downloaded software in a mobile phone plays a song chosen by the owner to indicate that there is an incoming phone call). Ringtones experienced a surge of interest for three or four years, then faded quickly. How often these days do we hear Elvis or Beyonce singing from a person's pocket or purse to signal an incoming call? Most people now keep their phone on vibrate. The novelty of ring tones has also worn off because of an annoyance factor - when they went off in a meeting or important conversation. This created a social stigma for ringtones.

Among social media sites, MySpace experienced a surge of popularity followed by a sharp setback and then reinvention as an entertainment site at a lower level of usage. Many apps have been fads, e.g., the video game app Angry Birds which was very popular for a while, then faded. Among the many other apps that have risen to great heights only to fall were Peach, Meerkat, Ello and Secret, names most people have now forgotten but they had their moments.

Too often, when technologies fail, the companies that introduced them do not learn from the failure. There is a tendency to simply move on, throwing out research which indicated why it failed and laying off staff who had direct experience in developing and marketing the product or service.

5. Declines

If the pace of technology introductions has accelerated, it is reasonable to expect that the pace of technology declines (devices and services being replaced by newer technologies and services) would also accelerate. This appears to be the case. For example, land lines have been declining across Europe, North America and Asia and are being replaced by cell phones. This is particularly true among those aged 24-30. This also raises the issue of age versus generational differences. In the 20^{th} century, young people did not have land lines.

They used the land line in their parents' home, public phone booth or perhaps a phone assigned to them in a dorm room. Later, as they moved out of the house, started a career and had their own home, they got a land line. As they aged, they changed their behavior. Young people today do not have land lines and they are not likely to get one as they age. It is a generational difference.

The list of both technologies and services that have declined in the past decade is quite long. Among the technologies that have declined are desktop PCs, DVD players, e-readers, digital cameras and non-smart cell phones. Among the services that have declined are snail mail, print telephone directories, DVD rentals, reading print newspapers and the use of browsers on phones. These lists are not exhaustive. Depending on the time frame covered, PDAs, public phones, hotel phones and many early Web sites could be added to the list.

6. Advantages and Disadvantages of Being First

The question of whether it is better to be the first to market or second was a conundrum in the 20th century and it persists in this century. The first-in potential advantages are to attract general media attention, social media buzz and early adopters who can pave the way for a second wave of adopters. It may also help in striking deals with content providers who can learn firsthand what the technology or service can do. These advantages are mitigated by higher cost, the potential of software bugs, early negative publicity and a scarcity of content. With a second-in strategy, the product or service can probably come in at a lower cost, have more content and avoid some of the mistakes of the early entrant. As with many 20th century technologies, it is hard to predict which is the best strategy. In general, a first-in strategy has the advantage if all the pieces necessary to succeed are in place: the technology works; it can be offered at a price early adopters will pay; there is sufficient content, if needed; and regulations do not impede it from entering the market. If one or more key components are missing or weak, it is often more advantageous to be second-in when the missing piece(s) can be filled in.

The Internet of Things provides a good example to illustrate the first-in or second-in advantages. An early entrant could pick off the low hanging fruit, among thousands of possibilities, that seem to make a lot of sense (e.g., thermostats) and leave less likely successes (refrigerators that measure milk consumption?) to later entrants. However, a later entrant could assess the field and develop a more comprehensive strategy that is not apparent to early entrants.

There is another important factor in adoption that can play out in both the first-in and second-in strategy: serendipity. Serendipity involves things that the company introducing the product or service did not plan. It happens sometimes because of luck, e.g., a major sports personality adopts the product and is seen widely using it, influencing others, and sometimes because a third party creates a service that piggybacks on the product or service and this leads to unplanned and unexpected new usage and users. A good example of this in the 20th century was mom-and-pop videocassette rental shops that emerged spontaneously in local neighborhoods, allowing people to rent movies and providing a reason for many households to buy a VCR. A good example of the serendipity in the 21st century is the hashtag to group topics on social media. The first hashtag was proposed by Chris Messina in 2007 as a way to group topics on Twitter (Parker, 2011, ST-1). Previously, it was very difficult to find related topics. Twitter did not adopt the hashtag at first but the practice took off with users on Twitter and then other social media sites. It wasn't until 2009 that Twitter began to hyperlink all hashtags.

Ironically, some companies or industries have ignored or even tried to block serendipitous innovations. In the 20th century, the movie industry took mom-and-pop videocassette rental shops to court to try to stop them. The movie industry lost the case and as a result made tens of billions of dollars from videocassette rentals. In the Twitter's case, they simply failed to see the value of the innovation that was handed to them. This innovation too provided a significant revenue boost for Twitter since it increased usage of and satisfaction with the service.

7. Media Consumption, Audience Measurement and Advertising Revenue

The adoption of new technologies has affected how people consume media, especially video which takes up most of the bandwidth on the Web. These changes, in turn, have affected audience measurement and the prices set for advertising on the Web and TV. We've come a long way since the 1950s when households had one device to consume video (a TV set), few content choices and often watched as a group. Audience measurement was much easier then because there were fewer variables.

Three characteristics of media consumption in the digital era complicate the process of audience measurement. These are device shifting, place shifting and time shifting. There are multiple devices for consuming media, e.g., TV sets PCs, laptops, tablets and smartphones. Some of these were introduced only a few years ago, e.g., the iPad was introduced in 2010. The experience using these devices can be quite different. For example, the screen size could be 3 inches, 40 inches or even 70 inches. The device might stand alone, as in the case of a smartphone or it could link Web video to a TV set, for example, hardware such as Apple TV, Chromecast or Roku as well as videogame consoles and laptops that can stream video content such as Netflix or Hulu to the TV. This is sometimes called OTT or Over-The-Top. These devices may be used alone or with other devices in what is often called multitasking, e.g., using a smartphone while watching TV. Use of the two devices may be unrelated, as in sending emails while watching TV or they may be related, as in going on the Web site for a TV program while watching that program on TV. The latter is often called sync-to-broadcast.

Some device shifting provides a much better experience than a few years ago. For example, recent smartphones have much better resolution than the first generation of smartphones. Further, batteries are more powerful, consumers are used to recharging them constantly (many have chargers for the home, car and work) and they have much more access to WiFi which does not eat up a person's data plan. So, the experience is qualitatively better but this is not factored into audience measurement.

Time shifting has been around since the days of the VCR but the VCR required physical hardware to record on (videocassettes) and it was difficult to program multiple recordings. The DVR made the process much easier, so much so that many people watch most of their TV programs time shifted. Streaming services such as Netflix also provide content that is not locked into a rigid schedule. Nearly any video on websites is on demand but it may not be available for an unlimited amount of time. Time shifting has led to video snacking (watching short clips on YouTube or Facebook) and marathon viewing, for example, when a person watches a few or several episodes of a series at one time (often on a weekend).

Place shifting involves the use of portable devices such as smartphones and tablets to access media just about anywhere. Place shifting also occurs in homes, as when a person watches a video on a tablet in any room. Often, there are patterns of movement, e.g., watching a video on a smartphone in the kitchen in the morning, in the living room in the evening and in bed at night. The potential opportunity for advertisers with place shifting is to provide location-based commercials, for example a commercial for beer while the person is in a bar or a commercial for travel destinations at an airport. This is sometimes called dynamic ad insertion. It is more common on the Web but it is under development by many TV service providers.

These patterns of media use have implications for audience measurement. They affect how people consume media – directly or indirectly, alone or with others, how immersive the experience is and the degree of engagement with content (Yang and Coffey, 2014, 55-60). Currently, advertisers know how many people watched a show or Web video, for how long and the demographics of viewers; advertisers know more about Web video viewers, for example what else they do on the Web, what they have searched for and what they have purchased (Gunzerath, 2012, 99-104). Many, especially television advertisers, want to know more about viewers and to be able to customize commercials based on this greater knowledge. They also want cross media measurement, i.e., knowing what people do both in television watching and the Web use. Cross media measurement is at an early stage of development. Some question the accuracy and reliability of audience measurements in these more complex environments (Napoli, 2014, 216-237). At the same time, there is a reluctance to question too loudly these audience measurement numbers since they are the coinage of the realm in determining the pricing of over $100 billion in advertising within the U.S. alone.

8. Social Media and Adoption

Research on the diffusion of innovations has found that early in the launch of new media, external influences such as advertising and marketing have more impact than internal influences such as word-of-mouth. Later, when many people have the technology or service, internal influences such as word-of-mouth have more impact (Rogers, 1995, 121-124). In the 20th century, this made complete sense. If there were 1,000 users of a new technology or service, how many people could they reach by word-of-mouth? So, advertising was likely to be more influential. However, if there were 10 million users, word-of-mouth could be very influential, more so than advertising.

In a 21st century context, social media has changed things. The scale and scope of social media are immense and the chances of 1,000 active and vocal users of a new media technology or service influencing others are much greater. Whether through product reviews, Facebook posts, technology forums, group emails or other forms of social media, a relatively small number of people can reach a large audience. Further, many people who are considering the purchase of a new technology or service actively seek out reviews and comments by those who already have it. Traditional advertising still plays a role in early phases of adoption, but less so than in the past. Further, many advertisers understand the changes in the media environment and are themselves taking to social media to promote their products and services.

Social media has also become important in assessing how people react to video content on TV and the Web. These assessments are called social media analytics. As social media grew in volume and many companies began to pay attention to what people were saying, a number of groups emerged to quantify those comments and interpret their significance. They measure how many comments are posted on sites like Twitter and whether they are positive or negative. While useful, there are many limitations with the current state of social media analytics. For example, one program may generate more comments than another but this may not indicate that it is better liked. It could simply lend itself to gossip about the characters in the show.

Many of the specific methods social media analytics companies use are not published since they are considered proprietary. This may be less of an issue in measuring volume but the interpretation of comments as positive or negative is subject to the vagaries of linguistic patterns (a seemingly negative comment can be positive and vice versa, something humans can readily distinguish but not necessarily software code). It would be useful to know exactly how positive and negative comments are measured.

There is no dispute that some programs generate a large volume of comments about them but we know little about how representative of the general audience those commenters are. It is clear that some people post many comments so the actual number of people commenting is less than the volume of comments. There are undoubtedly many lurkers who read but do not comment; their views are not known. There is also a dark side to social media comments - a tendency for those with negative views to air them vociferously (Streitfeld, 2013, B-1) This is a general pattern with social media comments, not just about videos and programs. There is even a question as to whether all the commenters have watched a show or video. We know that in other areas of online comments, fake reviews are common (Streitfeld, 2012, B-1).

9. Privacy

We have come to accept that websites record what news stories we read, what videos we watch, what we buy online and what terms we use in search engines like Google. So, if we search for dining room chairs on a search engine, the next day we will see ads for dining room chairs on multiple sites. Similarly, if we watch a video of Adele on YouTube, the next time we visit YouTube, the opening screen will be filled with videos of Adele and singers with similar styles to hers. In some ways, this can be seen as positive: isn't it better to see ads for products we want and be shown content that interests us (Lohr, 2015, F-6)? However, this comes at the cost of losing some of our privacy.

As technologies like voice recognition and miniature video cameras become more advanced and cheaper, new privacy concerns are emerging. One is that voice recognition systems can record our queries or even what is said in the room that is unrelated to media use; another is that miniature cameras built into devices might observe what we are doing in a room. Verizon has filed for a patent on a technology that can be embedded in a DVR and watch as well as listen to what is happening in a room (Huffington Post, 2012). Its intended use is to deliver targeted ads but its wider applications are clear and foreboding.

Conclusion

We are in a period of rapid technological change and the proliferation of many new media technologies and services. At the same time, there has been a remarkable consolidation of content and applications in one device – the smartphone. There is really no historical precedent for this. The personal computer may be the closest example from the 20th century but very few PC owners in the 20th century had anywhere near the number of applications that are in smartphones today.

Social media have thrived on user-generated content. However, user-generated content will not be sufficient for many high-resolution technologies such as VR and 4K TVs. Some existing content can be adapted (e.g., movies) but much will have to be produced. The business model for this - cost to produce and potential revenue - is a work in progress.

This chapter has also shown that a historical perspective on adoption of new media is valuable to the study of recent media adoption. It can help us measure the pace of change today in comparison to earlier periods, avoid pitfalls of earlier new media, learn positive lessons about marketing successful technologies and check in the dustbin of failed technologies for what might be a false start. There are no perfect analogs in the past for a new technology today but there are lessons. A quote attributed to Mark Twain (it is not clear if he actually said this) sums it up, "History does not repeat itself but it does rhyme."

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CHANGE OF SOCIETY BY GLOBALIZATION
The Intercultural and Sociocultural Impact of Globalization on Individual Sectors

Abstract: *Terms like globalization and digitalization embossed the 20th century. The impact of globalization and digitalization on single cultures procured changes in society and political structures in particular nations. Industries are in change because of new technologies and convergences. Media and technologies are converging to new media channels and – forms. Technology companies like Google and Apple are entering existing markets like the car industry and depict as new competitors to current car manufacturers. Convergences of media and technology are affected to global acting media concerns and media systems. Especially in countries with limited freedom of speech and press, a new area of conflicts between social media and local media arises. Social networks like Facebook and Twitter and news out of global acting media concerns support opinion making processes in society. This paper will show examples for sociocultural changes because of global media interchange and new technologies and point out why responsible acting with new media and technologies are important for human, society and politics.*

Keywords: *GLOBALIZATION, SOCIAL MEDIA, DIGITALIZATION, TECHNOLOGY, SOCIETY, POLITICAL.*

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1. Introduction

"New technologies and global media are affecting societies and political structures."

The hypothesis is leading this paper. The main focus lies on the impact of the global media industry, new technologies and social networks on individual sectors in intercultural and sociocultural tensions. Technology companies enter previously existing sectors due to new technologies such as the Connected Car. With the current development of the Google Car, the technology giant Google enters a new market. By developing the self-driving cars, Google will compete in the future with the German automobile manufacturers like Mercedes or BMW. It is not just Google entering the future automotive market as a new competitor, but also Apple and the start-up company Tesla Motors. These innovative and financially strong competitors will have a direct impact on German society, provided that changes are possible to the labor market or German laws (cf. Abdi, 2014).

Social media and international media groups have a global effect on political structures in different countries. In countries such as China, Tunisia and Russia, freedom of speech and freedom of press is limited. Due to the social platforms and the global reporting, the pressure will increase on the existing governments. The West-mediated fundamental values are in contrast to the predominant values of different cultures (cf. GF, 2015).

In the face of hypothesis "*New technologies and global media are affecting societies and political structures*", the following research question appears: how far are new technologies and media globalization, particularly through social media, influencing the sociocultural structures in selected countries like Germany and Russia at present and in the future?

In order to explore these effects on the sociocultural sector, this paper examines individual cases in the respective countries on the basis of statistics and reports. For this purpose, this paper examines the technological impact of globalization due to the new market entry of the technology companies. In a further step, a reference is made to the influence of social media on political and social movements in tense political situations in the countries.

Furthermore, this paper will study the impact of global media groups on culture groups. "*With the help of products of the modern entertainment industry, movies and television are publicizing the same ideas of an equal life all over the world, Western values are increasing in different culture groups. A legitimate question is if it is generally legitimate to convert other countries and cultures' values and ethics by the Western civilization*" (see Media University Stuttgart, 2015). Afterwards, the results will get together in one collective context to finally show a preview of intercultural and sociocultural changes in the future by technology industries and media groups. The target of this paper is a neutral elaboration on the named main focuses. A neutral evaluation is important for our result, which factualizes the impacts of Western embossed and global influence by technology industries and media firms on other cultures and ventures.

2. Definition

Globalization: Globalization is the increasing worldwide network of nations in all areas such as politics, economics, communication and culture. This happens both between individuals and between organizations, enterprises, societies and states. Globalization has been driven mainly by the advances in communication and transportation technologies and affects the contact intensity between members of different cultures (cf. IKUD, 2009). Other designations are mondialisation (from French) and denationalization. In the latter term, the loss of power and the meaning of individual nation state are emphasized (cf. GF, 2016b). Cultural globalization states that it also leads to the level of cultural ideas, designs and identities to increasing mutual interconnections and influences (cf. IKUD, 2009). A nation is characterized by a common culture, language and also often by religion. In times of global exchanges, boundaries are becoming increasingly blurred by massive peoples movement and unrestricted freedom to travel. Most of the effects are perceived as positive enrichment. Thus, people can find restaurants with exotic food from all over the world and numerous spectators can find on stage all kinds of music and art from around the world. Often, the influences of the leading, most Western, industrialized nations are also critically evaluated. Smaller cultures often put over Western flair, their own language and centuries old traditions are losing importance and a cultural mainstream expands. In this respect, many scientists find that the striving aim is not the unification, but the coexistence of different cultural influences. Cultural diversity is an expression of the globalized world as well as the increase of international decisions in politics. The globalized policy is necessary because of particular problems such as environmental protection or terrorism, which cannot be fought at the national level. Only through international cooperation and multilateral principles, these problems can be addressed (cf. GF, 2016b).

Digitalization: There are two interpretations of digitalization, digitalization as transfer and digitalization as process (cf. Hess, 2013). Digitalization as transfer describes digitizing of analog media to binary formats. Transfer of analog media to digital media enabled new media forms like social media and convergences between traditional media forms. A new interpretation of digitalization defines a reference between digitalization and an individual, organizational level or society (ibid.). Digitalization as process focuses on changes to behavior and the environment by digital media. As an example of digitalization at the individual and private level, social media changed human relationship between contacts. For organizations, CRM and ERP systems are changing the whole environment and adding opportunities like networks – internal and external. Internal networks allow fast communication between all departments and cloud systems enable collective working on digital documents or simple EDI. External networks support communication between different organizations. Companies easily order products and resources from the suppliers by SCM without delays in the value chain. Societies benefit from new infrastructures and more participation in political, commercial and social problems. For example, educational systems are changing because e-learning and new technologies support education.

Auto connected car: A connected car is a vehicle "*that provides Internet access to all mobile devices used by the driver and passengers. It accesses the Internet via cellular or satellite communications and provides tablet-sized screens for passengers or a Wi-Fi hotspot for passengers' own devices*" (see PCMag, 2016). The connected cars also allow use of apps like parking apps via smartphones (cf. acc, 2016). The usage of apps and new sensors simplifies navigation and reduces accidents. Because of this networked car, automobile diagnostics are enabled anywhere and everywhere as long as the internet connectivity exists. The drivers can react timely if serious problems appear. There are two different communication systems in a connected car (ibid.). The first system is the V2V system which enables communication between vehicles. With the V2V system, the drivers can communicate with each other and each car can detect other cars via a sensor. The second system is the V2I system which allows interactions with the car environment. V2I is capable of "*stopping a car from entering a dangerous intersection*" (see acc, 2016). Both are created for the safety of road users. The auto connected car describes, in contrast to connected cars, autonomous driving cars. These cars are not driven by humans, the systems will lead auto connected cars to selected targets.

Social Media: Social media allow the networking of users and their communication and collaboration via the Internet (cf. Bendel, 2016). The user can interact communicatively both via messages and comments, as well as actively participate in the design of media content on a specific platform on the Internet. By this user-generated content, social media clearly differentiate from traditional mass media (print, film, radio and television) because social media dialogues arise from media monologues. The user - who has so far only been the consumer - becomes a producer himself, because of the broad opportunities and low entry barriers of social media. Typical social media applications are weblogs such as Spreeblick, micro-blogging services such as Twitter, social networks like Facebook or StudiVZ, recommendation sites like Qype, photo sharing sites like Flickr or video sharing platforms like YouTube (cf. Gründerszene, 2016).

3. Intercultural effects of globalization

Globalization and new media are changing society (cf. Stumberger, 2012). Nowadays, new technologies and social media arise fast and control our everyday life.

3.1. Effects of new technology on the German car industry and sociocultural structures

As an industrial country, Germany is an example of technological influences on existing markets. Within the globalization, Germany is one of the biggest export nations. The next part will show why Germany is so successful in exporting goods, which sectors will be in danger by present technological developments and what effects it could have on German society.

3.1.1. Made in Germany as standard for high quality and values

The brand "Made in Germany" was established as a warning label in 1887 because of the bad quality of German products (cf. Wied, 2016). After some years, German products were getting improved and "Made in Germany" became a high quality label. "Made in Germany" is associated with well paid employees, high quality and high reliability and innovations (ibid.). Nowadays, "Made in Germany" is a seal of quality for German products and one reason for Germany's wealth. German companies earned 1.133,6 billion EUR through exports of German products (cf. Spiegel, 2015). This profit out of the exported products made a new record in Germany, and Germany is one of the biggest export nation worldwide, behind China and the U.S. (cf. Statista, 2015a). One reason for this high revenue are German values and high quality associated with "Made in Germany" (cf. Stocker, 2014).

But "Made in Germany" is in danger (cf. Slavik, 2013). Customers are paying attention to labels from the organizations to make sure that products are produced in human and eco-friendly environments (ibid.). Scandals like the VW diesel scandal are influencing the "Made in Germany" brand and many car consumers lost trust in German values like honesty (cf. Handelsblatt, 2015). Because of a new technology, the VW car manufacturer was able to manipulate car emissions. So VW advertised with low car emissions and cheated his customers with regard to the emissions test in the U.S. (cf. Hotten, 2015). With more than 600.000 jobs, VW is one of the most important employers in Germany (cf. Welt, 2015a). Due to this scandal, VW will get high penalty and this will also have effects on the VW employees and the German brand "Made in Germany".

3.1.2. New Competitors – Google, Apple and Tesla Motors

Related to VW, German car manufacturers like Audi, BMW and Mercedes are important for Germany's wealth and growth (cf. Bundesregierung, 2016). With about 250 billion EUR revenue and one-fifth of total German industry revenue, the car industry is one of the important industries in Germany (ibid.). The German car industry revenue was 368 billion EUR, with 5.91 million produced cars in 2014 (Statista, 2015b). Germany is one of the biggest car producers in 2014, behind China (23.7 million produced cars), the U.S. (11.66 million) and Japan (9.77 million).

Technology companies like Google and Apple are now entering the America's car industry with innovations such as the connected car or autonomous driving. Furthermore, as a new electric car manufacturer, Tesla Motors has also enriched the U.S. car industry. 32 percent of German car drivers could imagine buying a car from Google, Tesla Motors or Apple (cf. Statista, 2015c). These technology companies are more favored in the future markets like India and Brazil. 63 percent of all Brazilian car drivers could imagine buying cars from technology companies (ibid.). As for China (74 percent) and India (81 percent), a great deal of potential car consumers would prefer Google, Apple or Tesla Motors cars instead of Toyota, VW or GM.

Google, for example, is developing the Google car to enter the car industry. As an auto connected car, the Google car will be navigated via Google Maps (cf. BDI, p.21, 2015). The development and testing of the Google Car will prepare the new Google product for mass market (ibid.). In Image 1 you can see some more markets where Google started its own projects. Google is also involved in medicine, robotic and drone projects. With new drones, Google is trying to transport radio signals and develop new supply possibilities. In medicine, Google invests in the development of lenses which allow auto measuring of the levels of blood sugar.

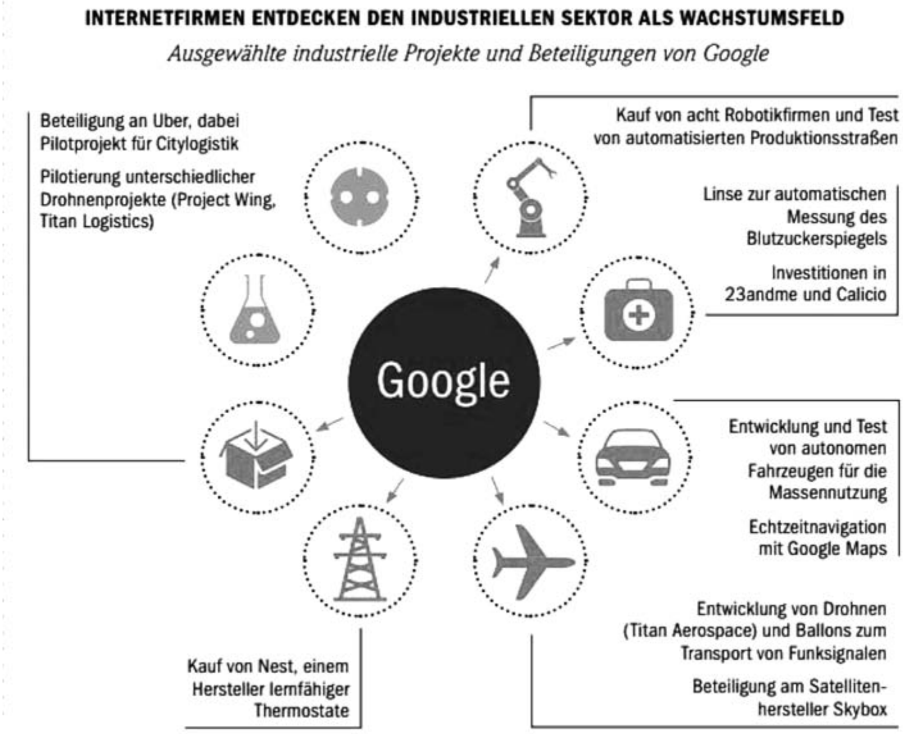

Image 1: *new Google markets (see BDI, p.21, 2015)*

As a tech company, Apple wants to equip each car with a new Apple iPad (Pallenberger, 2015). With iCar rumors, Apple wants to be included in connected car technologies to reach 1.2 billion potential new customers (ibid.). Apple is about to produce the iPads which can be used in every vehicle. Apple already invented Apple Carplay. Carplay is a feature to use Apple Apps in vehicles by connecting iPhones with onboard radio systems or similar (Wiesmüller, 2014). With Carplay, drivers are able to use navigation system App, listen to music out of iTunes or phone while driving. Beside the rumors about Apple iCar, Apple is headhunting the professionals from Tesla Motors and Mercedes and is in development of new electric motors (cf. Schmidt, 2015). Apple

CEO Tim Cook mentioned that the software will be more important for vehicles and the auto connected cars are important aspects of the future mobility (ibid.).

Tesla Motors, as the manufacturer of electric cars, started to sell the Tesla Roadster model as its first product in 2008 (cf. Statista, 2016a). The Tesla Motors revenue was three billion U.S. dollars in 2014. The U.S., Norway and China have been the biggest markets for Tesla Motors so far (ibid.). In Germany, there are 800 Tesla cars licensed in 2014. The worldwide outlet of Tesla cars were 35.000 cars in 2014. In 2015, Tesla revenue was 1.2 billion US dollars and the loss was 320 million U.S. dollars (cf. Eckl-Dorna, 2016). The Tesla stocks rose to 260 U.S. dollar in July 2015 (cf. Bourse, 2016). In February 2016, the stocks dropped to 140 U.S. dollar (ibid.). Within fluctuating income, Tesla wants to sell up to 80 percent more cars in 2016 (cf. Eckl-Dorna, 2016).

3.1.3. Resulting consequences for the German car industry and sociocultural structures

There is an enormous potential for Germany and Europe in the existing chain of values (cf. BDI, p.3, 2015). In Europe, the growth of gross value could be 1.25 billion EUR till 2015 (ibid.). To reach this growth, companies have to support digitalization at an organizational level and in society and invest in new products and technologies (ibid.). Furthermore, European standardization of industry is important in the following years (cf. BDI, p.14, 2015). On the other hand, a loss of 605 billion EUR is possible. For Germany, there is a chance of a loss of 220 billion EUR (cf. BDI, p.10, 2015).

Germany has been one of the top industry nations for decades now (cf. BDI, p.9, 2015). The percentage of industry on economic performance is 22 percent in Germany in 2013 (ibid.). In contrast, the percentage of industry on economic performance in the U.S. is 12 percent. The important sectors in German industry are global acting car manufacturers like BMW, Mercedes and VW. Germany is addicted to industry and especially the car industry.

The next part will form an estimate of negative and positive scenarios for German industry and sociocultural structures.

Negative Scenario: In case of a negative growth, because of the damaged quality label “Made in Germany” and new strong competitors in the car industry like Google, Apple and Tesla Motors, the effects on German society could be enormous.

In January 2016, unemployment rate was 6.7 percent in Germany (cf. destatis, 2016). Because of the flow of refugees, Nahles, the German State Secretary for Employment, declared rising unemployment rates (cf. Welt, 2015b). If the German car industry cannot keep up with its new competitors in the next few years, more jobs will be in danger. In the worst case, Germany’s entire economic recession and unemployment rate will turn over 10 percent. Because of the missing revenue in car industries, wealth in Germany will sink. Changes in society and politics will be the consequence of rising dissatisfaction. Because of the refugee crisis, a part of German society will shift to the right because of dissatisfaction with German politics and fear of refuges (cf. Lühmann, 2016). Rising dissatisfaction and economic crisis can form radical groups and disturbances can arise. Germany's role as an export leader and affluent country will disappear and the European driving force for the economy will stop.

Positive Scenario: The German car manufacturer VW and European manufacturers like Fiat and Renault are the members of the open automotive alliance, lead by Google (cf. BDI, p.13, 2015). OAA is a platform for collective development of connected car systems (ibid.). With alliances between manufacturers and standards in European Union, German industry will profit from new technologies. New competitors like Google are entering the market but, through OAA, VW will also profit from connected cars. With investments in new technologies, VW, Mercedes and BMW will participate in future markets. New jobs will arise and the economy in Germany and Europe will enhance stability or rise. The unemployment rate will sink and the citizens in Germany and/or Europe will be more satisfied with liberal and social politics. With investments in new technologies like an electric motor, green energy will replace fossil fuels. Eco-friendly driving will help fight the problem of particulate matter in cities like Stuttgart. Driving will be a new experience because of auto connected cars. The rate of accidents will sink in Germany and traffic jam will be prevented. With alliances and investments in new technologies, future problems in the society and integration of refugees could be solved easier because of the affluent society.

3.2. Cultural globalization – adjustment by social networks

With social media we can exchange experiences amongst individuals or employees. We communicate and work together by using text, image and sound (cf. Bendel, 2016).

They serve both for direct personal and professional communication as well as for dissemination and discussion of informational and entertaining content. Different intensities of communication reach from a private one-to-one contact on the exchange in solid groups up to communication with all users of a network (cf. bpb, 2010a).

The use of social media is for many people a part of their everyday life. The following section deals with the question of what impact social media have on society, culture and politics.

3.2.1. Influence of social networks on society and culture

If one thinks of social networks today, Facebook, Twitter, Instagram and other widespread communication possibilities come up to one's mind. For many people, the communication via these platforms is hardly indispensable and has become a big part of their everyday life. It is not only chatting, playing and data exchange that are characteristic for social media. In particular, they provide the opportunity for people to present themselves on their own profiles. So, we often divulge many of our personal data that other users can view on the Internet (cf. IuG, 2010).

In the ranking of the largest social networks and messengers in 2015, listed by the number of active monthly users, Facebook is in first place. The micro-blogging platforms Twitter, Google+ or Instagram follow Facebook at some distance. In the second quarter of 2015, Facebook had nearly 1.5 billion monthly active users worldwide. In Germany, with more than 600 million visits in December 2014, Facebook is the most popular social media (cf. Statista, 2016b). In the fourth quarter of 2015, Internet users from all over the world spent an average of 1.1 hours a day on social media (cf. Statista, 2016c). These are huge numbers, which might explain only a part of the real impact of social media on people's everyday lives today.

Thus, the rapid development of information technology and the associated new digital communities and networks have an immense impact on the way we communicate today. With the introduction of the 'Web 2.0' our possibilities in online-based identity acquisition, relationship acquisition and information acquisition have increased. This development can not only lead to a negative influence on today's society and culture, but can also have a positive influence.

Communications expert Robert Spengler believes that social media can have a negative impact on society, because direct communication becomes stunted by them more and more. Artificial communication facilitates our everyday lives. But important skills can become stunted, because many people then forget how human communication actually works. People replace encounters in the real world with virtual contacts. They tap out more and faster than ever. But also incorrectly, superficially and impersonally. Consequently, they talk less and less. Above all, digital stress can often miss the real thing in life: real human encounters (cf. Spengler, 2012).

This development is also shown among the younger generation, which does not know life without the Internet and its associated constant accessibility. The impact of the Internet and social media has been most significant in the way it has changed the lives of young people. Their digital children's room shows a childhood that is significantly affected by social media, mobile phones and the Internet. Friendship interaction and face-to-face communication are increasingly conducted online or through text messaging. These interactions have had major cultural consequences. Online communications have influenced the evolution of language. They have thrown up new rituals and symbols and have had an important influence on people's identity. Consequently, young people do not know how to hold a conversation offline, how to behave in such face-to-face situations and how to present themselves in real life. Texting and other online communication forms, inter alia through symbols and pictures, constitute the immediate impact of social media on the everyday culture (cf. Ahmad, 2015). All in all, social media can lead to less face-to-face communication and to less personal encounters, which also leads to a loss of the ability how to approach people, hold a conversation or win sympathies.

On the other hand, social media can also have a positive influence on society and culture, as social media enable people to feel as a part of a community that shares the same fundamental interests and values and give an opportunity to exchange information and participate in conversations and decisions. Basically, social media are primarily a platform for user emancipation. This emancipation has a direct, definite consequence for politics, society, economics and marketing. The interesting thing is that people are becoming more familiar with the world of social networks across the world. If these people then have to report something important, they will also increasingly use these networks. They will retain less information for themselves and participate more in discussions. One country after the other will see how the exchange of information via social media has changed radically. Every message that can generate enthusiasm has also the potential for viral distribution. Today, they are primarily messages about parties or gossip. Now, the customers themselves act as multipliers. If they want to assess or comment on a product or service, they can spread this information quickly and easily via social platforms. If they are dissatisfied, they can manifest this displeasure virally. The more people have access to smart phones, the more quickly this development proceeds. People are no longer bound to a place and are everywhere and always connected and reachable (cf. Kirkpatrick, 2011).

Whoever is logged onto a profile is also at the same time a part of a large online community and thus gets a certain feeling of togetherness. The *Piratenpartei Deutschland* describes the digitized society as a supportive progress, because the personal opinion, which is represented on the platforms, can sometimes have an impact on decisions. These opinions are also reflected outside the media world. This is, for example, demonstrated by the protests in relation to the Arab Spring in 2011 (cf. Damrow, 2012). Consequently, social media can influence political structures by supporting the freedom of opinion, in which the users can exchange their personal opinions and organize social movements to fight against prevailing political structures.

3.2.2. Effect of social networks on people's participation in political subjects

Social media have a huge impact on public opinion and people's actions over politics. The Arab Spring in 2011 is an example of an enormous influence that the social media have on politics. In the spring of 2011, hundreds of thousands of people in the Arab world took to the streets and protested against the autocratic regime, which was called a quick Facebook revolution. Despite censorship and repression, the social media helped the dissatisfied people to organize demonstrations and to defy the state power. Thanks to Facebook, Twitter und YouTube, the protest made it from the living room to the streets. The citizens learnt via the social media that they were not alone in their anger, and that also other people dared to raise their voice. The Arabic countries were, inter alia, Egypt, Tunisia and Syria. Thanks to this "technological revolution", critical mass had come together, said Fadi Salem of the Dubai School of Government. Research results have shown the importance of Facebook, Twitter and YouTube. During the riots, a team led by Tufekci interviewed 1,000 users in Egypt. Although the survey was not representative, the results provided good insight: almost half of the surveyed Egyptians (48 percent) learnt about the protests in direct talks, at least 28 percent on Facebook. And a quarter of the Egyptians disseminated on their own several pictures and videos of the demonstrations in Tahrir Square and elsewhere. In a large-scale survey of the Arab Internet users, the researcher Fadi Salem found out that social platforms had been less used for the private chat, but rather for political purposes during the protests. Up to 90 percent of Tunisian and Egyptian Facebook users used Facebook to disseminate information. The social networks had a massive influence on the Arab Spring, not only among the educated, but also in all milieus. This shows that social media are especially used for exchanging political subjects in countries where dissatisfaction and repression of the freedom of opinion dominates (cf. Focus, 2012).

With internet censorship in their countries, the governments of China and Russia are trying to prevent protests via social media, like the protests of the Arab Spring. Any comment or any platform that represents a threat to the government is blocked. These primarily include social media, like Facebook, Twitter and YouTube. 1.3 billion people live in China, of whom 600 million have Internet access, according to the CNNIC. While the Chinese Firewall blocks foreign sites like Facebook, domestic Chinese social media like Weibo were offered. However, these social media are monitored by the government. The Communist Party of China wants to control every public expression exactly. Critical content will be deleted in order to prevent potential unrest in Chinese society (cf. Scheuer, 2013). In Russia, conservative Russian politicians also want a stricter control over the Internet. Big demonstrations by a Facebook group are not possible in Russia, because the Internet sites that promote calls to unacceptable gatherings can be blocked without a court order. In addition, bloggers are more strictly controlled. Each blog or account user on social networks like Twitter, Facebook or Vkontakte is entered into a register when his/ her page is visited by more than 3,000 readers per day. It can be assumed that this law is an opportunity for the government to set bloggers under pressure and to close their sides finally (cf. Smirnova, 2014). This suggests that a free opinion formation via social media is not possible everywhere and can be strictly controlled by the governments in order to prevent unrest and possible protests in the country and to impede democratization. However, people are familiar with methods that enable them to get access to blocked websites. For example, it is assumed that most Chinese know how to bypass the Internet censorship in order to get access to social networks such as Facebook (cf. Welt, 2010).

Social media also pose danger. Extremists can use it to spread their messages and as propaganda platforms. One of them is the IS militia who uses social media like Twitter and Facebook as a propaganda machine to spread their ideology and hate messages. At the end of 2014, a study by the Brookings Institution According revealed that there were already tens of thousands of Twitter accounts which were attributable to the IS and its supporters. This service is a key propaganda platform for the terrorist group. Twitter wants to take action against it. The short message service has already adapted its guidelines and now threats or advertisements of terrorism are classified as abuse, and consequently violate the terms of use (cf. Spiegel, 2016). Obvious propaganda of extremists can be prevented with this measure. However, this again raises the question of whether Twitter and other social media that act in such a way do not allow the freedom of expression. To protect the security of society and prevent further terrorist attacks, this limit on the freedom of expression can be viewed as necessary, which is accepted by the majority of society.

Another point is that there is also strong evidence that the sorting algorithms of social media also contribute to the opinion formation. Whoever gets to see only radical views and assertions on Facebook and elsewhere is perhaps more likely to become radical. Consequently, social media are presumably changing the society. Just how the current refugee crisis in Europe is a topic of conversation for many people on social media - also in Germany. Unclear and unconfirmed allegations increasingly lead to distrust of refugees and therefore to a distorted picture of the reality that people might believe in. On networks, rights propagandists can use these sorting algorithms very effectively and target and spread fictitious rumours about refugees. Users of networks have a tendency to gather in communities of interest so that they get to see especially appropriate content. This leads to "confirmation bias, division and polarization." Confirmation bias is a psychological phenomenon in which humans preferably close knowledge gaps with allegations they already believe in. This leads to distribution of a distorted narrative, fueled by unconfirmed rumours, distrust and paranoia (cf. Stöcker, 2016). Thus, social media can also lead to a one-sided opinion, since users cannot see all the information and facts for a neutral opinion. The one-sided flow of information may eventually lead to a reorientation of political views.

3.3. Global Media as motor for cultural changes process

The development of so-called information society via networked devices is the foundation of globalization in the cultural and social field. The Internet, as well as all other globally provided media of the modern mass communication such as satellite TV, etc., combine cultures and societies of the countries in the world across all nations and geographical boundaries. Apart from a global understanding and a desirable exchange of world cultures, critics also see dangers in the new global availability and distribution of media content and information. It is feared that previously independent cultural traditions and social values will be aligned, especially among the powerful influence of exported American culture and, therefore, also American ideology (cf. University of Media Stuttgart, 2015).

By using the products of modern entertainment industry, music, film and television propagate the same ideas and the same lifestyle worldwide. Western values reach foreign cultures increasingly. The question arises whether global media actually propagate Western values and what influence global media generally have on the society.

3.3.1. Music, movies and series as intermediary for values of western culture

The entertainment industry is considered as an intermediary between lifestyles and living worlds and plays therefore a particular role for young people as an orientation basis for their expression and personal style formation.

Currently, there are four so-called major labels. Their share of the worldwide revenues is about 80 percent. The “Big Four” are the Universal Music Group (US), Sony Music Entertainment (Japan), EMI Music (UK) and the Warner Music Group (US). These multinational corporations dominate the global music market and decide which music songs will be played. The entrepreneurial oligopoly in the music market has been therefore criticized particularly because the globally offered contents mainly transported western values and ideologies. Amongst them, the English language with specific and new terms. This has lead to the fact that central areas of cultural life are influenced by universal imagery, mode shapes and consumer goods. Criticism of the monopolization of the music market has also led in Germany to the fact that a government regulated quota for the entertainment sector such as in France, Switzerland, Canada or Poland is required. In France, for example, broadcasters have been obliged since 1996 to send 40 percent of the French language titles. At least half of them should not be older than six months. The German Bundestag enacted a German music quota on 17th December, 2004. With the commitment of the German radio station, a 35 percent share of German artist or music produced in Germany is to be achieved. A final decision on the music quota can only be made the respective provinces since they are responsible for the broadcasting policy. The aims of this controversial requirement are the prevention of a monoculture created by globalization of the music market and the support to national and regional diversity (cf. bpb, 2010b). It becomes visible that the government itself perceives an increasing influence of Western values on songs that are disseminated through global media such as radio, television and the Internet. Therefore, by the introduction of state regulations, the government is trying to prevent that not only Western musics of the so-called “Big Four” are played. By these regulations, local language titles are played, reflecting the culture of the country and thus bringing the own culture to the locals closer again.

As a mass medium, television has a far-reaching effect on its consumers. As television and films are easy to consume and are very popular in all populations, they play a central role in the expression and style formation. For some time, entertainment programs such as the talent show *Pop Idol* have achieved the highest audience ratings. Within the popular entertainment segment, international trade has increased significantly with specific program formats in recent years. The integration of bought up broadcasting formats has lead to the increasing adjustment of television programs worldwide.

Due to the fact that communication technology and television have been developed and spread around the world, the idea of man and conception of the world will be changed for many people by the content of television. Communist or authoritarian countries, such as North Korea, use the television as a way to disseminate propaganda. However, globalization critics decry the dominance of American films in the telecommunications channels. Critics, especially from an Islamist background, see this as an insidious infiltration of Western values, which they see as a threat to their culture and lifestyle.

In contrast, many proponents of globalization welcome the influence of Western values such as the women's equality, legal system and freedom in religious matters. Especially in African or Muslim societies, where patriarchy still exists, these values could lead to more freedom and therefore to a higher standard of living (cf. GF, 2016a).

3.3.2. Influence of global mass media on personal self-improvement

After school, media are the main source of lifelong learning and political education. This includes not only textbook knowledge of the structure of state institutions, but also personal experiences with the actual processes of political decision making processes. People learn in school what powers the President has according to the Basic Law. What role does a politician actually play - this can only be understood by the observation of daily events, consequently by using media.

Mass media influence people's opinions about politicians, political parties and social controversies. In the short term, the media coverage of parties or individuals often changes very quickly. Politicians who are criticized by the media can lose consent in the population a short time later. Even elections can be decided in this way, because shortly before the election more and more people are uncertain which party they should give their votes to. In the long term, the media coverage also influences the fundamental opinions of citizens about politics. Thus, since the early 1990s, the increasingly observed disenchantment with politics has been also attributed to the fact that the media criticize predominantly all parties in the long term and also describe politicians as those who cause rather than solve social problems (Media Malaise hypothesis).

Mass media influence the awareness. People can give their attention to a few social problems. But they mainly concentrate on those problems which are most frequently reported by the media (agenda-setting effect). Therefore, they consider those problems as important. This effect can be positive on the one hand, because it contributes to the fact that the society agrees on certain issues that need to be solved. However, on the other hand, this effect can also have negative consequences if the media deal with the issues that are actually secondary and that distract from the real problems. Examples include the extensive media coverage of alleged risks like BSE or swine flu, which occupied the Germans for months, although the actual threat was rather low. Mass media can therefore have many different effects. From a social perspective, some of them can be seen as positive, but others have to be viewed as negative. Their occurrence has nothing to do with the fact that people are gullible or manipulable. But people often have to rely on the media reports if they want to make a judgment, because they have no other source of information (cf. Bpb, 2011).

4. Result

New technologies and global media are affecting societies and political structures in the following ways: advantages of new technologies like an auto connected car are a more comfortable lifestyle, more security and possibilities for eco-friendly driving. New technologies can create and also delete jobs. Humans are correlated with digitalization on a private level, organizational level or society. Social networks enable human relations via the Internet and new possibilities to take participation in social and political issues. Misbehavior of politics and industry is now “public” for everyone, anywhere and anytime. If misbehavior happens in politics, work or society, people will react with shitstorms and public criticism in social networks. And all over the world people can hear and see what happens in other countries, because you can consume your favorite media all around the world by global media. Societies are no longer addicted to the content of media that a government purports. The only important thing is access to global media and new technology and people will generally use it. Consequently, social media assume an increasingly important role in people's everyday lives today.

Social media also affect society and culture both positively and negatively. On the one hand, social media strengthen the freedom of expression for people of different cultures and nations and promote the feeling of togetherness as they can represent and share common interests on social media platforms. On the other hand, social media and the constant networking lead to the pressure to be always reachable. Consequently, the real social communication skill stunts such as holding a conversation face-to-face decrease due to the increasing communication via the Internet. Especially the younger generation is affected by this development, because they grow up with the usage of social media.

Global media, such as music, films and television convey especially American western values. In the music market, for example, they are conveyed through the so-called major labels which publish mostly American music titles. Therefore, European countries such as Germany try with a state rate to prevent that not only American title, but also German produced titles are played on the radio. This should bring the locals its own culture closer and oppose a loss of their own culture. But the distribution of western values such as the women's equality, legal system and freedom in religious matters can also have a positive impact, particularly in African or Muslim societies. These values could lead to more freedom and therefore to a higher standard of living in these societies.

Within new technologies or global media, if companies or countries do not invest in new products and infrastructure, they cannot keep up with innovative competitors from all around the world. Structures in nations, societies and companies have to change to adapt to new conditions and environments. Politics or management have to react, otherwise people get unsatisfied and/ or jobs and wealth get lost. Demonstrations of the freedom of expression reached a new level through social media. If people do not want to be kept down by politicians or ripped by big companies, they get through the social media in communities that hold together against racism, suppression and exploitation. But on other hand, in dilemmas extreme groups are also using social platforms to communicate and plan demonstrations.

This is the reason why it is important to learn about responsive handling with each new gadget and opportunity via the Internet. Social media responsibility and new technologies like smartphones should be taught as a new school subject to prepare young people for danger coming through these gadgets. Irresponsible handling of new media and social media can escalate quickly. Shitstorms with racist comments and defamation of people cannot be endured. Laws and security have to be prepared for contraventions to prevent irresponsible handling of new media. Not every new media and technology is evil, but humans can do evil things with it if they do not know how to handle new media and technologies in a responsible way or they do not get punished because of missing laws or the police and security infrastructure is not up-to date.

At least new technologies and social media enable new ways of collective work and life. Beside new complex structures, dreams like the united European Union have been more realistic than ever before. Through social networks and global media, people all over the world and especially in Europe are in contact with each other. The dream of liberty and democracy is expanding and structures, like in Russia or China, are changing. Social character is changing, but not because of the crisis like the current refugee crisis in Europe. It it changing because of modern technologies and opportunities of collective life between work, individuality and society. The future is coming, it is our task to set basics for upcoming structural changes and support responsible handling of future technologies.

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TEN GLOBAL TRENDS: A LITERATURE REWIEW ON THE FUTURE OF IT, MEDIA AND THE CULTURAL INDUSTRIES

Abstract: *This paper pretends to analyse ten global trends in the field of IT, media and cultural industries. Several consultancies and institutions, like Gartner, present every year a group of trends to follow. Nevertheless, it is not easy to find a literature review on the researchers and studies that support those trends. To cover that gap, we have selected the ten most relevant trends and the most important authors talking about them to better understand their evolution.*

Factors altering the market for IT, media and the cultural industries are diverse. From changes in the demand side to social, demographic, generational and technological causes. Aspects like interactivity, customization and low cost of the Internet along with the ubiquity of mobile devices and social media are affecting the economy. As we will discuss, this generates changes in many aspects of life.

Keywords: *TRENDS, ICT, SOCIAL NETWORKS, SHARING, PRIVACY.*

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1. Empowerment and lateral power

Much has been written about power across all disciplines. Aristoteles considered it to be an ingredient of happiness. With the arrival of means of communication, the concept was permanently transformed. Yet, with their appearance, technology is not the only thing that has changed the way that power is wielded and lost. We often think that information and communication technologies (ICT) or economic changes are behind this trend, but sometimes shifts in expectations and values are just as important. Joseph Nye (2001) tells us about the transition from "hard power" to "soft power" in culture. There are three categories of "soft power": culture, political values and foreign policies. Antonio Gramsci considered cultural hegemony to be a means of reinforcing the power of a nation state and of capitalism itself whilst Michael Foucault associates power with surveillance.

Power is the ability to direct or impede the current or future actions of other groups and individuals… it is "what we exercise over others that leads them to behave in ways they would not otherwise have behaved" (Naím, 2013, p. 38). This definition, inspired by Robert Dahl, encompasses different ways of imposing one's will such as influence, leadership, persuasion, coercion, etc. As Ulrich Beck might say, we live in a world that must manage fears.

At any rate, power is being eroded since it is becoming more and more difficult to maintain and because people have tools such as social networks and the Internet that weaken it. Yet, the opposite might also be observed: the Internet empowers the people. However, there are additional factors that underpin the dilution of power in all societies, thus leading to the appearance of societies with greater freedom and opportunities for their citizens. There are three reasons behind this process: "the revolution of *more*, that is characterised by the increase in and abundance of everything…"; the revolution of *mobility*, that refers to the fact that not only is there more of everything but "more" of everything (people, products, technology, money) is on the move; this is increasingly taking place and largely because it can be done at a lower cost and with a global reach, even to those locations that until recently were inaccessible; and the revolution of *mentality*, that reflects major changes in the way of thinking, expectations and aspirations that have accompanied these transformations (Naím, 2013, p. 32).

Social change is being caused by social, cultural and economic factors. Jeremy Rifkin asserts that the traditional hierarchical organisation of economic and political power is making way for lateral power that is organised nodally in the 3rd Industrial Revolution. He states that "social networks have bloomed… creating a new distributed and collaborative space for sharing knowledge and spurring creativity and innovation across every field" (Rifkin, 2011, p. 165-166). Change is underway: "Societies evolve and change by deconstructing their institutions under the pressure of new power relationships and constructing new sets of institutions that allow people to live side by side without self-destroying, in spite of their contradictory interests and values" (Castells, 2007, p. 258).

Weber was right when he insisted that bureaucratic power is based on the power of compliance with rules and regulations. On the Internet, this is the first thing that fascinates: how easy it is to bypass rules and/ or create parallel systems of rules and regulations (netiquette). Parental orders, intellectual property, anonymous insults, etc., are the trolls. The rules of the so-called "Internet generation" are very different from those of past generations and are making appeals to change the world by calling for: freedom, customisation, scrutiny, integrity, collaboration, entertainment, speed and innovation (Tapscott, 2009, p. 74).

The Internet fosters debates between contents generated by companies, that must be commercialised in order to attempt to generate profits, and non-profit contents that only aim to achieve broad distribution. The interests and confrontations between these two approaches are very diverse (Van Dijck & Nieborg, 2009). The Web 2.0 (i.e. sharing social networks) has made a mistake by attempting to commercialise contents created by users (Jenkins, Ford & Green, 2015). "While today's media environment is characterized by tailored media products, global media conglomerates, deregulation, flexible work arrangements, casualization of the labour force, and increased consumer surveillance, these changes are extensions of earlier historical processes more than a radical break with the past" (Havens & Lotz, 2012, p. 199). What has changed are the participatory capabilities of users. It is true that "we are at the beginning of a revolution that is fundamentally changing the way we live, work and relate to one another" (Schwab, 2016, p. 13). Yet, power should involve achievement of adequate balance between large media conglomerates and the participation of people on the Internet.

In spite of technologies and lifestyles that encourage the individualisation of almost everything, new ways of belonging and community linked to the so-called "transmedia culture" are appearing. Moreover, all of this intersects with a new freedom of power to choose at any time and any place because the decisive factor is access. The motto of this age could be "anyone, anywhere, anytime" (Álvarez-Monzoncillo, 2011), giving rise to a new empowered consumer (Fuller, Mühlbacher, Matzler & Jawecki, 2009).

This participative culture does not have any precedents. Young people embrace the Internet where they can find things that they love and as it allows them to self-confirm themselves. They tend to get pulled in by a magical attraction and perhaps embrace the "Californian Utopia" too quickly (Barbrook & Cameron, 2001), in contrast with critical capabilities when it comes to using mimetic reproduction models. In fact, "The cyber-utopianism updates an idea very much present in the modern revolutionary movements: overcoming the traditional community guardianship and the appearance of a type of social interaction that is simultaneously both caring and respectful of individual freedom… And promises us new digital lands, albeit perhaps too utopian" (Rendueles, 2013, p. 121).

Traditionally, in our societies, property is power. Yet, change is also underway on that front. Sharing without owning homes, cars, computers, bicycles or energy implies the retirement of Adam Smith as Rifkin (2011) proclaims. There are some shattered dreams hiding behind the participative culture. There is a lot of criticism of "working for free due to the 'cool' aura of free creative work and a confusion between what is free vs. work" (Fuchs, 2015). In the view of this author, who has a Marxist focus, the limits of the categories of industrial capitalism such as worktime/ leisure time, production/ distribution/ consumption, office and factory/ home and privacy have begun to be more porous. The goal of capitalism is to intensify and spread the exploitation of workers via dualistic characteristics of Fordist capitalism (Fuchs, 2015).

The dynamics of individualisation of the Internet and the ability to participate have brought the rhetoric of empowerment and the digital revolution with them, remixed with utopias involving social change, and with other types of representation and/ or democratic participation. Yet, this empowerment capability has two sides: the empowered individual and the disempowered individual. The former feels that he/ she has more power because technology allows him/ her to become more informed and communicate and organise him/ herself better whilst the latter feels excluded and stripped of all power. It is the same old debate between the elites and the common people. There are two categories: the very active that are experiencing new ways of participating in civic life (underpinning the revival of the concept of citizenship), and those who have no influence, no organisational capabilities, and are silent.

Effectively, there are contributions concerning social networks and the public sphere that may be a bit too optimistic regarding social change and that distance themselves from the approach of the concept developed by Habermas: social networks allow all citizens to change their relationship with the public sphere (Benkler), the emergence of a new sphere 2.0 (Papacharissi), the construction of a new public sphere in the network society (Castells) and the public sphere (Burges and Green). Empowerment involves more factors than merely having access to technologies that allow for more efficient communication and greater organisational power than others (Fuchs, 2015, p. 315).

The digital revolution has given more power to the people. The hierarchical organisation of flows of authority and power is something that belongs to the past. Political systems are also changing to adapt to new ways of organising ourselves and of disseminating opinions. However, the new power can control or even lead to battles in order to obtain programming (Rushkoff, 2010).

2. The business model era

Until the 1990's, the term "business model" was hardly ever used (Osterwalder et al., 2005). However, this term quickly gained prominence among both practitioners and business scholars with the development of information and communication technologies (ICT) and the emergence of Internet companies. As a result, it was necessary to analyse a new set of companies that was beginning to create markets and no longer resembled traditional industries (DaSilva and Trkman, 2013). In fact, most business models are currently affected in some way by technology (Kinder, 2002).

A general definition of the concept has not emerged, but it can be said that there is an agreement among scholars that a business model must link the workings inside the firm to outside elements, including the customer side, and how that value is captured or monetised (Baden-Fuller and Mangematin, 2013). In short, we can say that a business model "defines how the enterprise creates and delivers value to customers, and then converts payments received to profit" (Teece, 2010, p. 173). It performs two important functions: value creation and value capture (Chesbrough, 2006).

Business models answer the question "How is it being done?" and must design the organisational structures that a company needs in order to enact a commercial opportunity (Foss and Saebi, 2015). However, this is not the same as strategy. In fact, all companies aim to put some type of business model into place, but not all companies have a strategy (DaSilva and Trkman, 2013). Strategy is about building dynamic capabilities aimed at responding efficiently to future and existing contingencies. Its purpose is to successfully compete, whilst a business model aims to create value with the effective coordination of business resources (Osterwalder et al., 2005). To wrap up, strategy "reflects what a company aims to become, while business models describe what a company really is at a given time" (DaSilva and Trkman, 2013, p. 383).

There is not a unified typology of business models either (Foss and Saebi, 2015). Yet, consideration of fundamental architypes is important because of the features of market economies where there are consumer choices, transaction costs, heterogeneity amongst consumers and producers, and competition (Teece, 2010). Broadly speaking, with regards to the media, we would mention: participatory models, where the contribution of users is vital for value creation; distribution models, where contents must be created and revenues generated in several ways; and editorial models, where all content is offered in exchange for payment and free offerings are a rare exception (Lyubareva, Benghozi, and Fidele, 2014).

Participatory models tend to mix, in particular, user-generated content with those from external producers. Value creation is dependent on users' contributions, so that the presence of free content is vital for the model (Anderson, 2010). Consumers have free access so that it is necessary for audiences to be sold to advertisers. Thus, companies thereby become multisided platforms that match users with advertisers (Evans and Schmalensee, 2016). As they are closely linked to advertising, they are overly dependent on economic cycles. This is the case of groups such as YouTube and Facebook. Only those users contributing more successful content receive any economic compensation, which may lead to motivational problems over the long term. Costs are, thereby, reduced by substituting consumer input for editorial decisions. Content openness combined with sharing and peering have become the keys to the success of collective creativity (Lyubareva, Benghozi, and Fidele, 2014). However, there are multiple offerings for commercialisation of contents (streaming, downloading, desktop, mobile, etc.).

As for distribution models, they tend to target a precise market segment and develop original contents in-house. However, they also purchase contents in the market that they cannot or do not want to create. They use several channels to generate revenues, such as public funding, donations, advertising, direct sales and/ or subscriptions. These sources can be mixed in different proportions. In the case of usage of advertising for financing, they also become multisided platforms. They utilise multiple distribution channels to reach their consumers and must control final monetisation with them. Free-to-air TV, a free online newspaper, or a newspaper that puts a paywall into place are some of the options within this general model.

Finally, editorial models tend to be based on contents from external professional suppliers (although they may also have a small amount of in-house production). All content is offered in exchange for payment and there are normally mechanisms in place to restrict usage (DRM or similar). These companies must control the quality of contents and tend to structure price discrimination. Pay-TV functions under this model.

Managers seeking to outperform their competitors should focus on: choosing the right business model; implementing it as best as they can; improving the company's dynamics capabilities; and engaging in business model change when an opportunity or threat arises (DaSilva and Trkman, 2013, p. 383).

The business model concept is gaining traction in different disciplines but it is criticised for being vague and lacking theoretical foundations (Zott et al., 2011). Nevertheless, business models can be used to categorise the corporate world and explore the economic possibilities offered by different architypes.

3. Mainstream, niche markets and globalisation

The disruption of the Internet has underpinned an economic crisis that endangers the very survival of mass communication media which triumphed in the 20th century in all countries. However, change has moved us towards the so-called "matrix era" that is "characterised by interactive exchanges, multiple sites of productivity, and diverse modes of interpretation and use" (Curtin, 2009, p. 13). While today´s media environment is "characterised by tailored media products, global multimedia conglomerates, deregulation, flexible work arrangements, casualization of the labour force, and increased consumer surveillance, these changes are extensions of earlier historical processes rather than a radical break with the past. Moreover, these changes are fundamentally tied to economic change, not to technological changes such as the growth of Internet access and digitisation, though these changes certainly helped facilitate the economic changes we are witnessing" (Havens & Lotz, 2012, p. 199). The concept of television is transforming towards new forms and concepts such as OTT and TV-like services, between linear and non-linear (Ala-Fossi, 2016).

The power of large conglomerates dominated the 20th century (Holt, 2011; Kunz, 2007). Their dominance has continued into the present even though the Internet is threatening the status quo (Álvarez-Monzoncillo & López-Villanueva, 2014). They imposed their domination around the world. Cultural imperialism appeared. It is a concept that "refers most broadly to the exercise of domination in cultural relationships in which the values, practices, and meanings of a powerful foreign culture are imposed upon one or more native cultures" (Tomlinson, 1991). Research from various different points of view has been written on this topic (Chen & Morley, 2006; Chomsky, 2010; Golding & Harris, 1996; Mattelart, 1995; McChesney, 2001; Morley, 2006; Schiller, 1971, Tomlinson, 1991 and Wasko, 2013). This concept and related theories have surged on the back of globalisation and the rise of the Internet.

Yet, these changes in the media follow certain trends. Changes that call for the reform of their business models and social roles (Freedman, Obar & McChesney, 2016). These trends have also been reinforced by neoliberalism and, as a result, there has been a return of the State and/or the need for new regulations (Flew, Iosifidis & Steemers, 2016; Simpson, Puppis & Van den Bulck, 2016). Other future consequences are also foreseen: "great fragmentation, cheaper and cheaper production costs, the development of business models based on spatial rather than temporal distribution windows, and increasing surveillance of users to counter problems of fragmentation" (Havens & Lotz, 2012, p. 222).

However, the Internet also offers opportunities for distributing and accessing most audiovisual products, and the vast number of Net-enabled devices now available has transformed the audiovisual industry of the analogue era. The old status quo has been profoundly re-structured. Those who own content want to distribute it directly to avoid paying an intermediary. Those who transport it on telecommunications networks want to obtain it to vertically integrate their activities and undermine net neutrality. "The big Internet players (Google, Amazon, Yahoo, iTunes, etc.) want more power and to defend their leading positions. It is a war between the multimedia convergence players. However, the emerging value chain looks unlikely to generate much revenue, and cannibalisation is still progressively questioning the analogue model with its barriers to entry and walled gardens. Meanwhile, audiences are fragmenting and new multi-device consumers are fickle and demand greater participation" (Álvarez-Monzoncillo, 2011, p. 195).

Whatever the case may be, it is yet to be seen who will control mainstream global entertainment versus regional blocks such as Europe, India, Latin America and China. This sector is controlled by North American companies which have adapted to new situations and continue to increase their exports. We are witnessing the dominance of "hip capitalism, a new advanced global cultural capitalism, at the same time both highly concentrated and very decentralised… that is constantly transforming, permanently adapting, as the creative industries are no longer factories like the studios of Hollywood's Golden Age, but rather production networks comprised of hundreds of small emerging companies… whose results are increasingly asymmetrical North-South exchanges and increasingly unequal South-South exchanges among emerging and disadvantaged countries, yet still dominated by an increasingly powerful country" (Martel, 2010: 419).

This author foresees the on-going dominance of North American entertainment and culture in the present century in spite of substantial fragmentation and the appearance of new market niches, reinforced by the Internet. We would also bear in mind that we have observed the slight emergence of the Asian continent (Curtin & Shah, 2010).

Transmedia cultural is being born and "glocal" strategies (global mainstream with local culture) are here to stay. Moreover, it is still too soon to predict the death of the mass media of the 20th century. The Long Tail theory does not appear to have held true in a market that is still dominated by hits (Elberse, 2013).

In short, the trends seem evident. Firstly, the dominance of the large North American conglomerates of the entertainment industry should be similar to that of the 20th century in the upcoming decades. The rest of the industry will hardly exit their regions or zones of influence (e.g. the European Union) or linguistic areas (e.g. Spanish). Secondly, it does not look like we are set to face the end of the "couch potato" model. Long live television! Nevertheless, the former model co-exists with new *à la carte* consumption because users want to choose. The slogan "anyone, anytime, anywhere" on different platforms and devices is an indisputable fact. As a result, audiences are fragmenting. Thirdly, user-generated content (UGC) will be very important and there will be conflicts between companies and users when it comes to monetising these contents. Fourthly, personal information and data analysis will determine new uses and marketing strategies of the media and entertainment industry. Lastly, the market will continue to be dominated by blockbusters whilst niche products should register slower growth than expected with the development of the Internet and globalisation.

4. Privacy and security: personal information as a commodity

Orwell's prophecy in *1984* does not seem too far out. In all types of societies and systems, different forms of control have existed. Power does not exist without control. Deleuze introduced the concept of a "control society" in 1990's. Beck's concept of a risk society does not seem too far out either (Beck, 1998). Currently, people share personal information and, thereby, create a digital identity. Some people manage this process and others don't but, in general, the basis is the control of social relationships. With the boom of social relationships carried out via electronic devices, personal information has become a business that is on the rise.

Whilst companies and states are collecting information regarding people in order to design strategies and guarantee security within a global scenario, data protection and privacy are being demanded as inalienable rights. Cibercontrol is intimately related to the information society and the transparency of relationships.

Moreover, surveillance is carried out automatically and anonymously. "Likes" are converted into business whilst automatic calculations track on-line activities in order to identify and gain knowledge about profiles that are later used to make marketing decisions. As a result, "digital industrialism turns users and their personal data into a new commodity" (Rushkoff, 2016).

With the proliferation of connected devices, social networks and the so-called "Internet of Things" (IoT), private lives tend to be diluted. This trend is reinforced by implants of chips or devices allowing for geolocalisation. As a result, "Videosurveillance linked to a database allows for computer analysis of behaviour. Multiple digital technology applications make available a massive amount of information regarding people, whilst there are an increasing number of procedures for usage of this data. Virtual oceans of data are the object of all kinds of treatment in unknown and inaccessible places. The miniaturisation and the dematerialisation of IT hardware increases the invisibility of surveillance. The current state of IT in the cloud leads to thoughts of dematerialised information technologies, where applications and data are consulted remotely without the need for any local infrastructure (Mattelart & Vitalis, 2014, p. 197).

Thus, the "panopticon" model – a place from which everything can be seen – conceived by Benthan, and Foucault's research regarding the balance of power between the watched and the watchman, is making way for the post-panopticon model proposed by Bauman when he states that "liquid surveillance" is less a complete way of specifying surveillance and more an orientation, a way of situating surveillance developments in the fluid and unsettling modernity of today (Bauman & Lyon, 2013, p. 10). This model not only involves surveillance since "forms of control that group together very different perspectives have appeared. Not only do they have an obvious connection with the idea of imprisonment, but rather they also frequently share characteristics of flexibility, fun and entertainment, and consumption" (Bauman & Lyon, 2013, p. 13). This concept is quite aberrant if we think that, whilst a person is playing and having fun, information can be obtained that will allow his/ her preferences and potential behaviour to be predicted.

Technology allows for "inverse surveillance". The watcher watches over the watchman. Steve Mann invented the word "*sousveillance*" or surveillance from below (mentioned by Mattelart & Vitalis, 2014, p. 205). These authors develop Siva Vaidhyanathan's theory of the "*Nonopticon*" model that is characterised by not knowing who is watched and who is watching, nor with what level of indiscretion. It appears to be the perfect situation for both parties.

It is this hiding of surveillance that is making young people extremely and unknowingly vulnerable as personal histories are being created and may turn out to be very interesting for a lot of intermediaries that will, thereby, be able to monetise their digital fingerprints. These entities know what young people are looking for on the Internet, what they share, what they exchange, and what they like. All of this is underpinned by the so-called "selfiemania." Thus, "selfies" can be considered a metaphor of the "humanised network" with people aiming to pursue fame within a social network. They are, simultaneously, inputs demanding a certain level of interactivity with other interlocutors who can make future comments. Additionally, they are susceptible to becoming "viral images" as an ordinary event of a personal and, to some extent, quite private nature, may end up becoming a viral prototype: exteriorising certain intimacies and fragmenting or transcending filters in order to expand towards other circuits and networks for which they were not initially intended. (Gómez-Alonso, 2016, p. 20).

In short, they are watched narcissists. Moreover, Instagram can be considered an application used to create "personal brands." We are our own agents. The contraposition between "advertising oneself" and the inevitable medium such as defined by Michael Moritz, Chairman of Sequoia, as "the personal revolution" (Keen, 2016, p. 150). We are facing a narcissistic epidemic that Richard Brooks calls "expressive individualism." Instagram is not the only social media that has crossed the line of narcissism, "Twitter, Tumblr, Facebook and the other social networks, apps and platforms that feed our vane 'selfie-centric' illusions in the middle of an apparently infinite hall of mirrors have also done so" (Keen, 2016, p. 153).

Narcissism and surveillance seem to understand each other. The idea of sharing your state of mind via photos and/ or what you are thinking at any moment in time feeds this need to socialise. And there are companies that are willing to pay and charge for this information. They know you better and know what you want. It is the dream of every salesperson and without any intermediaries. It is a new scenario where either you programme or they programme you (Rusfkoff, 2010).

5. Talent and Labour

The impact of the Internet and the digital economy (Tapscott, 1997) on the job market has been studied from several perspectives (Mesenbourg, 2001). Being a disruptive technology, the displacement of employees began at the very beginning. Traditional industries based on information like media, music, film, television or games were the first to suffer the consequences. These effects went unnoticed due to the sharp economic growth that was generated at the same time in the global economy. Maybe knowledge workers were not as predicted (Drucker, 1959), "the most valuable asset of a 21st century institution (whether business or non-business)."

Nevertheless, the problem of productivity and technology (Brynjolfsson & McAfee, 2011) can be contrasted with the vision of how "the provision of free labour is a fundamental moment in the creation of value in the digital economies" (Terranova, 2000, p. 36). Some others considered that "the problem of quantifying the value of knowledge makes it difficult to solve the dilemma of whether the Internet has created or destroyed the labour market" (Álvarez-Monzoncillo; Suárez-Bilbao & De Haro, 2016). Whilst it is clear that "machines are substituting for more types of human labour than ever before" (Brynjolfsson, McAfee & Spence., 2014) and robots are taking over, we cannot take for granted what a Toyota manager explained: "Robots don't make suggestions." (Pine, Victor & Boynton, 1993).

Marc Andreessen, Netscape founder and investor in technology, stated that "software is eating the world," mainly turning the labour market into a hollow trench where "the spread of computers and the Internet will put jobs in two categories: people who tell computers what to do, and people who are told by computers what to do." More and more new companies are created based on software searching to disrupt the traditional models. Many of them are helped by incubators like the "Y Combinator" (Ross, 2011), where in 3 months no more than 3 founders, mostly software developers or hackers, create for Demo Day a prototype and raise money to grow start-ups that are reshaping the business world, like Dropbox or AirBnB.

The value chain has been turned upside down. “Companies no longer design, make and then sell products; instead, companies will sell capabilities, get orders, and then fulfill these requests. Consequently, their success will depend very much on the ability to manage knowledge” (Tseng & Piller; 2011, p. 10). This requires a new type of worker as “Gone are the days of the traditional 9-to-5. We’re entering a new era of work - project-based, independent, exciting, potentially risky, and rich with opportunities” (Horowitz; & Rosati, 2014). Not only are new skills needed but also life in general will be completely adapted to the new competitive and social environment.

The impact of robots on professions will affect not only the ones previously commented but also healthcare services (diagnostics or triage are better with machines), education (MOOCs), religion (apps with access to whole sacred texts, virtual reality for prayer and pilgrimage), law (ODR, online dispute resolutions), and more (Susskind & Susskind, 2015).

More and more the labour market is going global. Unemployment is rising and “work for life” is no longer a goal for young people. Talent management and development is a key to competition.

6. At the doors of the Fourth Industrial Revolution

The global industrial map has become increasingly complicated over the last forty years with major reconfigurations, both qualitative and quantitative, of former ways of manufacturing, distribution and consumption (Dicken, 2011, p. 14). Direct foreign investment, outsourcing, delocalisation and cross-border trade have risen substantially throughout this period.

All of the above has been supported by: an increase in industrial capacities of developing countries and improvement of their institutions; lower transportation costs; finalisation of the cold war and the rise of market systems; lower customs tariffs, and new information and the communication technologies (ITCs) allowing for integration of remote activities (Mankiw & Swagel, 2006, p. 1053). This has created the dichotomy of a shrinking world by connecting regions that were historically distant, but at the same time, it is getting bigger due to expansion of trade horizons (Osterhammel & Petersson, 2003, p. 3).

Thanks to these driving forces, companies have been able to gradually slice up and relocate their supply and distribution chains. This has given rise to fragmented and disperse industrial activities from a geographic point of view, but integrated from an economic point of view. The division of labour has thereby reached a new dimension as work has been disaggregated into a greater number of activities in different places with complex connections. This unbundling has transformed the global economy in different ways under a process that is still on-going (Baldwin, 2012, p. 7).

There are three constraints that hold back the globalisation of markets: the costs of moving goods, ideas and people (Baldwin, 2016, p. 8). In the pre-globalisation world, all of them were bundled together to such an extent that the world economy was "a patchwork of village-level economies" (Baldwin, 2016, p. 4). The First Industrial Revolution allowed the costs of transporting physical goods to decline, thanks to the steamship and the railway. This process, which began around 1820, made the separation of production and consumption - globalisation's first unbundling - possible. The Second Industrial Revolution, with technologies such as the telegraph, electricity and assembly lines, accelerated the dynamics of this trend at the end of the 19th century. From 1990, ITCs radically drove down the costs of moving ideas. This second unbundling process underpinned the international separation of factories via a global value chain revolution.

Since the 1970's, we have witnessed the deindustrialisation of the West and the industrialisation of the so-called "emerging countries," with China at the top of the list. This has reduced the divergence of revenues between hemispheres that had been taking place since the First Industrial Revolution, allowing for new patterns of consumption in emerging countries thanks to their rapid economic growth. Thirdly, countries are now able to industrialise by joining these new supply chains and they don't need to build up a broad industrial base in order to be competitive anymore. Finally, trade is no longer limited to final goods crossing borders but rather the weight of intermediate goods or products in the process of being manufacturing is rising. In fact, nearly 80% of global trade currently involves networks coordinated by large companies (UNTACD, 2013, p. 135). Moreover, international investments in factories, technologies, training, marketing and intellectual property are intertwined. The whole process is underpinned by services that coordinate this dispersion such as telecommunications, the Internet, express couriers, and container ships.

Major development of ICTs has led some authors to talk about the Third Industrial Revolution (for example, Freeman & Louça, 2002, p. 301). These technologies are increasingly powerful, multifunctional and online, although in recent times it doesn't look like they have managed to generate substantial productivity improvements. The great influence that they had on the most tedious administrative tasks finalised in the 1980's and in the new century innovations have focused on entertainment and communication products which are increasingly smaller and more intelligent but don't spur changes in labour productivity or lifestyles to the contrary of the effects of electricity and the automobile in their day (Gordon, 2016).

Digital and physical worlds are forecast to become inseparable in the Fourth Industrial Revolution (Brynjolfsson & McAfee, 2014; Schwab, 2017). 3D printing, DNA Films, gene editing, robotics, artificial intelligence, the Internet of Things and many more emerging trends could form an unparalleled melding of physical, biological and digital worlds (Schwab, 2017). According to Brynjolfsson & McAfee (2014) whole categories of work will be transformed by the power of computing and the impact of robots.

The present clearly offers a resurgence of automation anxiety, but the basic fact that is often forgotten is that technology eliminates jobs, not work (Autor, 2015). In fact, we tend "to overstate the extent of machine substitution for human labour and ignore the strong complementarities between automation and labour that increase productivity, raise earnings, and augment demand for labour" (Autor, 2015). Moreover, in case that human labour were rendered superfluous by automation, the great economic problem that we would face would involve the distribution of everything produced rather than scarcity.

A technology (or the artefact to which it gives rise) has no power in and of itself, it does nothing. Only in combination with people and social structures can technologies meet their goals. In other words, we are not dealing with technology *per se* but rather with technology within a certain context. As always, the social and the technological must be combined.

7. The complex boundaries of sharing

The word that describes our participation in social networks, and which has quite a nice ring to it, is sharing. This word seems to imply notions of equality, giving, collaborative consumption and sustainability. However, the concept of sharing is an under-theorized one and includes several differing logics between which it is necessary to make a distinction (John, 2012).

Generally speaking, we can make a distinction between two types of acts within the concept of sharing: distribution and communication. The act of sharing is one of concrete distribution when we physically divide something up between several recipients. In this case, it would be a zero-sum game: like when a child shares a candy bar and ends up with less, as governed by cultural norms (John, 2013). There can also be concrete sharing situations where the product doesn't run out, such as when a dorm room is shared or photos, movies and/ or links are circulated. Finally, there is abstract distribution – in a way that is not a zero-sum game – when we have something in common with others (e.g. a belief can be shared between people). Sharing can also be an act of communication, such as when we talk about sharing our emotions or when we update our Facebook status (John, 2013).

Sharing material things tends to require some form of sacrifice on the part of the person sharing, whilst with immaterial things nothing is reduced. However, there may be infringement of intellectual property rights of a third party, thereby reducing his/ her potential revenues. In the pre-digital age sharing was always mutual, social and based on the principle of reciprocity (Wittel, 2011).

The sharing of digital things does not involve any sacrifice, as there does not tend to be any rivalry or exclusion. Under this scenario, there is an extension of ownership rather than a transfer of ownership. Moreover, transaction and transportation costs are minimal (Henten & Windekilde, 2016), which may allow for a global reach. On the Internet, distribution and communication often go hand-in-hand: if we share photos of a trip, we are communicating our lifestyle. Nevertheless, while digital contents may be dematerialised, limitless and with zero marginal costs of use (Rifkin, 2014), they are still closely coupled with tangible products and the resources that make them possible (such as electricity, servers or bandwidth) are limited (Kennedy, 2015).

Within this "maze of terms" (Belk, 2014), it is difficult to discern where sharing ends and commerce begins. Money transforms the sharing transaction into a commodity exchange. The sharing economy concept is said to build on the concept of collaborative consumption (Hamari, Sjöklint, & Ukkonen, 2013). Nevertheless, the concept of collaborative consumption, as it was first put forward by Felson & Spaeth (1978), had a different meaning, namely, "events in which one or more persons consume economic goods or services in the process of engaging in joint activities." The examples were "drinking beer with friends, eating meals with relatives, etc." (Felson & Spaeth, 1978). Actually, there is great dissonance between the sharing that many Internet companies claim to do and reality: they are "attention merchants" that sell our data (Wu, 2016) whilst they exploit the free work carried out by users of these platforms.

The sharing economy is an "economy in which the rental contract supersedes outright ownership transfer under a private property rights system" (Tsui, 2016, p. 80). There are sharing economies of production – Java, Linux or Wikipedia – (Benkler, 2006; Lessig 2006; Tapscott & Williams, 2006) and sharing economies of consumption – such as Majorna, a small-scale neighbourhood-based car sharing entity in Göterbor, Sweden, with no employees – (Belk, 2014). Paradoxically, in its purest form, the sharing economy would be more of an "anti-economy" than any economy at all. This reflects the fact that there are practices that cannot ultimately be economised, which leads to their disappearance or to the conversion of this sharing into an exchange (Sützl, 2014).

In order to have a clearer view of the phenomenon of sharing and separate it from digital markets that pretend to be part of this trend, we would bear in mind that the ownership of consumer goods can take two basic forms: they can be owned individually or conjointly. It is also necessary to differentiate the motivations for owning specific consumer goods. These can be pecuniary and non-pecuniary. This is the approach of Maurie J. Cohen (2017) and with the juxtaposition of these two ownership features (type and motivation) we can distinguish four archetypes (refer to Table 1).

Quadrant 1 encompasses those goods that that are not owned for pecuniary reasons and are private property, such as an automobile that is not used to generate any kind of revenues. In this case, sharing of distribution is possible if so desired by the owner, since all goods are potentially shareable (Wittel, 2011). In Quadrant 2, consumer goods are deployed for non-pecuniary purposes. This would be the case of: Majorna sharing club; the distribution of photos, links, and videos by users of a platform, even though they are not the owners of the rights; fraternal organisations; or public transportation. These are cases of pure sharing. As for Quadrant 3, it represents serialised rental such as Avis, Zipcar or AirBnb. In this category, we also find large Internet companies such as Facebook or Google, which connect users from Quadrant 2 with advertisers. Finally, Quadrant 4 contains micro-entrepreneurs that use their automobiles to transport others. Yet, in this case there are pecuniary reasons and there are more and more digital platforms for bringing together users and service providers. In other words, the upper quadrants can end up becoming classic commercial exchanges.

The Internet has opened up many new possibilities for sharing and commodity exchange, to the point that there has even been a "war on sharing" (Aigran, 2012) by many industries that have seen their business models collapse. Nevertheless, minimal true sharing seems to be taking place but rather the majority corresponds to new business models. Sharing is a major force that has been strengthened by the Internet but does not create a new social organisation system, does not reduce the expenditure of resources, does not foster economic stability and does not increase diversity.

Table 1: *Provisioning archetypes*

<table>
<tr><th colspan="3">Ownership motivation</th></tr>
<tr><td colspan="3">Pecuniary</td></tr>
<tr><td rowspan="5">Ownership Type</td><td>4
Brokered Microentrepreneurship
(Micro-entrepreneurs working for Uber...)</td><td>3
Serialized rental
(Avis, Zipcar, Airbnb...)</td></tr>
<tr><td>Individual</td><td>Conjoint</td></tr>
<tr><td>1
Private ownership/ usership
(the owner decides)</td><td>2
Communitarian provisioning
(Majorna club, distribution of photos, links...)</td></tr>
<tr><td colspan="2">Non-pecuniary</td></tr>
</table>

Source: Own elaboration based on Cohen (2017)

8. Mobility

Human computer interaction suffered an inflexion point with the spread of mobile computing. What began as an increase in dedicated hardware and networks turned into a business of devices and software (apps) via online digital shops. The mobile world is changing the way we socialise, create and manufacture goods. In the last decade of the previous century telco companies focused on voice services, with the advent of smartphones and the disruption in the category created by iPhones (Volgestein, 2008). Precursors of the Internet of Things (IoT) and creators of the need for Big Data systems, we could not have created an "anywhere, anyhow, anytime" world without them.

Understanding that the "Internet of Things refers to the networked interconnection of everyday objects, which are often equipped with ubiquitous intelligence" (Xia, Yang, Wang & Vinel., 2012, p. 1101), we can see how the increase in connected nodes has led to an increase in the volume, speed and variety of data needed to understand the world today. Intelligence, that was traditionally held and controlled in the network, is now moving towards the nodes. This shift in power has an influence in all aspects of current life, from social to economic to demographic. Even the legal system is struggling to keep up the pace with the current situation (Weber, 2010). The possibility of Machine-To-Machine environments can create data monopolies (Holler, Tsiatsis, Mulligan, Avesand, Karnouskos & Boyle, 2014) that may change the way companies and countries compete in the future. IoT is also a driver of the creation of wearables (Wei, 2014), that has moved from devices with one main function to those with multifunctional capabilities that generate a higher amount of personal data for an industry. Regardless of divergent forecasts carried out by interested parties, this is “typical when industries are in their relative infancies and hypergrowth mode” (Wei, 2014, p. 53).

Another relevant impact of mobility is mass customisation, that can be defined as "developing, producing, marketing, and delivering affordable goods and services with enough variety and customisation that nearly everyone finds exactly what they want" (Pine, 1993). Tseng & Jiao (2001, p. 685) updated this definition as "producing goods and services to meet individual customer's needs with near mass production efficiency". The idea of producing where we need the goods is not new. Nevertheless, ICTs brought this possibility closer than ever. Anderson (2013) explains how a new generation of “DIYers” (Do-It-Yourself) may find all the information they need in communities of co-creation, while manufacturing locally with 3D printers.

This manufacturing system is also creating great value for traditional companies. GE has created an engine with 3D printing with several advantages. The first one is that the previous traditional version needed several components to be manufactured in different places and then combined (Ford, 2016, p.173). This system reduces the cost, time and probability of errors. In addition, the weight of the final engine is also reduced, which has great implications for lowering costs of fuel usage and, consequently, leading to cleaner operations. In the end, “Mass customisation and customer integration create a customer centric enterprise system that transcends the traditional manufacturing enterprise” (Tseng & Piller, 2011, p.10). Anywhere, anyhow, anytime at its best.

The credit for coining the term “Big Data” is given to John R. Mashey due to a presentation made in April 1998 titled “Big Data ... and the Next Wave of InfraStress.” How should we deal with this huge amount of data that is now diverse, in greater volumes than ever before and created in real time? Social Media moguls like Facebook leveraged on the problem that “Businesses are creating more data than they know what to do with” (McAfee, Brynjolfsson, Davenport, Patil & Barton 2012, p. 59). The time we dedicate today to traditional media is split between Social Media companies, mobile devices and companies like Google that have created new services in order to solve this huge content problem.

The next step in the process is the autonomous car, a source of personal data but also a change in “The Machine that Changed the World” (Womack, Jones & Roos, 1991). It should lead to fewer accidents, better usage of cars, and a cleaner environment. The impact will be more than just on the automotive industry but rather certainly there are again unexpected changes in economics and labour to come (Ford, 2016).

9. Social Revolutions

In the web's beginnings, "content creators were few in Web 1.0 with the vast majority of users simply acting as consumers of content" (Comode and Krishnamurthy, 2008). The advent of Web 2.0 increased interactivity, interoperability and usability for end users, who began to participate and produce user-generated content (UGC). This concept was coined in the 20th century (DiNucci, 1999), but it was popularised by Tim O'Reilly and Dale Dougherty after a conference in 2004. The idea of the Internet as a more user-friendly platform brought a brand new world of contents and interaction.

Search was mandatory to navigate through growing volumes of contents, bloggers proliferated, and syndication of contents permanently changed the media world. The SEO became the new religion of publishers and the cost per click its exchange coin. Wikipedia's success demonstrated how collaborative business models were set to become the new normal (de Haro, Cereijo, 2016), not only for technical projects (like Linux) but also for content ones. The impact of mass collaboration, thought to be disruptive for coding and content businesses, is now affecting several others, such as mining: e.g. GoldCorp in Canada was facing a severe drop in production which it solved via collaborative methods (Tapscott, Williams, 2008).

The Amazon Mechanical Turk was an online platform on which employers could post "Human Intelligence Tasks" (HITs) to be selected by *prosumers* (Toffler 1980), who performed only their preferred knowledge tasks at their homes, submitted results, and then got paid only for the final output. Today mobile apps in Sweden reshape salesforce management with a similar production process.

The Social Web (Rheingold, 1996), understood initially as the set of relations that link people online, turned into the next big thing of current generations. This traced back to basic Bulletin Board Systems which operated like discussion forums. The creator of the Internet, Sir Tim Berners-Lee stated, "The Web is more a social creation than a technical one" (Berners-Lee cited in Porter, 2008). Communities lead the transformation. Companies like Classmates.com (1995) or SixDegress.com (1997) were pioneers, whilst MySpace (2003) and Facebook (2004) grew the flame. The Dunbar number (Dunbar, 2010) was challenged and validated by Twitter and other social networks. The networked society led to new social movements as defined by Castells (2011, 2015).

10. Generation gap

We understand that the meaning of "generation" is a group of people of similar ages who share common experiences (Rudolph and Zacker, 2016). However, the problem with generational typologies is that their grain of truth is underpinned by the undisputed fact that there are certain similarities among members of heterogeneous population groups, but that are stereotyped by their year of birth (Fineman, 2014). Once that typology and the name given to a generation takes hold (particularly in the media, consulting and marketing), it is very difficult to shake it off and it tends to be considered an undisputed fact.

The great dilemma that is involved when speaking about a generation consists of separating the effects of three related but very different factors: age, historic period and statistical cohort. The difficulty lies in how to determine the variance of each of these variables independently from the others as a generation tends to be seen as an intersection of age and period that gives rise to a group of individuals with shared experiences (cohort). Based on this view, results are inexorably intercorrelated (Constanza and Finkelstein, 2015).

As pointed out by Paul Sackett (2002), it is extremely complicated to use age and historic periods in order to compare groups of people. It is necessary to specify the events and experiences that underpin the hypotheses regarding differences between cohorts and to systematically test these hypotheses. If this is not done, we can end up inventing stereotypes.

First studied by Mannheim (1952), generational gaps are based on the idea of a group of people sharing the same social and historical locus. Under those circumstances, environmental conditions may lead to a common interest in differentiation from previous generations.

As a result, stereotypes act like cognitive shortcuts that save us time as they allow us to make quick judgements in a complex world. Thus, we tend to store and record information regarding a group that is consistent with the stereotype and to discard those examples that are not in accordance. We look for shortcuts such as "if they are 'Baby Boomers' they will do X and if they are 'Millennials' they will do Y", but generalisations regarding groups tend to be discredited over the long term (Constanza and Finkelstein, 2015, p. 313). Treating the members of a generation as if they were intrinsically and uniformly similar hides the fact that each person has his/her own desires, talents, preferences and attitudes. In fact, acting this way is in conflict with what we know about individual differences (Sackett, 2002).

There is little empirical evidence accrediting the existence of differences based on generational circumstances and there aren't any theories backing it up (Constanza and Finkelstein, 2015). In fact, there are many viable alternative explications of observed differences.

For example, Millennials, who are acknowledged as "digital natives" (Ransdell, Kent, Gaillard-Kenney, & Long, 2011), are supposed to have some advantages: superior technological capabilities, greater abilities for dealing with scenarios of rapid and ongoing changes, a higher level of independence and better innovation capabilities than previous generations (Tapscott, 1998) as well as a remarkable combination of gearing to success and self-absorption (Zemke, Raines & Filipczak, 2000). Nevertheless, this may merely reflect the ways of behaving among young people during any particular historic period: they tend to be lazier, more energetic, more exploratory, more selfish, and more dramatic than are their elders (Steel and Kammeyer-Mueller, 2015). Of course, these are only group trends and do not reflect the huge variations within each group.

In order to lead the new industrial revolution there is a new generation that is better prepared than any other, which leads us to contemplate the problems of the generational gap and the digital divide (Gravett and Throckmorton, 2007; Howe and Strauss (2009); Tapscott, 2009 and Van Deursen and Van Dijk, 2014). Many will miss the train of digitalisation of the new society that we are building (Friemel, 2016). However, this trend reflects the existence of gaps that are present within a generation for economic, cultural and educational reasons. Moreover, there are also other perspectives regarding the so-called "Generation Debt" (Kamenetz, 2006).

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THE PARADIGM SHIFT: FROM STATIC TO EVOLUTIONARY/ DYNAMIC/TRANSFORMATIONAL/ NETWORKED/MODULAR MEDIA BUSINESS MODEL CONCEPT

Abstract: *The author argues that two major conceptual types/approaches and applicative uses of business models can be identified: (1) a static approach and (2) a dynamic/transformational approach. The static view [of a business model] allows us to build typologies and study [its] relationship with performance (Demil and Lecocq, 2010) capturing the target business and the key components of a business plan (Morris et al., 2005) while at the same time ignoring dynamics and change (Palo and Tähtinen, 2011). On the other hand, the dynamic/transformational view deals with the major managerial question of how to change [it] addressing change and innovation in the organization, or in the model itself (Demil and Lecocq, 2010). Moreover, the author notes that the ICT and media businesses must adopt the dynamic media business model into the center of their business operations and incorporate their digital divisions such as efficient interoperability, better scalability, and effective innovation into the main enterprise. In summary, the author concludes that the literature on business models recognizes its applicative and market importance and influence on business environment dynamics and corporate strategy. Thus, the difference between success and failure of transformative activities boils down to the firm's ability to change its business model effectively and in rhythm with the dynamics of the external business environment (Burgelman, 1994; Siggelkow, 2001). Moreover, the author confirms a lack of studies that focus on the competition preceding radical business model changes and the subsequent need to more engagingly analyze novel digital business models.*

Keywords: *DIGITAL BUSINESS MODELS, MEDIA INNOVATION.*

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1. The Core, Constitutive, and Complementary Semantics and Concepts of the Static and Dynamic Media Business Model Comparison

In this modern digital world as opposed to the traditional one, translating digital media business strategy into digital media business processes has become much more of a challenge. Media business processes are now mainly digitized and ICT enabled. Consequently, today's ICT-based media businesses' environment and management are more dynamic, characterized by ongoing fast changes and severe stakeholders' pressure. Therefore, the dynamic BM has risen to prominence as a conceptual and contextual tool of "alignment" to fill the gap between corporate strategy and business processes including their web, Internet, and digital infrastructure, providing crucial harmonization among these organizational layers. A successful business should treat the business strategy, BM, and business processes along with their IS, as a harmonized package. Furthermore, the author argues that the BM is an essential conceptual tool of alignment in digital business. More specifically, it represents an intermediate layer between business strategy and ICT-enabled business processes, fulfilling the missing link created by the complex and digitized environment.

Broadly, two major and different conceptual types/approaches and applicative uses of business models can be identified. The first refers to a static approach. The second use of the concept represents a static/transformational approach. The static view [of a business model] allows us to build typologies and study [its] relationship with performance (Demil and Lecocq, 2010). The dynamic/transformational view deals with the major managerial question of how to change [it]. The static model captures the target business and the key components of a business plan (Morris et al., 2005), while the dynamic/evolutionary model describes how a business evolves via four approaches, including enhancing, extending, expanding, and exiting (Applegate et al., 2003). Moreover, transformational model addresses change and innovation in the organization, or in the model itself (Demil and Lecocq, 2010). Static business models ignore dynamics and change (Palo and Tähtinen, 2011). Such models may not help companies to demonstrate their business in uncertain contexts (Doganova and Eyquem-Renault, 2009). Likewise, dynamics, a modular component inherent in digital media, ICT, and telecommunications-related products and services, is missing from the models. The author notes that the ICT and media businesses must adopt the digital media into the center of their business operations and incorporate their digital divisions such as efficient interoperability, better scalability, and effective innovation into the main enterprise.

2. Benefits of Dynamic/Transformational Media Business Model

Transformational/dynamic media business models must be designed around ways to improve the customer experience, not around ways to improve the performance of the current business model. Dynamic media business model will help target benefits in three key areas:

- Higher profitability – by reducing operational costs through common platforms and integrated business processes, enabling the enterprise to leverage identifiable unique content and consumer experience assets across multiple platforms.

- Better scalability – through digital workflows, rights, and royalties solutions that can support millions of digital transactions, and digital consolidation of physical format archives to reduce costs and boost commercial exploitation.

- More effective and continual innovation – through integration and automation, freeing up time for staff to collaborate and generate new ideas.

Repositioning digital as the engine of the business enables it to rebalance its skills and capabilities around control, data, and to drive new services. Furthermore, the move from the physical world to the digital world is more than simply replicating physical goods in digital forms, or even creating new digital products. The move to digital also requires a major shift in a business' revenue model (Macnamara, 2010).

In an era of hypercompetitive and volatile markets, a successful dynamic media business model disrupts not only channels, operations, and products but established revenue models as well. The dynamic business model is a catalyst as well as harbinger of the new digital mediascape. The dynamic business model should be regarded as the evolutionary/ longitudinal/ causal strategy process and dynamics. Accordingly, digital models are constantly evolving as consumer, business technologies, and customer preferences are changing rapidly (Macnamara, 2010). One of the most contentious and pressing issues concerning media in the early twenty-first century is identifying viable business models, with widespread reports that twentieth-century business models underpinning press, radio, and television are collapsing because of "audience fragmentation" driven by an ever-widening range of choice in media content and sources on the Internet (Macnamara, 2010). Increasing demand on technological innovation in media industry drives paradigmatic changes in FDI business models (Macnamara, 2010). Moreover, in today's increasingly global and competitive market business models in media and ICT industry shift from incremental to disruptive and transformational business model innovation (Macnamara, 2010). Thus, identification of sustainable media business models is an urgent priority, as continuing decline in audiences and collapse of media organizations pose a major threat to journalism and society, with scholars agreeing that further erosion of quality journalism threatens democracy. Future media business models also have major implications for the advertising industry and a wide range of content producers (Macnamara, 2010).

At this stage, no consensus or even widespread agreement has emerged on any alternative business model, and many of those proposed require further development and analysis. In that process, economic feasibility and market acceptance need to be balanced sensitively. However, the diversity of types of media content and media users' needs and preferences indicates that a "one-size-fits-all approach" is unlikely to ensure media survival—or, better, reform and renewal. As David Carr (2010) suggests, the best way forward may be a hybrid model involving diversification to create multiple revenue streams developed to suit each medium and its operations.

3. Impact of Exponential Growth of ICT Network, Traffic, and Web/Multimedia/Hypermedia Content on the Formation of Dynamic Media Business Model

Economic growth and technology are inextricably linked. Viewed longitudinally, technology is probably the most powerful influence on business models in the media sector, and the quality of an organization's response to changes in this domain is probably one of the most important determinants of strategic outcomes. Also viewed longitudinally, the pattern of technology development for the sector is consistent: technology gives and technology takes away, but it seldom takes everything away. Technological innovations supplement, rather than replace, previous technologies. The previous medium is not destroyed but progressively undermined (Küng, 2011). Additionally, businesses are, like media technologies in general, always already remediated: when new models emerge, old models are supplemented and only rarely displaced (Deuze, 2011).

Current economic conditions are fostering investment in technology as emerging markets ramp up their demand for technology to fuel growth, and advanced markets seek new ways to cut costs and drive innovation. This becomes a virtuous circle as digital technologies drive consumer income and demand, education and training, and efficient use of capital and resources—leading to increased economic growth, particularly in emerging markets. Executives must be aware of the new challenges facing their firms as market momentum accelerates. Moreover, the 2007 recession and financial crisis caused a seismic shift reshaping the global business landscape and producing a sluggish growth in the West, as well as a shift in power to the East, and value-driven customers and rising risks everywhere. At the same time, the downturn has accelerated the adoption of the cutting-edge technologies (IoT, cloud computing, broadband internet, smart phones, etc).

A leitmotif throughout this paper is the fast-changing context of the media industry. While current global markets are subject to greater turbulence and complexity at higher velocities, the urgency to respond and adapt depends on media multinationals' tailored strategies of mass customization, multimedia optimization, downstream production, and adaptive and innovative business models. Accordingly, media corporations should adapt to the fast, tectonic, unparalleled, unprecedented, and seismic technological, market and demand developments, building a competitive as well as sustainable advantage because market dynamics make existing capabilities obsolete tomorrow (van Kranenburg and Ziggers, 2013).

Instead of trying to create stability, media corporations must actively work to disrupt their own advantages and the advantages of competitors by continuously challenging existing capabilities. It involves continuous search for improvement along a fixed production function, while the latter requires discontinuous shifts from one production function to another that is more profitable. Consequently, a media firm only incrementally adapts its existing business model emphasizing process efficiency and effectiveness. The challenge for media corporations is to develop and to incorporate new business models, such as the innovation-centered business model, to fulfill the new requirements and demands. This approach enables the media corporations to be really innovative and to develop new capabilities and resources to sustain their competitive position (van Kranenburg and Ziggers, 2013).

The accelerating growth of digital media and eBusiness has raised the interest in transforming traditional business models via developing new ones that better exploit the opportunities enabled by disruptive technological innovations. One of the major impacts of eBusiness on traditional business practices has been the multiplication of possible business configurations (networked multi-platforms), which increases consumers' choices as well as the architectural implementation of business models and managerial decisions. Thus, the four key technologies (digital megatrends) that are bringing the new digital economy into adulthood include mobility, cloud computing, business intelligence, and social media.

4. Influence of ICT Exponential Development on Digital Media Business Model

After the commercial usage of the Internet, the average number of published academic articles increased approximately 4000 %. Businesses and consumers will add approximately 40 exaflops of computing capacity in 2014, up from 5 in 2008 and less than 1 in 2005 (Dobbs et al., 2014). These extraordinary advances in capacity, power, and speed are fueling the rise of artificial intelligence, reshaping global manufacturing (George et al., 2014), and turbocharging advances in connectivity. This will be further dynamized with the current and future development and application of the Internet of Things or Industry 4.0—the physical world, becoming a type of information system—through sensors and actuators embedded in physical objects and linked through wired and wireless networks via the Internet Protocol. Moreover, advances in wireless networking technology and the greater standardization of communications protocols make it possible to collect data from these sensors almost anywhere at any time.

5. Trends of Global IP Traffic Growth

The Cisco® Visual Networking Index (VNI) document "The Zettabyte Era—Trends and Analysis" presents some of the main findings of Cisco's global IP traffic forecast and explores the implications of IP traffic growth for service providers. Moreover, the document reveals that the global IP traffic has increased fivefold over the past 5 years and will increase threefold over the next 5 years. Overall, IP traffic will grow at a compound annual growth rate (CAGR) of 23% from 2014 to 2019. Two-thirds of all IP traffic will originate with non-PC devices by 2019. In 2014, only 40% of total IP traffic originated with non-PC devices, but by 2019 the non-PC share of total IP traffic will grow to 67 %. PC-originated traffic will grow at a CAGR of 9 %, and TVs, tablets, smartphones, and machine-to machine (M2M) modules will have traffic growth rates of 17 %, 65 %, 62 %, and 71 %, respectively. Traffic from wireless and mobile devices will exceed traffic from wired devices by 2016. By 2016, wired devices will account for 47% of IP traffic, and Wi-Fi and mobile devices will account for 53% of IP traffic. In 2014, wired devices accounted for the majority of IP traffic, at 54 %. Global Internet traffic in 2019 will be equivalent to 66 times the volume of the entire global Internet in 2005. Globally, Internet traffic will reach 37 gigabytes (GB) per capita by 2019, up from 15.5 GB per capita in 2014.

The number of devices connected to IP networks will be more than three times the global population by 2019. There will be more than three networked devices per capita by 2019, up from nearly two networked devices per capita in 2014. Accelerated in part by the increase in devices and the capabilities of those devices, IP traffic per capita will reach 22 GB per capita by 2019, up from 8 GB per capita in 2014. Broadband speeds will more than double by 2019. By 2019, global fixed broadband speeds will reach 42.5 Mbps, up from 20.3 Mbps in 2014. Globally, IP video traffic will be 80% of all IP traffic (both business and consumer) by 2019, up from 67% in 2014. This percentage does not include the amount of video exchanged through peer-to-peer (P2P) file sharing. Internet video to TV grew 47% in 2014. This traffic will continue to grow at a rapid pace, increasing fourfold by 2019. Internet video to TV will be 17% of consumer Internet video traffic in 2019, up from 16% in 2014. Consumer VoD traffic will nearly double by 2019. The amount of VoD traffic in 2019 will be equivalent to 7 billion DVDs per month. Globally, mobile data traffic will increase 10-fold between 2014 and 2019. Mobile data traffic will grow at a CAGR of 57% between 2014 and 2019, reaching 24.3 exabytes per month by 2019. Global mobile data traffic will grow three times faster than fixed IP traffic from 2014 to 2019. Global mobile data traffic was 4% of total IP traffic in 2014 and will be 14% of total IP traffic by 2019.

IP traffic is growing fastest in the Middle East and Africa, followed by Asia Pacific and Central and Eastern Europe. Total Internet traffic has experienced dramatic growth in the past two decades. More than 20 years ago, in 1992, global Internet networks carried approximately 100 GB of traffic per day. In 2014, global Internet traffic reached 16,144 GBps. By 2019, it is projected that the global internet traffic will amount to 51,794 GBps. Globally, IP traffic will reach 22 GB per capita by 2019, up from 8 GB per capita in 2014, and Internet traffic will reach 18 GB per capita by 2019, up from 6 GB per capita in 2014. Importantly, the global average broadband speed continues to grow and will more than double from 2014 to 2019, from 20.3 to 42.5 Mbps. Globally, the average mobile network connection speed in 2014 was 1.7 Mbps. The average speed will double and will be nearly 4 Mbps by 2019. Moreover, global Wi-Fi connection speeds originated from dual-mode mobile devices will nearly double by 2019. The average Wi-Fi network connection speed (10.6 Mbps in 2014) will exceed 18.5 Mbps in 2019. Globally, there will be nearly 341 million public Wi-Fi hotspots by 2018, up from 48 million hotspots in 2014, a sevenfold increase (iPass Inc. and Maravedis and Rethink Study, 2014). Wi-Fi is also on the move, becoming available on 60% of planes and 11% of trains by 2018. This compares to only 16% of planes and 3% of trains equipped with Wi- Fi in 2014. Community "homespot" public Wi-Fi hotspots will see the most explosive growth, rising from just under 40 million in 2014 to over 325 million in 2018. Accordingly, between 2000 and May 2016, the web has grown 60-fold from 17.08 million to 1.03 billion users.

6. Anticipation of Global Market Shifts in Real Time

Industries most affected by digital transformation include IT (72 %), telecommunications (66 %), entertainment, media, and publishing (65 %), retail (48 %), and banking (47 %) (Oxford Economics White Paper, 2011). Itami and Nishino (2010) consider that a business model contains what the business does and how the business makes profit. The business model describes conceptually corporate innovation, resource, market, and value. In addition, the business model may derive from the analysis of market opportunity, product and services, competitive dynamics, or strategies (Applegate et al., 2003).

The overall essence, and the ultimate goal and objective of a firm's business model, is to exploit a business opportunity by creating value for its customers/ stakeholders, enticing them to pay for the value, and converting those payments to profit (Zott and Amit, 2010; Afuah and Tucci, 2001; Applegate, 2001; Huarng and Yu, 2011; Petrovic et al., 2001; Teece, 2010). A business model should reflect financial conditions in a business (Dubosson-Torbay et al., 2002). In other words, a business model should translate a conceptual model into numbers (Meyer and Crane, 2010). Thus, a financial model, consisting of cost, revenue, and profit, serves as the second tier of the two-tier business model. To become sustainable, businesses may need to adapt their business models as time goes by (Dahan et al., 2010).

The digital revolution is the most challenging transformation shaking the traditional-conservative business models (analogue) and establishing new online/emerging networked multi-platforms. The digital design evolves into digital architecture, network, architectural multi-platform and consequently to ecosystem. From the analogue axiomatic principle/ground rule: The content/distribution is the king—the discussion evolves into: choice/access/apps is the king. Moreover, the digital media business paradigm is further emphasized via different media content consumption and distribution patterns: access vs. content, franchises over networked and multi-platform distribution channel, free vs. pay/premium, broadcast/ printed journalism-drone journalism/ online journalism/web journalism/, user vs. prosumer, producer vs. produser, traditional social media networks (Facebook, Twitter, YouTube) vs. temporary social media networks (Snapchat, WhatsApp), etc. Additionally, the Internet of Things creates more synergetic and convergent added value network. More specifically, it personalizes the business context and value exchange creating more effective network effects between potential prosumers and applications/services/products.

7. Dynamic Media Business Model

Characterizing the BM as dynamic (Hedman and Kalling, 2003; MacInnes, 2005) is essential mainly because many industries today, such as media, ICT, and telecommunications, are undergoing continuing revolutions driven by innovative technologies, globalization including deregulations, and market changes. Indeed, the business environment has been greatly transformed. Unlike the traditional world of business which is characterized by stability and low levels of competition, the world of digital business is complex, granular, networked, modular, and dynamic, displaying high levels of uncertainty and competition. As a result, in the more complex and sometimes unique digital business, the BM needs to be explicit and more flexible.

An evolving dynamic/ networked/ modular business model consists of strategic objectives, missions, and structures (Hambrick and Fredrickson, 2001; Porter, 1996); target markets (scope and market segment) and business value chain/ network/ proposition (alliances, partnerships, product/ service offering) (Achrol and Kotler, 1999; Anderson et al., 1994); key intra- and inter-organizational operational processes and resources (capabilities and assets) (Bartlett and Ghoshal, 1995; Barney, 1991; Nelson and Winter, 1982); finance and accounting system; and cost and revenue model (cost and revenue streams, pricing policy) (Norton and Kaplan, 1992). Moreover, in Table 4.1, the author outlines the key building blocks of dynamic and static business models.

The advent of the Internet represents a crucial landmark in the digital media evolution. Accordingly, new media global landscapes demand new business model maps. Media companies are trying to face up the challenges of this emerging scenario, as new consumers and new markets are transforming traditional business models into dynamic media business markets. Consequently, the media corporate players are moving strategically and the whole audiovisual product's value chain will be readjusted (Guerrero et al. 2013). The multi-platform audiovisual model influence on production is inextricably bound up with the question of the business models that may enable a recouping of the costs involved. A key aspect of the design of any business model is the identification of revenue streams. These network-based, symbiotic, market-driven relationships among the various entities and social media are the genesis of sustainable business models for the emerging social media industry. The dynamic business model is actively co-created between the various actors/platforms involved.

8. Main Paradigm Shifts in New/Social Media Over Old/Traditional Media

Although both the old/traditional and new/social media can reach small or large audiences, there are many fundamental differences in terms of the competitive advantage in distribution, production, technology, and market targeting that favor new/social media over old/traditional media. In Table 1.1, these marking differences are exposed in order to more effectively outline the major conceptual differences between new and old media.

Table 1.1. *The common denominators of major paradigmatic shifts from the static to dynamic/transformational media business model building blocks*

Static Media Business Model Building Blocks	**Dynamic/Transformational/Networked/Modular Media Business Model Building Blocks**
Analogue Media	Digital Media
Organizational design	Organizational Architecture evolving to organizational ecosystem and smart grid networks
One-sided market	Two-sided/Multi Platform/Network/market
Upstream supply chain (Push marketing, low-cost producers)	downstream supply chain (customization, targetization, high margins)
Top-down content production/distribution	Bottom-up content production/distribution
One to many content distribution	Many to many content distribution
Linear, One-way communication	Interactive communication evolving to Immersive communication
Reaching the audience	Connecting the audience
Passive users/consumers	Active users – produsers and prosumers
Mass Audience	Audience Fragmentation or Disaggregation
Less available and accessible consumption to the public	On-demand access
Low level of collaborative content sharing	High level of collaborative content sharing – UGC – User Generated
Bundling	Content; P2P; tagging; folksonomy; big data analytics; IOT – Internet of Things; Social networks; WOT – Web of Things; Wearable technology; Locative/Mobile media Complementarities and Vendor Lock-in strategies
Broadcasting	Broadband, Narrowcasting, Microcasting and Egocasting
Content & Distribution is the king	Choice, Share, Access, Application is the king
Competition	Co-opetition
Freemium	Premium
Industrial, Tangible Economy – Economies of scale	Information, Intangible Economy – Economies of Scope, Long Tail Economics, Digital Economics, Network Economics, Information Economics, Experience Economics
Push Market Revenue Model	Pull Market Revenue Model - 'behavioural targeting', 'advergaming', 'gamification', 'product placement', micro-payment, paywall, content repurposing, sale of data and 'asynchronous ads'
Two-dimensional media	3D media
Web 1.0 and Web 2.0	Web 3.0 (semantic web) and Web 4.0 (symbiotic web)
Symmetric information flow	Asymmetric information flow
First build a marketplace, than a community.	First build a community, than a marketplace.
Attention span is longer	Attention span is shorter
Owning the accessed content	Sharing the accessed content
Searching the data	Searching the metadata
Hardware based media	Software (cloud) based media
Demand is the king	Choice is the king

Static Media Business Model Building Blocks	**Dynamic/Transformational/Networked/Modular Media Business Model Building Blocks**
Connect individual with the information/content/ product	Share content and experience among groups
Information based service	Conversation/Communication based service
Place bounded media	Space bounded media
Individual/one screen media	Multi-screen media
Value is contained in transaction	Value is contained in relationship
Information based service	Conversation/Communication based service
Usage-based pricing	Access-based pricing

9. Positioning Modeling Principles of Dynamic Media Business Model

The digital era has meant that the availability of appropriate levels of information and knowledge has become critical to the success of the business. Organizations need to adapt in order to survive and succeed as their business domains, processes, and technologies change in a world of increasing environmental complexity. Enhancing their competitive positions by improving their ability to respond quickly to rapid environmental changes with high-quality business decisions can be supported by adopting suitable BMs for this new world of digital business. However, the main reason behind this confusion is the shift that the business world experienced from the traditional ways of doing business to the new ways of digital business, which feature a high level of complexity and rapid change. This transformation has created a gap between strategy and processes which calls for new ways of thinking about BMs.

The modern media, telecommunications, and ICT-based world of business imposes a vital need for BMs with high levels of adaptability to accommodate the ongoing changes more efficiently. Within today's business environment, the BM should also be enjoying dynamicity to cope successfully with the continuous changes. The granularity and modularity of the dynamic business model implies flexibility in its related functions such as design, architecture, management, evaluation, and change and also facilitates the reusability of the components for new BMs. This highlights the concept as an efficient and effective framework essential to digital organizations. This subfield of research is still unexplored; therefore, theoretical as well as practical investigation and delineation of this particular area would be very useful.

10. Evolution and Position of the Media Business Model Within the New World of Digital Business

Media business model researchers are attempting to determine its meaning, boundaries, components, and relationships with other business aspects, such as business processes and business strategy. There is already some consensus regarding the differences between the business model and the process model (Pateli and Giaglis, 2003; Morris et al., 2005). However, the debate on the difference between the business model and business strategy has not been resolved (Porter, 2001; Stähler, 2002; Pateli and Giaglis, 2004). Some researchers see them as identical and use the terms interchangeably: Kallio et al. (2006) depict business model components as a set of business strategies. Other researchers suggest that even though both concepts are related, they represent different levels of information, useful for different purposes. They see the business model as an interface or an intermediate theoretical layer between the business strategy and the business processes (Osterwalder, 2004; Tikkanen et al., 2005; Rajala and Westerlund, 2005; Morris et al., 2005). Magretta (2002) argues that the business strategy explains how business organizations hope to do better than their rivals, while the business model describes how the pieces of a business all fit together.

The main reason behind this confusion is the shift that the business world experienced from the traditional way of doing business to the new way of digital (e)business, which is engulfed with high level of complexity and rapid change. This new world of digital business has created a gap between the business strategy and business processes. In this context, translating business strategy into business process has become much more of a challenge. Accordingly, the business model has risen to prominence as a conceptual tool of alignment to fill the gap that was created in this world of digital business.

The business model facilitates the fit and an interface or an intermediate layer between business strategy and business processes. Furthermore, the business model enhances digital business managers' control over their business and enables them to compete better due to the appropriate and necessary level of information that the business model provides. This level of information also extends digital business managers' knowledge of how the business organization will adapt their strategy, business model, and business processes to cope with the complex, uncertain, and rapidly changing digitalized environment. Thus, there are improvements in the organizations' abilities in achieving their strategic goals and objectives. This is because the information that the business model offers is neither highly aggregated, which it is in the case of business strategy, nor highly detailed, which it is in the case of the operational business process model. The business model is by no means independent; it intersects with the business strategy as well as the business processes.

11. Digital Media Business Model Perspectives: From Place to Space

Before the Internet, business operated primarily in a physical world of "place": It was a world that was tangible, product based, and oriented toward customer transactions. Today, many industries—all moving at different rates—are shifting toward a digital world of "space": more intangible, more service based and application based, and oriented toward customer experience. In the world of "space," the components of content, packaging, and infrastructure have morphed (e.g., converged) and split (e.g., diverged). Content has mushroomed and is no longer strictly proprietary. The packaging has transformed into a consistent digital customer experience on many different devices. Infrastructure has morphed into a powerful combination of internal and external digital platforms—some controlled by media content producers and some not.

The concept of a digital business model draws on previous research on business models, much of which focused on eBusiness (for example, Dubosson-Torbay et al., 2002; Mahadevan, 2000; Gordijn et al., 2005; Gordijn and Akkermans, 2001; Hedman and Kalling, 2002; Menasce, 2000; Swatman et al., 2006; Gordijn, 2004; Osterwalder and Pigneur, 2002; Shin and Park, 2009; Chen and Ching, 2002; Pigneur, 2000; Currie, 2004a, b; Gordijn et al., 2000; Faber et al., 2003); Damanpour and Damanpour, 2001; Argoneto and Renna, 2010; Gordijn, 2003; Jarvenpaa and Tiller, 1999; Papakiriakopoulos et al., 2001; Lambert, 2006a, b; Pateli and Giaglis, 2005). eBusiness models can be regarded as a subset of business models (Vermolen, 2010). In a highly globalized and competitive market, media and ICT enterprise needs to strengthen its digital business model. However, digital business models can crash quickly, because switching costs in the digital world are often lower than in the physical world.

12. Main Components of Digital Media Business Model

A digital media business model has three components: content (What is consumed?), customer experience (How is it packaged?), and platform (How is it delivered?). These three components work together to create a compelling customer value proposition. The digital content includes digital products (e.g., includes software, movies, e-books) as well as information about price and use details, etc. The customer experience embodies what it is like to be a digital customer of the organization. The platform consists of a coherent set of digitized business process, data, and infrastructure. The platform has internal and external components and may both deliver digital content to the customer and manage physical product delivery to the customer. Amazon's internal platforms include customer data and all the business processes that do not touch the customer, such as customer analytics, human resources, finance, and merchandising. External platforms include the phones, tablets, or computers that consumers use to research and purchase the products, along with telecommunications networks and Amazon's partnerships with delivery companies like UPS that deliver physical products and generate text messages on delivery; all of these external platforms neatly integrate with Amazon's internal platforms. To achieve economies of scale with digital business models requires the development and reuse of digitized platforms across the enterprise (Weill and Ross, 2009). Without such shared platforms, the IT units in companies implement a new solution in response to every business need, creating a spaghetti-like arrangement of systems that do meet specific customer needs but are expensive and fragile—and do not scale enterprise wide. Worse still, the customer experience suffers as the customer gets a fragmented product-based experience rather than a unified multiproduct experience.

13. Measuring Effectiveness of Digital Media Business Models' Content, Experience, and Platform

To better understand digital business models by industry, the author surveyed companies to assess the effectiveness of their content, experience, and platform. For each of the three aspects of a digital business model (content, experience, and platform), the author aggregated the answers to eight or nine survey questions to get a broad base for assessing effectiveness. The industry with the strongest effectiveness scores overall was IT software and services, while energy and mining and health care were among the poorest. Interestingly, the top financial performers in each industry also had better digital business model effectiveness. For example, in the financial service industry, companies in the top third of financial performers had 29 %, 35 %, and 26% better content, experience, and platform scores, respectively, than those in the bottom third.

14. eBusiness Model

The eBusiness is experiencing an unprecedented paradigm shift in terms of not being able to fully predict corporate sales, customer interaction, value added network, etc. Therefore, corporations have to put a tremendous emphasis on quick response instead of traditional planning. The eBusiness model as opposed to the old industrial one is marked by fundamental, not incremental, change. Thus, it is impossible to plan eBusiness model in the long term; instead, they must shift to a more flexible, predefined, and anticipative model of planning (Malhotra, 2000).

15. Research Dynamics of Transformational BMs

The majority of research into dynamic BMs has been concerned with eBusiness and eCommerce, and there have been some attempts to develop convenient classification schemas. For example, definitions, components, and classifications into eBusiness models have been suggested (Alt and Zimmermann, 2001; Afuah and Tucci, 2003). Researchers have also looked at the BM concept in the context of different domains. Accordingly, Linder and Cantrell (2000) and Magretta (2002) have applied the BM concept in the domains of business management and strategy (Bouwman et al., 2008; Al-Debei and Fitzgerald, 2010), software, the telecom sector including mobile technology along with its services industry (Rajala and Westerlund, 2007), and eGoverment (Janssen et al., 2008).

Weill and Woerner (2013) define three converging trends in raising the stakes for the effectiveness of the enterprise's digital business model. "The first is the continued march toward the digitization of ever-increasing aspects of business— incorporating more of your customers' experience, executing more of your business processes and working together with partners in your value chain. The second trend is the increasing number of "digital natives"—young current and future customers and employees—who expect a brilliant digital experience in all of their interactions with companies. The third trend is the dawning of the age of the customer voice, in which customers have a much stronger impact on enterprises via ratings of their services (such as the customer rating stars on Amazon and customer experience surveys) through Twitter and other social media comments."

In addition, Weill and Vitale (2001) define eight finite eBusiness models (direct customer, full-service provider, intermediary, whole of enterprise, shared infrastructure, virtual community, value net integrator, and content provider) based on a systematic and practical analysis of several case studies. As business models are moving towards maturity, corporate and academic interests shift to the investigation of opportunities for more effective and efficient market exploitation of innovative and specifically topical business models. However, there is an alarming lack of empirical strategic models in the literature to structure, categorize, and systematically codify knowledge in the area. This chapter draws on an extensive review of the literature to propose the incremental/gradual evolution of business models from static to dynamic/networked/modular architecture framework.

The literature on business models recognizes its applicative and market importance and influence on business environment dynamics and corporate strategy. Thus, the difference between success and failure of transformative activities boils down to the firm's ability to change its business model effectively and in rhythm with the dynamics of the external business environment (Burgelman, 1994; Siggelkow, 2001). Moreover, there is a lack of studies that would focus on the competition preceding radical business model changes. While many researchers have concentrated on conceptualizing various generic components of the business model concept (Morris et al., 2005; Siggelkow, 2001; Amit and Zott, 2001), managers' conceptualizations of business models and their links to paradigmatic business model evolution have mostly escaped from researchers' attention so far. Academic research (for a review, see e.g. Tikkanen et al., 2005), in turn, has referred to business models particularly when dealing with the novel and systemic mechanisms and architectures through which business will be done vis-a-vis the greater business environment and industry networks (Zott and Amit, 2008; Chesbrough and Rosenbloom, 2002).

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INTERNET VOTING IN CONTEMPORARY DEMOCRATIC PROCESS

Abstract: *Processes and practices of democratic decision-making, which primarily involve active participation of citizens in solving important social and political issues and express their will by voting in elections, are not new in the political process. Still, widespread and varied application of new technologies, especially the Internet, has enabled the introduction of a number of innovations in the processes of political participation of citizens, including the electoral process. The paper describes and analyzes the concept of Internet voting as one of the most important aspects of political participation of citizens in political decision-making. The practice of performing this important civil right and duty, with the help of Internet technology, has already been practiced in some developed countries. Their experience in this area, as well as certain disadvantages of these innovative systems, have served to identify opportunities for the improvement of democratic practices and are set out in the concluding remarks of this paper.*

Keywords: *INTERNET VOTING, INTERNET, ELECTIONS, DEMOCRACY.*

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1. The concept of election and voting – a brief historical overview

Generally speaking, the idea of election is old as the question that was posed inside the ancient human community, with the aim to determine their main political officials and representatives. In the long political history, it was always very important to set or select deserving tribal chiefs, members of Greek ecclesia, Roman senators or noble royals. But, until the late 18th century and bourgeois revolutions, that brought broad masses and legitimate power to the political scene, the idea of elections and democracy in modern sense could not be present. Since then, the evolution of modern elections has started to develop throughout improvements of election systems and procedures as well as expansion of suffrage to wider society. It is hard to imagine contemporary democratic systems without well developed and secured participation of citizens in political life that includes elections and practices of voting rights.

Since the political decision-making of citizens gathered at the central square survives today only as a historical and theoretical model (the Athenian form of direct democracy or as a traditional folk rarity in some cantons in Switzerland), this model of indirect or representative democracy in most countries turned out to be the most common possible. Elections allow the exercise of state power by the elected citizens (minorities) who were first elected, and then controlled and replaced by the majority that does not participate directly in the exercise of power. Hence, the answers to the questions "when" and "how" to elect, control and replace the minority, sometimes perceived as the core issues of democracy, which were then reduced to elections.

Elections include a relatively consistent and systematic set of principles, rules, rights, institutions and technical actions that are defined in order to conduct participation of citizens in solving the most important issues of political life. It is a way of translating their interests and preferences into appropriate structure policies through the selection of certain political bodies. The main outcome of the election process is selection and establishment of basic political power holders. Chronologically, all elections pass three phases: nomination of candidates, voting and election results, charging (distribution of seats). Elections are one of the most important segments of the democratic order and one of the strongest bases of legitimacy, its limitation and protection of citizens. They are the best indicator of public opinion and give the public a clear formal opportunity to influence the political process. Elections mean the achievement of one of the most important political rights of all citizens – voting right.

2. Influence of new technologies and voting (pooling) in the age of the Internet

After the bursting of the information revolution in mid-twentieth century and the introduction of the Internet into the broadest and commercial use, the Internet turned out to be the fastest growing media of all. It became clear that this new media had great potential and that outcomes of this rapid modernization would be certainly immense in all fields, including politics. For the first time in the history of political communication, and especially in the relatively young discipline of political marketing, it became possible for politicians (or candidates for different political positions) to reach their public directly. On the other side, the public (citizens, people, voters) were also given the opportunity to be more actively involved in politics, and not just passive spectators or more or less mute witnesses of political spectacle. Consequently, after merging politics and new technologies, many different "children" were born into this "marriage."

The Internet has influenced practically all areas of political life and practice. Whether we speak in terms of e-governance, or considering strong political influence created as a result of spreading different ideas, information and all other various contents – at a local, national, international or even global level; whether we recognize processes of social and political mobilization of people to engage with different movements, protests or even revolutions, or organize and conduct political campaigns – we cannot ignore the whole new and important role of the Internet. The idea is based on the attitude that if we can do our business, banking, shopping or education on the Internet, there are no obstacles for us to use the Internet for our political purposes.

Usage of Internet technology in contemporary conditions has actualized possibilities of people's political participation. New technologies imposed questioning the possibilities that contemporary virtual space, mediated via the Internet, involved citizens to actively participate in processes of consideration and adoption of relevant political decisions. In terms of political participation, that would imply the removal of specific questions or problems before the citizens, of which can then be expected declaration and inclusion. In practice we can see several models.

One of the simplest and earliest developed forms is the establishment of an Internet forum (web forum or message board) as an online opportunity to run discussions on different topics and form discussion groups to discuss a specific problem, subject, issue or idea. Technically, a forum is a web application. Structurally, an Internet forum is hierarchically organized, and it usually contains a certain number of sub-forums within the general topic. Every Internet forum has its moderators and administrators whose task is to approve messages before posting, managing content and technical details necessary for functional and effective operation of the forum. Generally speaking, once the subject is set (or virtually launched), it can be discussed by as many people as wish to take part in it. Symbolically, Internet forums resemble Romanian or ancient Greek forums, like places of a primeval form of political participation and expression of socially relevant opinions.

Another form of political activism that is mediated by the Internet is launching a petition and collecting signatures and votes on a certain item. In politics, a petition is old and very well known way to determine public opinion. Moreover, political petitions mean a more active role of citizens, because a petition is a form of decision-making that can be started only by citizens themselves. In other words, it requires people first to recognize problems or other issues that need to be considered publically, and then to be active and willing enough to bring it through the petition process. Political petitions are addressed to government officials, asking them to recognize or accept the voice of people. Petitions are not always legally binding for a government, but signatures of thousands, or sometimes even millions of people, represent a moral force that can make a difference. An Internet petition (online petition or e-petition) is a new form of a petition based on inevitable and widespread usage of the Internet. Unlike standard or so-called old forms of petition, Internet petitions require only the name and e-mail address of a petition signatory and the shortest possible procedure (only few computer clicks). Online petitions function thanks to the World Wide Web usually through a form on a website. Some of the most significant websites that can provide online petitions are: Change.org – an American petition website that calls itself "the world's platform for change" and claims to have over 100 million users,[1] targeting topics related to economics, criminal justice, human rights, education, environmental protection, animal rights, health, sustainable food etc; Avaaz.org[2] – a civic organization that promotes global activism in more than 30 countries in the world, on issues such as climate change, human rights, animal rights, corruption, poverty and conflict;[3] Causes.com – an online campaigning platform primarily used for grassroots campaigns,[4] etc.

Next form of using the Internet in political purposes leads us to various ways of the Internet-based activism, where some very significant social and political changes have happened under the influence of the revolutionary technology of the 20th and 21st century. Internet activism can simply be defined as "a politically motivated movement relying on the Internet" (McCaughey, Ayers, 2003, p. 71). For the purposes of better understanding, it is possible to categorize Internet activism in three groups: a) awareness/advocacy – achieved by accessing the information that is relevant to the cause, organizing information distribution networks, cyber-lobbing; b) organization/mobilization – sending a call for offline actions, actions that normally happen offline, but can be done more efficiently online (e.g. contacting some political representatives by e-mail) and actions that can only be carried out online (e.g. coordinating a massive spamming campaign); c) action/reaction – online actions committed by hackers, cyber attacks or "hacktivism" (McCaughey, Ayers, 2003, p. 72-84).

Some of the most frequently mentioned examples are: Internet activism during the 2009 Iranian presidential election protests, Arab Spring in 2010 and 2011 – great wave of revolutionary events in Tunisia, Morocco, Egypt, Algeria, Libya, Yemen, Syria, Iraq, Jordan, Bahrain and Oman, revolution in Ukraine in 2013, etc.[5] From this point of view, it

1 https://www.bloomberg.com/news/videos/2015-06-23/change-org-hits-100-million-users.

2 The name "Avaaz" comes from a Persian word for "voice" or "song".

3 https://www.avaaz.org/page/en/.

4 Grassroots movement are often referenced in context of political movement; it aims to empower "ordinary folks to influence people in powerful positions" (Poggi, 2015, p. 1).

5 Some of these events were named "Tweeter Revolution" or "Facebook Revolution" because of the significant role that these social media played.

seems that it is not too much to claim that “from Moldova to Hong Kong, passing through Iran, Tunisia, Egypt, Spain, Wall Street or Ukraine, there is no single protest, uprising or revolution that has not been labeled as a social media revolt”. (Gayao-Avelo, 2015, p. 14)

Another important result of merging the Internet and politics is e-governance (electronic governance). E-governance implies “use of information and communication technology for the planning, implementation and monitoring of government programs, projects and activities” (Rao, 2003, p. 12) and consists of three main segments: enabling interactions between the government and citizens (G2C) (i.e. e-democracy), improving interagency relationships (G2G) (i.e. e-government) and establishing efficient relationship between the government and business enterprises (G2B) (i.e. e-business) (Fung, 2002, p. 1). On how citizens are easily accommodated to different benefits that the Internet can provide, there is an opinion that “citizens expect their public services and governmental offices to see their online presence not as a choice, but as a strategic and inevitable part of their day-to-day operations” (Solvak, Vassil, 2016, p. 2).

This increasing role of the Internet has created the whole new sphere of intellectual and practical interests and researches, particularly about the possibilities that the Internet essentially contributes to the democratization of contemporary communities. Opinions on this subject can roughly be separated into two opposite poles. At first, hopes for great positive influence in the political sphere were prevalent. This attitude was mostly present among “techno-centric” authors (Damnjanović, 2009, p. 85), who believed that new technologies would inevitably bring to higher levels of democracy in societies worldwide. Their optimism came from a certainty that the Internet could bring these changes by itself, or by its own immanent progressive “nature”. On the other side, “socio-centric” opinions insist on a social factor as necessary for the full effects of technology. Socio-centric authors consider technology only as a means used by people, and people play their specific social roles. Thus, development of social and political processes cannot be conditioned by existence and characteristics of technology, but more conditioned by intentions and behavior of individuals and social groups who use it. (Damnjanović, 2009, p. 90)

Regardless of these differences, within contemporary democratic theories, all major authors approve significant potential of new technologies for democratization, and that the Internet could improve democratic process at all levels.

3. Internet voting in practice – experience of European countries and the Estonian case

While certainly not the only one, voting (as a way of expressing the will of citizens in the elections) is one of the most important ways in which citizens can exercise their participation in politics and make an impact on persons performing important political functions, or decision-makers. Political decision-making, in its centuries-long history of the development of democracy and democratic political procedures, practiced various forms of expression of the will of the governed. However, the foundations of modern electoral procedures are posted only when they acquire certain socio-political conditions. These conditions typically include: the maturation of civil public, development of political pluralism (the emergence of multi-party system), establishing the principle of authority replacement and institutions of democratic elections, guaranteeing the realization of human rights and freedoms (with a particular emphasis on the development of the electoral law).

Information technologies, whose rapid development has been evident in recent decades, in a short time found their implementation in certain political procedures. This "fusion" of politics with information and communication technologies, especially the Internet (from the moment of its commercialization and to this day) has spawned a whole set of new issues that are generally classified as an area of so-called democracy.

The practice of voting in elections via the Internet has already been present in more developed countries[6] - as evidenced by the experiences of several developed European countries. In order to determine Internet voting (I-voting) has been an additional voting method. It has been introduced aiming not to replace, but to improve accessibility of elections. In recent decades, all modern democracies have experienced a decline of voter turnout, and many questions have been posed in order to find the most appropriate and the most effective way to motivate citizens to participate in elections and other important decision making processes. I-voting has turned out to be one of the possible ways to bring back voters to the procedures of democratic participation.

In brief, I-voting allows voters to participate in an election over the Internet using PC or notebook (as well as some other technically appropriate devices). I-voting is a remote e-voting that includes different electronic means in order to cast the vote via the Internet (where voters vote at home or without going to the polling station. Practically, I-voting allows voters to cast their ballots from any internet- connected computer, anywhere in the world.

The first country to allow its citizens to vote via the Internet was Estonia.[7] Due to this, we will examine I-voting more closely in the case of this Baltic country. After gaining its independence in 1991, Estonia established a parliamentary democratic system with the Prime Minister as head of the government and the President as chief of state.

[6] This applies exclusively to the use of the Internet in the process of voting and its wider application in this process (voting online), but not in other various forms of electronic voting, which in some countries (such as the United States) are represented more than before (voting machines, computerized voting, etc.). Remote electronic voting has been utilized at some level in more than twenty countries, and several countries have analyzed possible implementation (Solvak, Vassil, 2016, p. 46).

[7] In some basic data, Estonia is one of the Baltic countries of the former Soviet republics, regained independence in 1991, joined NATO and EU in 2004, parliamentary representative democracy, (one of the "Baltic tigers" – because of its rapid economic development in recent decades), 1,3 million people (one of the smallest European countries), 84, 2% Internet users (which is somewhat above European average of 79,3%, but still less than the highest results of, for example, Sweden, UK, Netherlands, Finland or Denmark).

These changes inevitably meant introduction of multi-party timely scheduled elections in this country. After regaining the state independency, Estonia started transition processes, opening its society of about 1.2 million citizens to rapid changes. Shortly thereafter, this country was nicknamed as one of the "Baltic tigers", because of its rapid economic development; entered EU and NATO in 2004, OECD in 2010 and the Euro zone in 2011. In 2002 Estonia began developing a system which included voting via the Internet. Three years later, in 2005, the system was tested in practice in the elections for local authorities. On this occasion, their right to vote with the help of the Internet accounted for more than nine thousand Estonians (about 2% of the total electorate). In 2005 Estonia become the first country in the world to have the nation-wide local elections where people could cast their votes over the Internet. Although modest in scale at first, the number of Internet voters in Estonia in the coming years has gradually continued to grow, and the practice of Internet voting continued to develop. Internet voting has been practiced in Estonia so far a total of eight times: 2005, 2009 and 2013 at the local elections, 2007, 2011 and 2015 in the general parliamentary elections and the 2009 and 2014 elections to the EU parliament. The milestone in the introduction of internet voting as a regular practice in Estonia is considered the parliamentary elections held in 2007, when about 30,000 voters voted via the Internet (about 5% of the total electorate). Since the restoration of independence and as of 2016, Estonia has held 17 elections at either local, national or European level, where people could cast the legally binding votes over the Internet (Solvak, Vassil, 2016, p. 3), (the overall statistics on internet voting is shown in Table 1).

Table 1: *General statistics on Estonian e-voting (source: http://www.vvk.ee/voting-methods-in-estonia/engindex/statistics)*

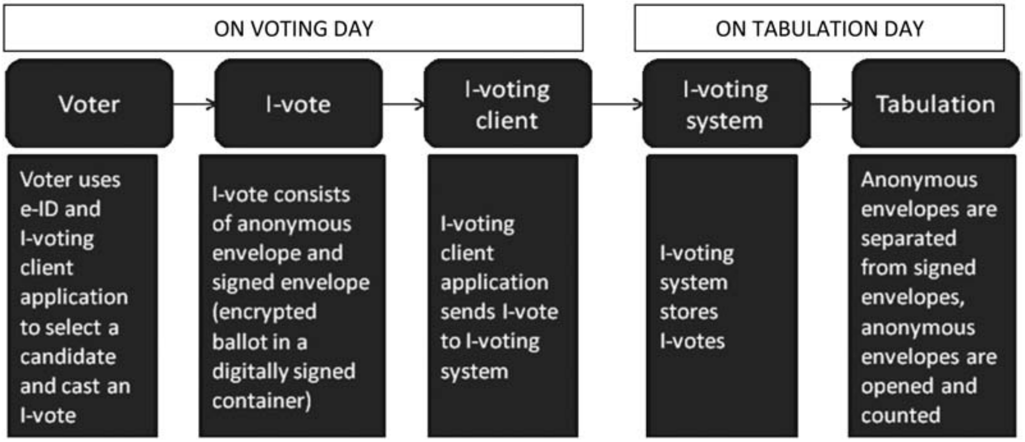
	Local Elections 2005	**Parliamentary Elections 2007**	**European Parliament Elections 2009**	**Local Elections 2009**	**Parliamentary Elections 2011**	**Local Elections 2013**	**European Parliament Elections 2014**	**Parliamentary Elections 2015**
Eligible voters	1 059 292	897 243	909 628	1 094 317	913 346	1 086 935	902 873	899 793
Participating voters (voters turned out)	502 504	555 463	399 181	662 813	580 264	630 050	329 766	577 910
Voter turnout	47,4%	61,9%	43,9%	60,6%	63,5%	58,0%	36,5%	64,2%
I-voters	9 317	30 275	58 669	104 413	140 846	133 808	103 151	176 491
I-votes counted	**9 287**	**30 243**	**58 614**	**104 313**	**140 764**	**133 662**	**103 105**	**176 329**
I-votes cancelled (replaced with paper ballots)	30	32	55	100	82	146	46	162

I-votes invalid (not valid due to a non-standard vote)	n.a.	n.a.	n.a.	n.a.	n.a.**	1	n.a.	1
Multiple I-votes (replaced with I-vote)	364	789	910	2 373	4 384	3 045	2 019	4 593
I-voters among eligible voters	0,9%	3,4%	6,5%	9,5%	15,4%	12,3%	11,4%	19,6%
I-voters among participating voters	**1,9%**	**5,5%**	**14,7%**	**15,8%**	**24,3%**	**21,2%**	31,3%	30,5%
I-votes among advance votes	7,2%	17,6%	45,4%	44%	56,4%	50,5%	59,2%	59,6%
I-votes cast abroad among I-votes (based on IP-address)*	n.a.	2% 51 states	3% 66 states	2,8% 82 states	3,9% 105 states	4,2% 105 states	4,69% 98 states	5,71% 116 states
I-voting period	3 days	3 days	7 days	7 days	7 days	7 days	7 days	7 days
I-voters voting via mobile-ID	n.a.	n.a.	n.a.	n.a.	2 690	11 753	11 609	22 084
Mobile-ID I-votes among all I-votes	n.a.	n.a.	n.a.	n.a.	1,9%	8,6%	11,0%	12,2%
Share of I-votes that were verified by the voter	n.a.	n.a.	n.a.	n.a.	n.a.	3,4%	4,0%	4,3%

* In Local Elections, voters permanently residing abroad are not eligible for voting

** One invalid vote is depicted among cancelled votes

The I-voting process consists of several phases. In the Estonian case, there are five main phases of the I-voting process divided in two segments: "on voting day" and "on tabulation day." On the voting day, a voter uses e-ID and I-voting client application to select a candidate and cast an I-vote. When voting online, citizens download a voting app to their computer and, upon a request from the system, have to first identify themselves using the ID-card and the first pin-code. Next, the system checks whether the voter is eligible to vote in these elections and if the answer is affirmative, displays a list of candidates in their district. An I-vote consists of an anonymous envelope and a signed envelope (encrypted ballot in a digitally signed container). When performed correctly, the electronic vote is sent to the server and will be counted at the appropriate time as prescribed by the procedures for online voting. Thus, an I-voting application sends the I-vote to the I-voting system where the I-votes are stored. This is the first part of the tabulation process which ends by separating the anonymous envelopes from signed ones, then opening, and finally counting them (Scheme 1).



Scheme 1: Phases of I-voting process

4. Possible benefits and main obstacles – instead of conclusion

Somebody could reasonably ask “Why Estonia (and not some other even more developed country)?” was the first to develop I-voting system.[8] We probably cannot answer this question without hesitation or to be strictly determined on this subject just out of the Estonian statistics about Internet users or level of economic development. But some indicators are quite noticeable, and some factors gave impetus in this direction. The combination of a small population with a good education system[9] and a relatively high level of Internet usage and literacy could be one of them.[10] Also, Estonia has low

[8] Besides Estonia, the largest steps in introducing online voting in Europe (maybe even worldwide), have been made in Switzerland (mostly at the level of federal cantons) and Norway (the local elections in 2011 and the general elections in 2013).

[9] Estonia has one of the best education systems in the world (e.g. according to PISA testing results, Estonia is the first country in Europe, and third in the world, after Japan and Singapore) (sources: www.oecd.org/pisa; http://uk.businessinsider.com/wef-ranking-of-best-school-systems-in-the-world).

[10] In the category of government success in ICT promotion, Estonia ranks 13th, ahead of the IT giants such as the USA, Finland, Korea and Japan. In the category of quality of governmental e-services, Estonia reached a high fifth place. (Solvak, Vassil, 2016, p. 49).

population density (which may help to understand why the level of political participation and election turnout in this country has become an issue). In addition, some reviews agreed that there were many strong aspects of the Estonian ID card system. They called it the "magic stuff" that makes secure online voting possible for Estonia but nowhere else in the world.

The most frequently mentioned positive aspect of Internet voting is simplicity. In short, voting is easier and it takes no more than a few computer clicks. It demands minimum of information literacy, and just basic knowledge of the election process.

Another advantage on the side of Internet voting is convenience. Voting becomes more useful or suitable, it eliminates need for transportation, reduces missed time at work, school, or any other activity, decreases the impact of barriers such as lack of child care, or illness. Also, it can be more convenient for people with disabilities or some serious medical conditions, etc. I-voting can be used from anywhere in the world – traveling citizens could easily participate in elections held at home. Voter can vote when and where it is most suitable – practically from anywhere in the world.

Internet voting should be more applicable for younger voters. It is well known that young people that have recently gained their right to vote are poorly motivated to participate politically and that it is difficult to make them all of sudden interested in a seemingly dull activity such as politics. To some extent, it is understandable that some other activities are much higher on their list of priorities (such as education, traveling, socializing, music, arts, etc.). But considering the fact that usage of new technologies and the Internet has become their inevitable every-day practice for relatively short time and that they have a voluntary attitude towards it, it is possible that enabling them to vote on-line could be much more attractive and suitable for them, as well as for the rest of the population.

I-voting gives faster and more accurate election results than traditional ballots. I-voting facilitates the timely publication of accurate election results. Election organizers can publish accurate election results already in the evening of the election day. Also, I-voting reduces election costs. Knowing that the cost of election is always considered to be huge and under great observation of public opinion, this is certainly not insignificant. Cost reduction is notable on the side of transportation costs for voters, especially for the voters that need to take more than 30 minutes and even up to 2 hours to the pooling station (25% of Estonian voters). But even more cost reduction is on the side of unnecessarily printed voting ballots and other material. Nevertheless, this could not be fully exploited because I-voting is still just an option, and pooling stations must be prepared just like all the voters will show up in person on the voting station place and vote the "old-fashioned" way that includes all that paperwork.

Finally, for the voting increase as the most prominent goal of introducing the I-voting system, there are various estimations. From the very beginning, the highest expectations from I-voting were about a total voter turnout increase. At the time when first pilots of I-voting were launched, the implicit hopes were that levels of voter turnout in Estonia would stop declining. It has often been argued that the first formative elections since the restoration of independence were unusually high due to the high sense of political efficacy among the citizens and therefore the decline afterwards was to be expected. Yet, from the 2007 national elections onwards, i.e. the first elections with the option of online voting, the turnout has incrementally, but steadily, increased. (Solvak, Vassil, 2016, p. 11)

On the other side, I-voting "suffers" form several weaknesses**.** The most common complaint about Internet voting is security. Knowing that the Internet is an almost immensely large network of computers, and that monitoring those computers for security threats is a complex and expensive task, it becomes clear that it cannot ever ensure 100 percent safety. Some of the threats that are most frequently mentioned to compromise the safety of Internet voting are computer viruses, or possible hacker attacks. Although the Estonian case is evidently managed to avoid any serious security risks, the idea of putting something so valuable such as vote on line causes constant fears and considerations, particularly in the countries that have not experienced practice of online voting yet.

Implementing e-democracy is the matter of ensuring security in the internet voting systems. Viruses and malware could be used to block or redirect citizens' votes on matters of great importance; as long as that threat remains, e-democracy will not be able to diffuse throughout society. Some authors noted that "a secure internet voting system is theoretically possible, but it would be the first secure networked application ever created in the history of computers" (Curran, Nichols, 2005, pp. 16–18).

Then, in the process of I-voting there could be various problems with access of voters – both technical (lack of Internet connection, absence of computer equipment, etc.) or democratically essential (such as identification, possibilities of fraud, or even vote-buying (for example, we cannot be sure whether someone will allow somebody else to fill in voting online forms for them; or, there can be some situations of compulsion or intimidation of voters before or during the voting, etc.).

One of the inevitable conditions for successful conducting I-voting is voter education. This implies a lot of time and money to be invested to ensure that the public is aware that I-voting is an option, and voters are able to understand and use the on-line system to cast their ballots properly. This obviously was not the case in Estonia, but education requirements could remain an obstacle that results in hesitation to introduce the I-voting system, particularly in less developed countries.

Conclusions about increasing the voter turnout are not unanimous. Some authors call this the bottleneck of I-voting process (Solvak, Vassil, 2016, p. 93). The biggest "stumbling stone" on the way of establishing reliable and undeniable effect for the voter turnout are the voters that wouldn't vote in any case, or in conditions of changed opportunities. The idea that a paper voter will easily become an e-voter is much more certain than that a no-voter will become an e-voter (or a voter at all). This leads us to the conclusion that the participation of citizens in elections (and in politics in general) is much more the issue of determined social, economic and, above all, certain political pre-conditions, more than just technical ones. Yet, despite this, just the possibility that I-voting can improve voting practice must not be neglected or (in some more dramatic scenario) rejected, no matter how negligible its results may look sometimes.

At first it might seem that these objections are not so numerous. But all of them need to be considered carefully and, if possible, prevented on time. Otherwise, it would be hard to confirm voting or election process as an accurate indicator of the will of people and democratic procedure in general. The Estonian case is one of the examples of successful i-voting, but it most certainly has space for further development. And for the other countries, all the benefits of I-voting are yet to come and patience is needed during the implementation process. It may require a few years, or even decades for some countries, before real positive effects become apparent.

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DIFFERENT USES OF MARKETING TOOLS: FACEBOOK AND TWITTER BY GREEK POLITICIANS DURING ELECTIONS

Abstract: *In recent years, social media and specifically Facebook and Twitter have invaded dynamically the political arena. This study investigates possible differences of Facebook and Twitter usages by Greek politicians as interactive marketing tools with their voters based on content analysis of postings on Facebook and Twitter by three Greek politicians, Alexis Tsipras of the Left party, Fofi Gennimata of the Social Democratic party, and Kyriakos Mitsotakis of the Conservative party. As for the results, the three candidates appear to be more active on Twitter than on Facebook. Theoretical and practical implications for the political marketing area are recommended.*

Keywords: *SOCIAL MEDIA, POLITICS, USERS, MARKETING, ELECTIONS.*

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Introduction

Nowadays social media are believed to have an effect on political discourse and communication in our society. Specifically, social media are used increasingly in politics, constituting a marketing window, an undertaking surveillance tool and a political implementation policy. Recently, micro-blog services like Twitter and social networking sites like Facebook have demonstrated that they can contribute to increased participation in politics.

Undoubtedly, nowadays social media have invaded our lives and constitute an integral part of it. More and more politicians, feeling the need to exploit the privileged space that social media offer so as to publish their personal messages, participate in creating a mosaic of information and experiences with fellow users. As social media have recently emerged as a platform for exchange of social, informative and political considerations, it should not come as a surprise that politicians use these means of communication and marketing to influence public attitudes in their favor, to form agendas, and even to shape the outcome of their political campaigns. With their continuing emergence as a means of marketing, information and political contradictions, politicians are no longer only responsible for what they post, but for the upcoming reactions, interactivity and the dialogues they provoke with their potential voters. The interactivity via new marketing tools is very important for politicians today.

Therefore, this paper tries to explore the uses of the two main internet marketing tools Facebook and Twitter in order to explore the way that social media consolidate diffusion of political messages and substantial work that a politician does during an election period. In the first part, there is a review of relevant literature on digital marketing tools based on this. There are three main research questions followed by the methodology of content analysis. The second part reveals the main results that answer the research questions. Finally, there is a discussion on the results in relation to the theoretical and practical issues. Limitation and future research conclude the study.

Literature Review
Social media as a marketing tool

The use of social media in order to participate in election periods is an emerging trend, and their use for the purpose of information dissemination is widespread. Used as a marketing tool, social media allow users to communicate and provide an opportunity for political players to influence the perceptions of voters through them, in favor of their own views and against their political opponents. It has been observed that in a very short time, politicians in modern democracies around the world have strongly adopted social media to engage their constituents in the election process and activate dialogue with them (Hong and Nadler, 2011).

The field of political marketing has been developing rapidly and chronicled by researchers (Harris, Lock and O'Shaughnessy, 1999; Dermody and Scullion, 2001; Baines, Harris and

Lewis, 2002). In 2009, Hughes and Dann defined the concept of political marketing as "a set of activities, processes or political institutions used by political organizations, candidates and individuals to create, communicate, deliver and exchange promises of value with voter-consumers, political party stakeholders and society at large." Additionally, the use of social media has been associated with a series of positive attitudes and some certain behaviors from the voters, including increased participation, especially of the young people (Bakker & de Vreese, 2011, Baumgartner & Morris, 2010), increased confidence and belief that they can better understand and influence political developments (Towner & Dúlio, 2011), and increased support for the candidacy of a particular politician (Gilmore, 2012). Related studies on the use of social media have focused largely on the key results arising from the behavior of users, including political participation and interaction with politicians, paying attention to the basic processes that lead to these results. However, there is a growing interest in evaluating the reliability of social media (Powell, Richmond, & Williams, 2011).

The applications of social media are increasingly recognized by politicians and political parties as an important tool (Bryer et al., 2010), both for the development of relations with voters, (Baumgartner and Morris, 2010, Gulati and Williams, 2010) and as a means of achieving "opening" to potential voters during election campaigns (Dean and Croft, 2001, Zhang et al., 2010). Nowadays, a growing trend of research focusing on the role of social media in the political process with the recent presidential elections in the US demonstrates that social media have become increasingly important for politics (Wattal et al., 2010). Obviously, the instrumental use of social media in the political sphere can successfully adapt to peculiar conditions prevailing during election periods, enabling politicians to come together and to discuss with their constituents, and to deliver significant information about them. In particular, young people have began to gain contact with political issues using social media as communication platforms (Chen et al., 2009. Kushin et al., 2009).

Each social networking site has created different tools to connect users and to increase communication worldwide. Facebook and Twitter are two of the most popular social networking sites used by politicians to connect with voters. A strategy based on social media should include the different characteristics of each site in order to fully exploit the possibilities of communication. Facebook gives politicians the opportunity during election campaigns to create a dialogue with users and expand the reach of their campaign, and its use also offers the potential for targeted advertising. Twitter, in turn, allows candidates to continuously update on their activities with short messages, which offers another way for citizens to participate in discussions and communicate with politicians, as candidates can be connected with voters and bypass traditional media with their own posts which in turn directly reach users. Each of these tools can improve the strategy regarding social media if they are harmonized, and promote the message that each candidate promoted during his election campaign.

These online tools, used as channels through which a continuous communication is achieved with the electorate, can prove to be very useful in an election campaign, especially when it comes to the youngest segment of the population. One of the major advantages for politicians using social media is the opportunity afforded to them to present another image of themselves, more personal, more accessible, in order to build stronger links with citizens. Social media, therefore, offer capabilities that traditional advertising does not include, and a range of inexpensive advertising tools that contribute to interaction, participation and mobilization of young people.

It is clear that social media offer the possibility of attracting potential voters, lowering the level of apathy policy and increasing the level of political participation. However, the degree of use from the politicians is not clear as well as the degree to which people are interested in participating. With increasing political participation, a large part of the population interacts with their elected representatives, which could lead to a strong civil society, in this way approaching the ideal of active participation of the citizens and especially young people, who can play a role in political decisions (Gane and Beer, 2008).

The use of social media during election campaigns is now a key element to become or remain competitive. The period of elections also remains one of the most active periods and includes the most active users of social media in politics. These instruments of political marketing give politicians the opportunity to come into contact with a particular segment of the population that may not otherwise be easily accessed. This segment includes youth and the growing number of digitally experienced citizens (Anger & Kittl, 2011). Regarding Greece, the study of online policies has attracted the attention of researchers recently (Demertzis et al., 2005, Yannas et al., 2005b). The Internet was not a part of the election campaign of candidates in Greece until the local and municipal elections of 1998. At that time, a very small number of candidates published only texts online. The use of the Internet in political campaigns was more prevalent in the 2000 parliamentary elections and the 2000 parliamentary elections. In 2004, the number of policies used in this new way of communicating doubled.

The study of the above literature and empirical research show that there is a close connection of social media in political marketing. To examine this association in order to understand how social media is used in modern politics, some research questions have been developed. Specifically, this research focuses on the study of the use of Facebook and Twitter by politicians during an election period in order to attract voters. Additionally, the research considers the differences arising from the use of Facebook and Twitter by politicians but also where lies the greatest interest in the content of their posts.

Research questions

In order to understand how social media is used in modern politics, three research questions have been developed for this study, related to quantitative factors.

Q1: In which way are Facebook and Twitter used to attract voters?

Q2: What differences arise in the use of Facebook and Twitter among the three politicians?

Q3: the use of both social media affected by the period?

Methodology

This work aims to evaluate the use of social media in the political sphere, as means of marketing, disseminating information and political dialogue. For this purpose, it examines the way in which three politicians, Alexis Tsipras of the Left party, Fofi Gennimata of the Social Democratic party, Kyriakos Mitsotakis of the Conservative party, use their pages on Facebook and Twitter with the greatest efficiency, and how they incorporate these new media as key tools for their political campaigns and tactics, causing the majority of the users' reactions. *It should be noted that the basis for the choice of Kyriakos Mitsotakis was his presence on both Facebook and Twitter at that time, while Vangelis Meimarakis, who held the position of the chairman of NEW DEMOCRACY, did not have an account on both social media during the election period.*

The research method that was followed was an analysis of user data in order to explore the way that social media consolidate the diffusion of the political message and substantial work that the politician does during the election period. The test period was the pre-election period in September, 2015, namely from 30th August to 20th September. The special accounts of Alexis Tsipras, FofiGennimata, Kyriakos Mitsotakis on Facebook, and @AlexisTsipras @FofiGennimata @kmitsotakis on Twitter were examined.

Social media selection

The first step in collecting data was to determine the sources of data. Because of soaring growth of use in recent years, social networking sites and microblogging services with more examples of Facebook and Twitter, provide a huge amount of information associated with political content to an unprecedented extent, which contributed to their selection as the main sources of the data from the social media area.

Period of data collection

The recording of the data was held in November, 2015. The data collection interval is defined as the campaign period from 30th August to 20th September, 2015, a period during which social media played an important role in the communication campaign in order to identify differences in online behavior policies. This space is divided into three periods, namely:

- 30th August to 6th September, 2015
- 7th September to 13th September, 2015
- 14th September to 20th September, 2015

Research background

The main objective of this research is to develop a political framework for the use of social media in political marketing, examining the users' reactions to the posts of politicians. In order to achieve the objectives of this study, a review of literature was carried out to identify the components of a framework for the implementation of social media strategies in political marketing. The coding of post data from Facebook and Twitter is based largely on a survey conducted by the Reuters Institute of the University of Oxford.

Coding

Politicians	**Code list 1**
Alexis Tsipras	1
Fofi Gennimata	2
Kyriakos Mitsotakis	3
Period	**Code list 2**
August 30th to September 6th, 2015	1
September 7th to 13th, 2015	2
September 14th to 20th, 2015	3
Genre (type of post)	**Code list 3**
Activities, meetings	1
Speeches (location and audience description)	2
Personal message (expression of feelings)	3
Political message (request for active participation in the elections)	4
Opinions (reference on political positions of the party)	5
Opinions (reference on the opponents' political positions)	6
Interaction with followers/friends	7
Commenting-analizing current affairs	8
Interviews in media	9
Other	98
Character	**Code list 4**
Positive	1
Negative	2
Neutral	3
Positive and negative	4

Themes	**Code list 5**
Economy	1
Unemployment	2
Development	3
Education	4
Health	5
Administration	6
Social Care	7
Immigration	8
Foreign affairs & defence	9
Form of post	**Code list 6**
Text	1
Foto	2
Video	3
Combination	4

Data analysis

After recording all the posts and the users' reactions to the posts of these three politicians from Facebook and Twitter, the data was coded and initially transferred to computing Excel files, and then into SPSS statistics 20.0 program. They took all of their processing, as regards to statistical controls and graphs production.

1. Detailed presentation of the data via Facebook and Twitter, with the use of statistics. Frequencies and percentages appear for each of the variables.
2. Comparison of the use of Facebook and Twitter among the three politicians and finding the existence of a significant correlation between the independent variable social media, Facebook (1), Twitter (2), and dependent variables. Control of the significant correlation was done using the statistical test x2. The hypothesis testing procedure was used (with a significance level of 0.05).

Ho = There is no correlation between the type of instrument and the dependent variables.

H1 = There is a correlation between the type of instrument and the dependent variables.

Findings

Facebook

Table 1: *Facebook usage per politician*

	Frequency	Percent	Cumulative Percent
Alexis Tsipras	12	8.5	8.5
Fofi Gennimata	125	88.0	96.5
Kyriakos Mitsotakis	5	3.5	100.0
Total	142	100.0	

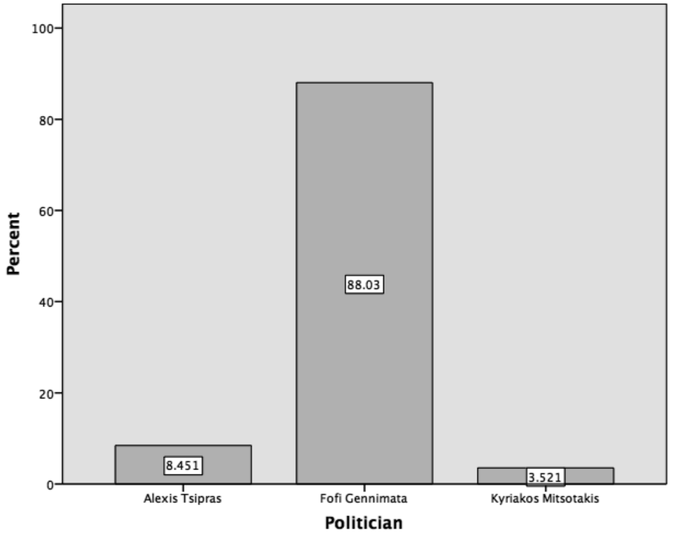

Figure 1: *Facebook usage per politician*

Table 1 and Figure 1 present the frequency and the rate for each politician that participated in the survey. Fofi Gennimata covers most of the suspensions with 88%.

Table 2: *Period*

	Frequency	Percent	Cumulative Percent
30th Aug. to 6th Sept.	35	24.6	24.6
7th to 13th Sept.	47	33.1	57.7
14th to 20th Sept.	60	42.3	100.0
Total	142	100.0	

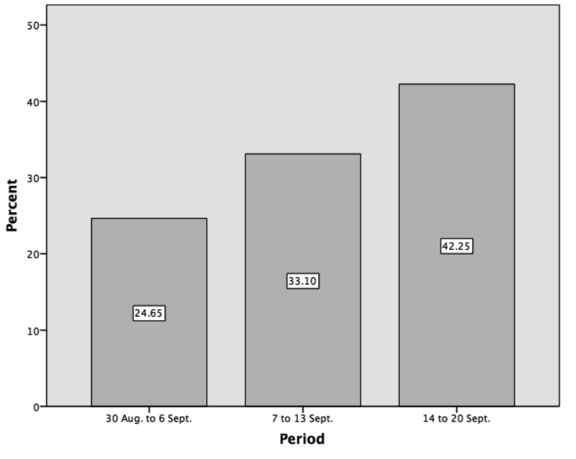

Figure 2: *Period*

Table 2 and Figure 2 show the frequencies for the periods during which the three politicians made their posts on Facebook. Specifically, the period from 14th to 20th September, 2015, with the largest share of 42.3%.

Twitter

Table 3: *Twitter usage per politician*

	Frequency	Percent	Cumulative Percent
Alexis Tsipras	499	61.7	61.7
Fofi Gennimata	203	25.1	86.8
Kyriakos Mitsotakis	107	13.2	100.0
Total	809	100.0	

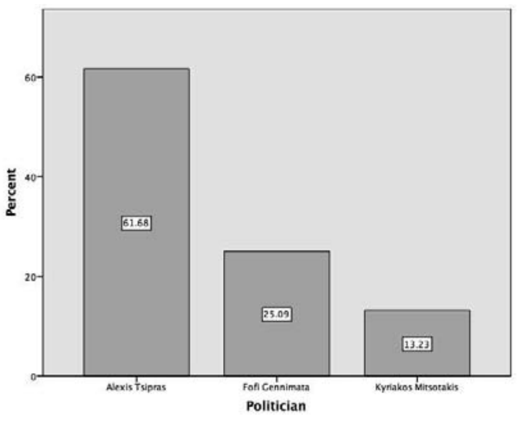

Figure 3: *Twitter usage per politician*

Table 3 and Figure 3 present the frequency and the rate for each politician that participated in the survey. Alexis Tsipras covers most of the suspensions with 61,7%.

Table 4 and Figure 4 show the frequencies for the periods during which the three politicians made their posts on Twitter. Specifically, the periods from 7th to 13th September and from 14th to 20th September, 2015, aggregate the same occupancy rate of 36,1%.

Table 4: *Period*

	Frequency	Percent	Valid Percent	Cumulative Percent
30th Aug. to 6th Sept.	225	27.8	27.8	27.8
7th to 13th Sept.	292	36.1	36.1	63.9
14th to 20th Sept.	292	36.1	36.1	100.0
Total	809	100.0	100.0	

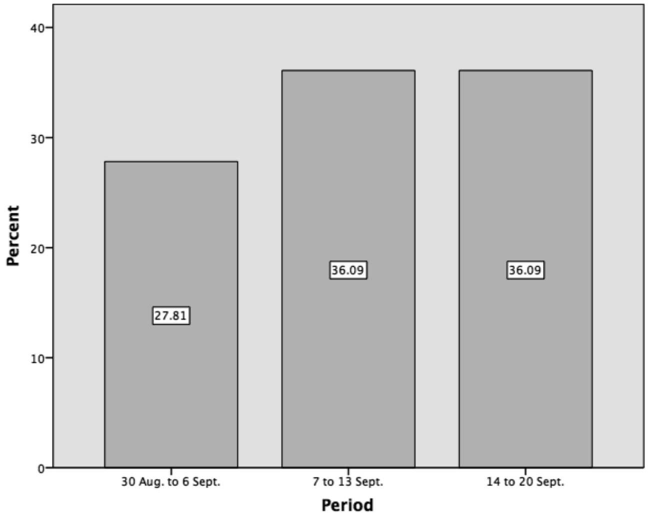

Figure 4: *Period*

Comparison of the use of Facebook and Twitter

The use of Facebook and Twitter among the three politicians was compared and the existence of a significant correlation between the independent variable social media, Facebook (1), Twitter (2), and dependent variables was found. Control of the significant correlation was done using the statistical test x2. The hypothesis testing procedure was used (with a significance level of 0.05) Ho = There is no correlation between the type of instrument and the dependent variables. H1 = There is a correlation between the type of instrument and the dependent variables.

Table 5: *Character*

			Character				**Total**
			Positive	Negative	Neutral	Positive and negative	
Social Media	**Facebook**	Count	102	15	13	12	142
		%	71.8%	10.6%	9.2%	8.5%	100.0%
	Twitter	Count	421	204	74	110	809
		%	52.0%	25.2%	9.1%	13.6%	100.0%
Total		Count	523	219	87	122	951
		%	55.0%	23.0%	9.1%	12.8%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.360[a]	3	.000
Likelihood Ratio	24.409	3	.000
Linear-by-Linear Association	9.800	1	.002
N of Valid Cases	951		

[a] 0 cells (0.0%) have the expected count of less than 5. The minimum expected count is 12.99.

Facebook shows a higher rate of the positive tone compared to Twitter, i.e. 71.8% and 52% respectively, while Twitter shows more than double the negative tone compared to Facebook, i.e. 25.2% and 10.6% respectively.

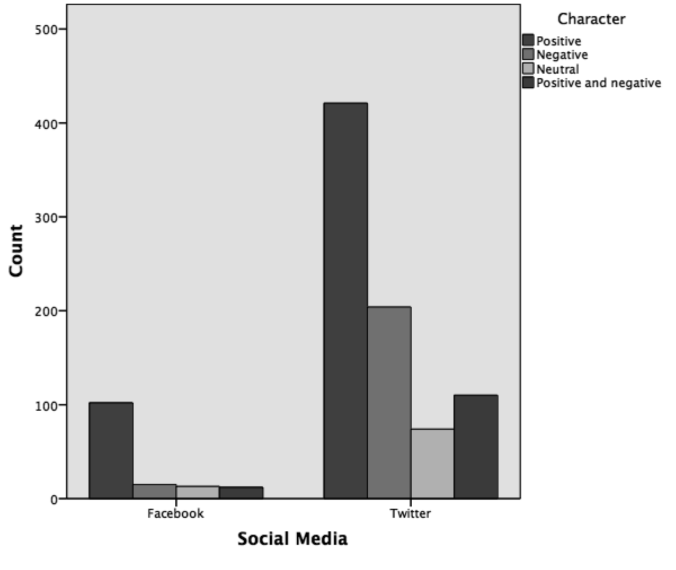

Figure 5: *Character*

Table 6: *Post type*

			Post type				Total
			Foto	Video	Text	Combination	
Social Media	Facebook	Count	65	41	18	18	142
		%	45.8%	28.9%	12.7%	12.7%	100.0%
	Twitter	Count	96	2	688	23	809
		%	11.9%	0.2%	85.0%	2.8%	100.0%
Total		Count	161	43	706	41	951
		%	16.9%	4.5%	74.2%	4.3%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	413.267[a]	3	.000
Likelihood Ratio	344.513	3	.000
Linear-by-Linear Association	139.377	1	.000
N of Valid Cases	951		
[a] 0 cells (0.0%) have the expected count of less than 5. The minimum expected count is 6.12.			

On Facebook, photos and video are mainly used at the rate of 45.8% and 28.9% respectively, and the main protagonist on Twitter is the simple text with the rate of 85%.

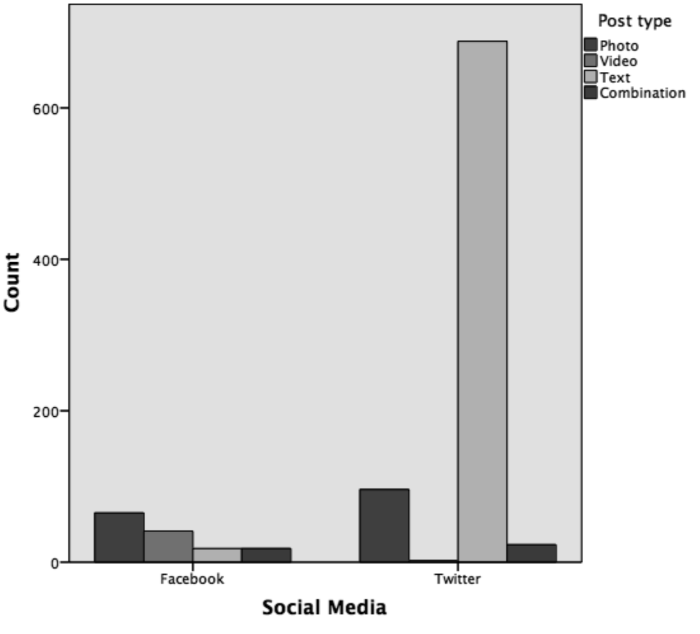

Figure 6: *Post type*

Table 7: *Genre of post*

Genre of post			Social Media		Total
			Facebook	Twitter	
	Activities, meetings	Count	18	19	37
		%	12.7%	2.3%	3.9%
	Speeches (location and audience description)	Count	26	35	61
		%	18.3%	4.3%	6.4%
	Personal message (expression of feelings)	Count	16	162	178
		%	11.3%	20.0%	18.7%
	Political message (request for active participation in the elections)	Count	22	194	216
		%	15.5%	24.0%	22.7%
	Opinions (reference on political positions of the party)	Count	15	147	162
		%	10.6%	18.2%	17.0%
	Opinions (reference on the opponents' political positions)	Count	10	189	199
		%	7.0%	23.4%	20.9%
	Interaction with followers/ friends	Count	14	15	29
		%	9.9%	1.9%	3.0%
	Commenting-analyzing current affairs	Count	3	16	19
		%	2.1%	2.0%	2.0%
	Interviews in media	Count	18	32	50
		%	12.7%	4.0%	5.3%
Total		Count	142	809	951
		%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	141.067[a]	8	.000
Likelihood Ratio	116.101	8	.000
Linear-by-Linear Association	1.783	1	.182
N of Valid Cases	951		

[a] 2 cells (11.1%) have the expected count of less than 5. The minimum expected count is 2.84.

From the above tables, the conclusion is drawn that Twitter posts were related to the greatest extent to political messages and opinions on partisan opponents with 24% and 23.4%, respectively. By contrast, fewer than those involved topical analysis and comments of 2%. On Facebook, posts were related to the greatest extent to speeches and political messages with 18.3% and 15.5%, respectively. By contrast, fewer than those involved news analysis and comments of 2.1%.

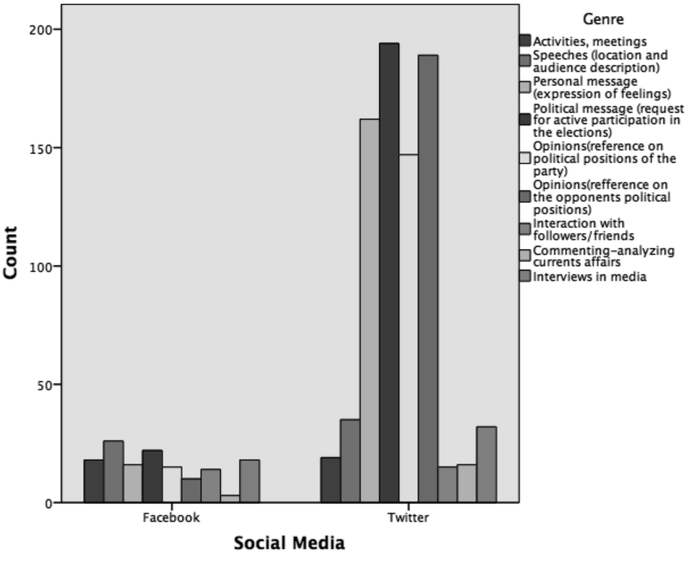

Figure 7: *Genre of post*

Table 8: *Themes*

Themes * Social Media Cross-tabulation			Social Media		Total
			Facebook	Twitter	
	Economy	Count	6	190	196
		%	26.1%	47.9%	46.7%
	Unemployment	Count	1	10	11
		%	4.3%	2.5%	2.6%
	Development	Count	4	49	53
		%	17.4%	12.3%	12.6%
	Education	Count	2	18	20
		%	8.7%	4.5%	4.8%
	Health	Count	3	8	11
		%	13.0%	2.0%	2.6%
	Administration	Count	3	37	40
		%	13.0%	9.3%	9.5%
	Social care	Count	2	50	52
		%	8.7%	12.6%	12.4%
	Immigration	Count	2	29	31
		%	8.7%	7.3%	7.4%
	Foreign Affairs & Defence	Count	0	6	6
		%	0.0%	1.5%	1.4%
Total		Count	23	397	420
		%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.800[a]	8	.063
Likelihood Ratio	10.630	8	.224
Linear-by-Linear Association	1.151	1	.283
N of Valid Cases	420		
[a] 8 cells (44.4%) have the expected count of less than 5. The minimum expected count is .33.			

The results show that economic issues dominate the content of postings in both media, and especially on Twitter, at the rate of 47.9% and 26.1% on Twitter and on Facebook, respectively. Issues of foreign policy and defense assemble a very small percentage of 0.7% on Twitter, while on Facebook no reference to this issue is made.

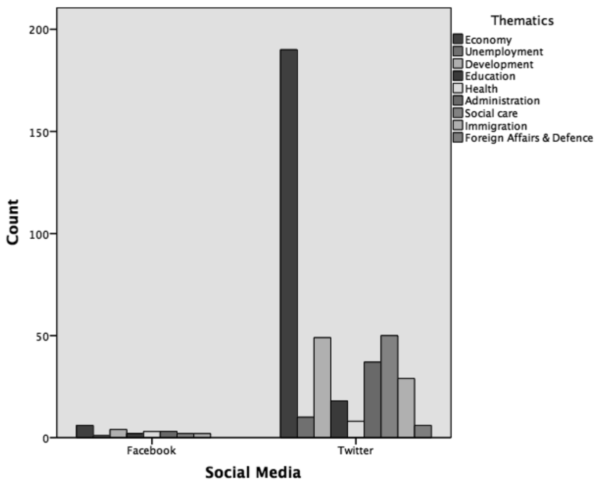

Figure 8: *Themes*

Results and discussion

This study presents a comprehensive analysis of the use of Facebook and Twitter by the three politicians, namely Alexis Tsipras, Fofi Gennimata and Kyriakos Mitsotakis. The findings are very interesting, especially in disputes arising from how to use Twitter compared to Facebook. The results show that the three politicians do not similarly use these two social media. As for Facebook, this is related to the degree of use. As to the general number of tweets of each politician, it is observed that Alexis Tsipras gathers the largest number of tweets in relation to the other two candidates, followed by Kyriakos Mitsotakis, while Fofi Gennimata is of apparent prevalence on Facebook. As to the length, the posts in both social media increase between the first and the third period. It is worth noting that the uses of Twitter during the period 7th to 13th September and 14th to 20th September, 2015, were exactly the same.

Additionally, Facebook presents a higher percentage of the positive tone compared to Twitter, whereas Twitter presents more than double the negative tone compared to Facebook. Regarding the form, it is associated with each social networking media used. Specifically, photos and videos were used to promote their positions mainly on Facebook by the three politicians, the supporters of the campaigns, or the family, depending on the messages they wanted to send to their voters at a time. On Twitter, the main protagonist was a simple text.

As to the type mounting, it is influenced by the type of social networking media, with the bulk of posts in both media focusing mainly on promotion of their speeches to positions against party rivals mainly on Twitter, and promotion of political messages on Facebook. Also, the posts of the three politicians, expressing their own independent opinions on various themes, are categorized according to their thematic content and the results show that economic issues dominated in both social media.

Theoretical recommendations

Previous studies have shown that in recent years social media have become an important channel of marketing in the political sphere, and allowed political players and voters to have a direct interaction between them. Therefore, the political activities could be more transparent and citizens could engage more actively in political decision making processes. However, until now the possibilities for political discussions in social media have been at an early stage, with politicians struggling to adapt to these new conditions.

Many of the protagonists of the political scene try to appropriate this new logic of communication of new networks, while some remain fastened to the traditional methods of communication with voters, especially in election periods. This new form of marketing, of course, is quite different and requires other skills from both politicians and voters. Politicians should be familiar with the technology and should know how to effectively use these social networking platforms, and should also be familiar with technological innovations. At this point, we should emphasize that when politicians use these social media, networks essentially channel the information to a channel that is not filtered or controlled by the traditional media. In this way, they are able to carry their own political agenda, no content to be censored or filtered.

For the candidates' users, increased political participation through the efforts of social media can manifest itself in the form of increased fundraising, great participation of volunteers but also in the increase of knowledge about the candidates (Partridge, 2011). Political parties, politicians, and especially the candidates, who are able to effectively use social media can reach voters through social media faster, cheaper and, some argue, more effectively than those who do not much use these two online tools. As the use of social media has increased in the United States, public opinion is now influenced by the candidates, their campaigns, their opinion leaders and their posts on social networking sites, which are then shared by the followers of social networks, ensuring in this way that the promoted ideas are spread.

Thus, communication and marketing through social media remain the primary reason for their use in politics today, as they serve as an additional tool for marketing and information transmission. However, this trend is evolving to become more complex, and social media have begun to be used as an interaction and mobilization tool in modern political chessboard. Now, the important thing today for a politician is to approach social media as a promotional tool of political positions. The social scale in which social media is now addressed is very big. Thus, in case of error, the deterioration of a politician's image could be immense. A new era has dawned where political time has shrunk considerably and within minutes both the message and the sender are considered. The upcoming elections in the US will be an electoral battle. They will be more influential in social media than ever as compared to 2012, since the number of Twitter users has almost doubled and the number of active Instagram users has tripled (Rossi, 2015).

Social media is constantly evolving, thus resulting in new uses and applications. The most important use for the future of this new field of political marketing is the use of social media by governments and political actors to continue to move from the traditional transmission of information to the emerging trend of exchange, interactive cooperation for the benefit of the information society, development policy and public participation and supervision.

Practical recommendations

It is worth noting that this study provides political actors with a useful and practical diagnostic tool to help them understand how they can better and to the same extent use social media to "build" their online marketing profile in order to attract voters. So far the possibilities for political discussions in social media have been at an early stage. Politicians are struggling to adapt to these new conditions. Social media is constantly evolving, thus resulting in new uses and applications. As a part of this development, there is an important distinction between simple use and active use of social media. The opportunities for information and cooperation provided by these political instruments are vital to understand how and why these marketing tools can and should be used in politics.

Additionally, social media recreate dialogues and online discussions which can radically change the form of political marketing. If these marketing tools are used effectively, they have the power to remove political messages from the old model of media and to promote a more direct form of communication. These social media can act as a "mood barometer", and also a useful tool for exploring new areas to gain access to politicians at a younger audience. The ability to call on the public to participate in a dialogue on policy issues and the fact that the media themselves are part of current discussions on the Internet in a targeted manner, or the fact that they might coordinate such discussions, may give the players of the political scene a chance to prevail in the middle of tense political situations. In short, politicians need to become masters of social media, not only to know how to better collect more reliable information to comply with the decision making deadlines, but also to know how to exercise the greatest possible influence on public dialogue through these tools. The political landscape in the digital age is becoming more complicated and, in a world of "likes" and "hashtags", the political protagonists cannot escape their adaptation to changes that social media offer in any way.

Limitations and recommendations for future research

This study is subject to some restrictions, required to be identified by the researcher, and which can be used to lead to further research. The period during which the use of Facebook and Twitter by the politicians considered was too short, as the campaign period lasted about three weeks. We have also seen a vision of the use of social networks, but this study can be extended to develop a survey, since social media have enabled citizens to have access to political websites to an unprecedented level. The focus of this research can be diverted to the study of the user's reactions towards the politicians' posts. Specifically, the users' reactions could be captured on the basis of coding posts by themes, such as health, economy, education, foreign policy, immigration, etc., in order to identify the issues that were high on the political agenda and caused the greatest interest of users.

Additionally, this research can be extended to the focus on the use of a new service that was introduced in the social networking service, specifically on Facebook, when a few months ago the applications that allow users to express their feelings through emoticons on posts and represent "love, laugh, smile, shock and anger" were added.

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NEW(S) ENEMIES: FAKE NEWS vs. FREEDOM OF THE PRESS

Abstract: *Fake news affects credibility of the media and undermines press freedom. Detection of doubtful, unconfirmed or downright made up information will be everybody's business in the future.*
Keywords: *FAKE NEWS, POST-TRUTH ERA, PRESS FREEDOM, FACT-CHECKING PROJECTS, ROMANIAN MEDIA.*

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Facebook investing in a strategy for nosing out fake news is a scoop fast aired worldwide, reading *truce with the media system* which, in its best reputed voices, had censured Facebook, Twitter, YouTube and a number of suchlike social networks – last but not least, Google platform – to have taken over media authority and fake news broadcast. Such intimation was heard again during the American presidential campaign, more vocally post-Trump's victory partly attributed to FB's speedy rolling of negative and mendacious news about his contender.

A pretty crazy idea, Mark Zuckerberg snapped back, in a conference held shortly after the elections. He further claimed Facebook to be a *tech* company, and a neutral platform hosting contents he takes no responsibility for. The problem was that "Facebook would do well to stop denying it is a publisher and face up to its responsibility as a news provider. It needs to recognize and apply the principles and core standards of journalism and free expression that have guided the work of journalists, editors and publishers for generations,"[1] highlighted Aidan White, ex-General Secretary of International Federation of Journalists, in his *EJN Report Ethics in the News*.

Moreover, fake news, tabloid photos and horror videos proliferate, boosted by the business concept that the almighty platforms – Google, FB, Twitter, Microsoft and suchlike other platforms – practice: cash in based on clicks, visualizations and general traffic intensity. Fact: shocking news and viral photos hit the headlines, while serious news and debate do not. *Like*'s and *share*'s fly fake news high, on the spur of the moment emotion, based on neither wit nor reason. The media consumer should take responsibility for his or her likes; but is he, or she, in the know? "We are going through this period of time right here where unfortunately some of the people that are winning are the people that spend their time trying to get the most clicks, not tell the most truth. It's killing people's minds in a way,"[2] complained Tim Cook, Apple CEO, in an interview to *The Daily Telegraph*. Nevertheless, the media *moguls*, Google and Facebook, agreed to take a step back: Google finances quality journalism in Europe through *Digital News Initiative* program; and Facebook works on a *beware* system, for pinpointing fake news. "Our goal is to reduce these hoaxes just like we fight other scams on our platform, but I want us to be especially careful about never being arbiters of truth ourselves — which is why we're working with third-party fact-checkers," explained Zuckerberg, quoted by *Business Insider*.[3]

Detection of doubtful, unconfirmed or downright made up information will be everybody's business that has endorsed *Poynter's Fact-checking Code of Conduct* for

1 Aidan White (edit), *Ethics in the News. EJN Report on Challenges for Journalism în the Post-truth Era*, 2016, p.15.

2 www.telegraph.co.uk/technology/2017/02/10/fake-news-killing-peoples-minds-says-apple-boss-tim-cook/

3 www.businessinsider.com/mark-zuckerberg-on-how-facebook-will-fight-fake-news-2016-12.

information screening.[4] Actually, the NiemanLab's guest experts' guesses for 2017 mention development of complex technologies, true *screening machines* for the online press and digital virtual media information. Bill Adair from Duke University believes 2017 to be the *fact-checking* year: fact-check robots, doubtful news filters, easier user access to fake news sort-out motors.[5] However, robots cannot substitute for journalists, when it comes to truth telling, or ethics debates, or fathoming society.

Journalism needs to be reconsidered, think Dannagel G.Young, Delaware University,[6] and Claire Wardle, a researcher at the Tow Center for Digital Journalism.[7] Journalists will come back to their people and community, will co-work with their readers, readopt old thumb rules like crosscheck information from multiple sources, keep authorities at bay and pick up genuine information… all for cleansing the mire of disinformation. The year 2017 will also witness newly adapted digital business models being developed: first click free, second click a captive customer invited to customerized address, says Anita Zielina, *NZZ Media Group* Zürich.[8] Technology has dramatically changed the media, and will extend a helping handful of predictive programs, prognoses and charts of the consumer emotionalism types, thinks David Stork, *Toronto Star*.[9]

The European press is now crusading against fake news. The Reuters Institute for the Study of Journalism's *Report* but shortly issued[10] indicates 34 formal check up sources for political news to have been set up in 20 European countries. The powerful media companies are developing their own motors, filters and grids anti-broadcasting fishy information. Both the *BBC* and *Le Monde* have them, and already put to good use. The Americans proved them efficient over these presidential elections, *BuzzFeed* dismissing loads of information in real time.

So why fuss over inventing and triggering such complex mechanism of flags and beware tags attached to headlines, warning the reader that the sources are not confirmed? Why not simply oust them, period? The answer's key words would name values democracy feeds on: freedom of speech, freedom of thought, and freedom of the media, which dismiss radical action. The FB warning system still under construction sparkled debate on technicalities, starting from the concept that option should be on the part of the user, not of the platform: infallible *netizen* public consumer is to say whether to

[4] The International Fact-Checking Network (IFCN) at Poynter, www.poynter.org/fact-checkers-code-of-principles/.

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[7] Ibid.

[8] Ibid.

[9] Ibid.

[10] reutersinstitute.politics.ox.ac.uk/publication/journalism-media-and-technology-trends-and-predictions-2017.

consider or disconsider the warning tags attached to the news, or check for himself, believe or disbelieve, share or send to the recycle bin. Such freedom is his and hers, no liability, though in some measure of responsibility.

Another paradox of the freedom issue in the media vs. social networks debate is the way Facebook acts on its own ethics when posting images. One such concept, *banning the nudes*, was the talk of the day when vigilant – though not quite culturalized – net operators tripped up, ordering out of the whole network – the worldwide press hosted on FB included – a top famed photo of a 9 years old, naked, Vietnamese girl, screaming in agony, body burnt with napalm, children in tears and soldiers in arms behind her. The Nick Ut's 1972 photo, a Pulitzer Prize winner, is worldwide acknowledged as emblematic of the Vietnam War atrocity, since long before the Internet became the pet vehicle. Yet Facebook asked this dramatic image out, and the digital platform admins acted upon the netiquette standards forbidding nudity general, especially infant nudity.

Such debate is old news, especially since YouTube allows free videos distribution and Internet pornography is persistently bashed; however, negative reaction was drastic, to the giant digital Masters' have a say in contents. Espen Egil Hansen, Editor-in-chief of Norwegian *Aftenposten,* issued an open letter of protest to Mark Zuckerberg, quoting: "Dear Mark, I am writing this letter to inform you that I shall not comply with your requirement to remove a documentary photography from the Vietnam War made by Nick Ut. Not today, and not in the future…. You are the world's most powerful editor. Even for a major player like Aftenposten, Face book is hard to avoid. In fact we don't really wish to avoid you, because you are offering us a great channel for distributing our content. We want to reach out with our journalism[…].However, even though I am editor-in-chief of Norway's largest newspaper, I have to realize that you are restricting my room for exercising my editorial responsibility. This is what you and your subordinates are doing in this case […]I think you are abusing your power, and I find it hard to believe that you have thought it through thoroughly."[11]

Media discomfort in using Facebook facilities to reach their audience comes with a question in long wait for an answer: Can the digital giants write the list of what to be and what to be not on platforms? Can they, as the Masters of the Nets, delete what is not their dish, or to their benefit? Such speech enters a delicate zone of freedom of speech, of human rights, and of the States granting such rights by watching over-enactment of legislation, rulings and recommendations.

In self-defense, Facebook invokes the right to follow its own netiquette, in concord with the ethics generally acknowledged by democracy. The press protests, pointing to its own mission, deontology and liability; quoting from a warning letter to Facebook, published by *Aftenposten:* "The media have a responsibility to consider publication in every single case. This may be a heavy responsibility. Each editor must weigh the pros

[11] Aftenposten, 08.09.2016/ www.aftenposten.no/meninger/kommentar/Dear-Mark-I-am-writing-this-to-inform-you-that-I-shall-not-comply-with-your-requirement-to-remove-this-picture-604156b.html.

and cons. This right and duty, which all editors in the world have, should not be undermined by algorithms encoded in your office in California."[12]

Digital conduct codes, such as of the European Union countries, are in order; codes stipulate three acceptable rulings, at the very least: *observance of freedom of speech,* in the terms and conditions of the European legislation; *clarity and transparency;* and *civil limited liability* of the digital networks. Amsterdam University ran an interesting academic research, *EU-Code of Conduct*,[13] highlighting the limits of self regulation in online contents, revealing (more clearly than the Internet debates) how far in the point the States can reach, and how exactly powerful Google, Microsoft, Facebook and suchlike companies are, allegedly having the world at their finger tips.[14] European legislation meant to compatibilize the audiovisual sector in the EU member states is sometimes perceived as a restriction of the freedom of speech and even a failure. "Freedom of expression remains a core societal value in Europe only if - at least - the implementation of the new Directive into the Audiovisual Media Services narrows the use of regulation to its constitutionally justificable scope. Meanwhile, the Council of Europe has a huge responsibility when it reviews its own Television without Frontiers Convention."[15]

The world press is in deep crisis, even though shielded by its own status, against outer intrusion into exertion of its own rights and freedom. The status of journalism is now debatable, and its limits contested by intervention of the audience, who act in, in the media process. Social networks have changed the consumer and journalist relationship, the ideal business model being still high and low searched for. The void of authority generated by the *network democracy* has been filled up with rumor, gossip, fake news, and populist ever more vocal political characters.[16] This is a baffling time we are living at: people mistrust institutions, contest social order, keep aloof from politicians, yet copiously bite into wild news and blatantly populist messages.

Sure, there is *audience* and there are *audiences,* and a plethora of elective options. The researchers have focused on how prone the top audience is to fake news, and explained such propensity in terms of factors such as education, social and cultural background, age, and suchlike. You may, at some point, get to boast quality journalism, investigations and news; you will still need an audience that is interested in them. It is in vain that you reveal corruption if your audience is deaf, sum up Juliette De Maeyer, Montreal University, and Dominique Trudel – CNRS Paris, in a research for Nieman

12 Ibid.

13 www.ivir.nl.

14 Ref. Brîndușa Armanca (2016), *Prohibited Nude on Facebook*, Magazine 22/ September 27, p.4.

15 Peter Molnar (2010), *A Failure in Limiting Restrictions on Freedom of Speech: The case of Audiovisual Media Services Directive*, in *Media Freedom and Pluralism. Media Policy Challenges in the Enlarged Europe*, edited by Beata Klimkiewicz, CEU Press, pp.93-94.

16 Brîndușa Armanca (2017), *What 2017 will be like for the global press*, Magazine 22/ January 10, p.4.

Journalism Laboratory.[17] When a journalist is out on a moral quest, he will have to meet his community's ethics, as a matter of *reasonably skeptical civism*. At this dazzling time when fiction prevails over fact, *public interest* is a concept in remake, or else, in Daniel Kreiss's pet words, the media will flop into *administrative journalism*.[18] A more optimistic point of view says that the public will return to the same press they distrust today: "But while concerned about trust, we need also to recognize that our fellow citizens are still listening to us as journalists, still reading, still watching, still learning from us — and that we need to redouble our own efforts to listen, and to learn from them. Where are the people getting their negative impressions of their new leader? They are getting them from the same press they say they do not trust," argues Richard J. Tofel.[19]

The general concern for winning back people's trust in the press and in journalists, as valid expert sources, sky rocketed with the UK referendum and the American presidential elections. It took serious toil to understand mainstream media's fiasco, and the abyss gapping between the citizens and the media supposed to tell the time in a community. *Post-truth* theory is most frequently quoted to explain the new context. Oxford Dictionary dubbed the syntagm *post-truth* as its *2016 Word of the Year*. Such syntagm, coined ten years ago by David Robert, Editor of *Grist* magazine, shows how factual truth is relativized by politics.

Considered part of a *system*, close to this and that political party, lacking a must-have prospect to be credible, the traditional American press was ignored; floating sources flew high into the virtual space horrendous words, having candidate Hillary Clinton implied in vast smugglery and exploiting children in a pizza bar, and Donald Trump allegedly pushed up by the Pope. CIA investigated – and partly confirmed – the suspicion that Russian trolls' acted in and Putin had a say in the American elections. A chart published the ample polls in Reuters *Report* [20] indicating to what extent the American audience was interested, ergo reacted, shared and commented the top 20 items of credible and fake news on Facebook: fake news obviously prevails.

The Reuters Institute's research is based on such ample polls that 143 media experts in 25 countries partook, in December, 2016. The document advances a number of ways out, for the media, especially for recouping lost credibility, such as technology going global, journalists going out on the field, media issuing pristine products, and more such like. At the end of the day, it is the freedom of the media that is at stake, and impaired, putting at risk the consecrated democracy patterns.

British journalism, the paramount textbook model, had to be reconsidered in post-Brexit events. Three days after the Referendum results, Loughborough University

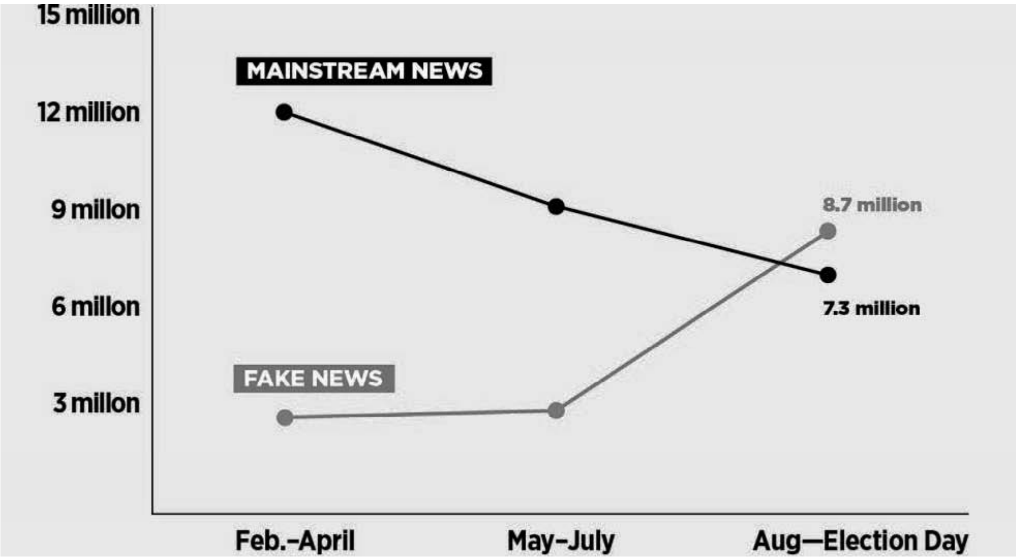
17 www.niemanlab.org/2016/12/a-rebirth-of-populist-journalism/.

18 Daniel Kreiss (2010), Beyond administrative journalism: civic skepticism and the crisis in journalism, p.59. danielkreiss.files.wordpress.com/2010/05/kreiss.

19 http://www.niemanlab.org/2016/12/the-country-doesnt-trust-us-but-they-do-believe-us/.

20 reutersinstitute.politics.ox.ac.uk/publication/journalism-media-and-technology-trends-and-predictions-2017, p.9, Source: BuzzSumo.

already issued the fifth report of its research *Media Coverage of the EU Referendum*,[21] which studied the campaign run, the economic impact of Brexit, and a number of immigration topics, as reflected in *The Guardian, The Times, Daily Telegraph, Financial Times, Daily Mail, Daily Express, Daily Mirror, The Sun, Star,* as well as in the news broadcast by *Channel 4, Channel 5, BBC1, ITV1,* and *Sky News*. One of the reported conclusions, from 6th May to 27th June, 2016, is that a number of topics overlooked during the campaign, such as impact on taxes of being in the EU and the Lisbon Treaty, suddenly surfaced after.



Source: BuzzSumo

The key characters of the Conservative Party, In and Out parted in between David Cameron and Boris Johnson, towered over the campaign, definitely determining the Referendum result. UKIP significantly contributed to *noise* privileged by the pro-Brexit press, rather than cautious information. The voice of the experts was close to mute in the media: 4.7% of broadcasts, as against 29% of the Conservative Party; and the European organizations were even less audible: 0.7%. The gap between the pro-Brexit vs. pro-Remain printed press deepened over the last campaign days: 80.5% vs. 19.5%; the figures were based on the prints' bulk and circulation. Statistics thus indicate that the press was frequently partial, either by omission, or by setting the agenda based on the favored ideology. The news in broadcasts were more balanced than the reports on immigrants and refugees overflow, the latter ranking third in the top of the most accessed issues, even after the campaign was suspended when MP Jo Cox was murdered.

Focused on how the media impact the voters, the research reveals that emotions have shaped public perception ever more these years. The social networks have pushed

21 blog.lboro.ac.uk/crcc/eu-referendum/media-coverage-eu-referendum-report-/.

on political option subjectivity. Jason Smith, Executive Director of *Blurrt*, the British referendum monitoring agency, claims that fear and fury were the most pregnant of the feelings detected by the monitors to have been expressed by the public/ voters. And BBC showed the interest in assessing the media effect on the referendum, which troubled the waters not only in the UK, but also worldwide. The journalists asked the media experts how the printed press could exert its power on the voters, given its feeble voice in the Internet era. "The press doesn't just influence public opinion; it also has an impact on other news outlets, particularly the broadcasters. Newspapers have a direct influence on the audience, they have an influence as well in terms of setting the agenda in other parts of the media, and they also have an effect on policy makers and politicians themselves," believes Dr. Mike Berry from Cardiff University.[22]

It is the speedy reaction over the social networks that confer the printed press the power to heat the debates, by rolling the most urgent and vocal opinions and information. Sensationalism rules, hence the journalists and editors need no longer invent hyperbolic headlines: the politicians' wild words cover the job, thinks journalist Mario Basini, as quoted by the BBC, pointing to the abyss gapping between the voters and the politicians.[23]

Are the public and the media in Romania also vulnerable to fake news spread? A research on 800 respondents, a margin of error of 3.4%, published by *iSense Solutions* in December, 2016, answers a part of the question. "Even though the Romanians seem to be aware of being currently overexposed to fake news – 9 out of 10 declaring they have found out that news thought true was actually fake – only half of them crosscheck the information, even before sharing. Moreover, most of them continue visiting the channels found guilty as charged for fake news, more mistrustful though,"[24] claims Traian Năstase, Managing Partner in *iSense Solutions*. Over the Internet, the main information sources for the Romanians are Facebook (89%), news sites (64%), e-mail (58%), Google (55%) and online newspapers and magazines (47%). The richest in fake news, the Romanians say, are Face book (75%), blogs (69%), Twitter (64%), forums (63%), printed and online newspapers/magazines (61%), and TV channels (59%).

However, the top problem of Romanian media is its lost deontological ethics. The worst primitive manipulation was possible with the help of the media interested in spreading lies for the benefit of political groups and company owners. The *news TV channels*, a specific media model, boosted manipulation to the profit of politics. Justice is permanently being under siege, as also are the other institutions of democracy. One of the fake piece of news intensely aired during the campaign for the Parliament elections in November, 2016, was *Cioloș-bastard son of Soros*. An investigation run by Sorin Istrate and Lucian Mândruță[25] showed that the digital red thread lead to a politi-

22 http://www.bbc.com/news/uk-wales-36547789.

23 Cf. Brîndușa Armanca (2016), *Media Deepened the Brexit Gap*, Magazine 22/July, 5th, p.6.

24 www.isensesolutions.ro/category/comunicate-isense-solutions/.

25 lucianmindruta.com/2016/12/06/unde-duc-firele-stirii-false-cu-ciolos-fiul-lui-soros/.

cal party member interested in throwing mud on the current PM, also an image vector of the rival party. But *the news* was released hundredfold multiplied over obscure sites, breaking into public consciousness, toxic to most.

What to do? The German Minister of Justice asked for the law to be severely enforced, even to Facebook, for spreading fake information; this means 5 years in prison in Germany. *Communication of fake information* is mentioned in Romanian Penal Code, as a crime addressing national security, thereby not a daily civil life. However, an extra provision does exist for the civil damage, when people are negatively affected by purposeful airing of fake information. The media community in Romania, working in so much that possible on principles, tries to call out thief when running into doubtful sites and pages which consistently spread fake news. We have a recently published Brief guide for doubtful sites;[26] journalists and IT experts have joined hands in counteracting such phenomenon and, even if scant, projects do exist aiming at increasing the public *media literacy*, supplying antibodies against lies, disinformation and manipulation.

A detection project, similar to those working in the Western world, is in action in Romania: *factual.ro* describes itself as being *the first fact-checking site for policies and public discourse in Romania*.[27] Such shy baby steps strive to curb the intoxication undermining not only media and respectable journalism credibility, but also democracy itself. Beating back fake news effects is a priority, says Professor Paul Bradshaw, Birmingham City University: "Fake news threatens to undermine democracy all around the world. Faced with this threat, news publishers can't afford to retreat behind pay walls: we need to be out there, in people's newsfeeds, challenging the lies at scale, treating disinformation on social media platforms as an urgent frontline beat."[28]

26 republica.ro/mic-ghid-de-site-uri-dubioase-din-era-post-adevarului?

27 www.factual.ro/.

28 Quotes from the survey of Reuters Institute Report, op.cit., p. 8

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THE NEW TELEVISION: AN INFORMATIONAL PERSPECTIVE

Abstract: *In this study, we regard television from a developmental perspective, with the general scope of exploring new elements occurring in television culture together with new technological sequences within the social development narrative. In particular, the study represents a foray into the online information possibilities of classic television. Within the proposed scope, we shall utilize two useful concepts: paleo-television and neo-television. Paleo-television corresponds to a vision on "classic television," while neo-television brings to the foreground a projection of contemporary television. The research question is "what kind of content?" TV news websites offer to the public under conditions of a media market, which is increasingly open and high performing from the technological point of view, and competitive from the economic point of view. The methodology is a secondary data analysis, quality content analysis of two of the online products of the most representative national TV brands in Romania. The quality analysis has revealed that the TV news website represents a new informational medium, with its own characteristics and identity, with attributes organized around three categories of major strategies: editorial, marketing and cognitive-perceptive. These attributes suggest the idea of a culture of structure, infotainment, and promotion. Through the specifically identified elements, it can be considered that these products represent new information mediums and psychological mediums having an individual meaning for the viewer's world. One of the elements which is meant to serve the new informational culture is the "neo-news," which is perceived as news with a specific identity in the online environment, a new type of content which offers, beside the understanding of the world through the editorial eyes, the accomplice participation in building it.*

Keywords: *TV, ONLINE, INFORMATION, NEWS, STRATEGIES.*

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1. Theoretical Framework

Apparently, the study of television is a well trodden field where it is very hard to "sprout" new approaches with surprising analysis perspectives. In terms of its social importance and technological definition, television has drawn attention to itself since its inception in the first decades of the past century. Since then, the research interest has become more and more significant, being materialized in a significant research field within the mass communication paradigm. At the present, the field of analyses dedicated to television can be defined as complex, heterogeneous, multi-disciplinary, offering productive tools for the understanding of television as a multi-dimensional phenomenon (social, professional, technological, communicational). Thus, the useful theoretical references for contextualizing television as a phenomenon under analysis are: a) *normative,* referring to the modalities of organizing and operating but also to the social expectations attached to television (structural functionalism, system, role, functions, etc.); b) *critical,* organized around the criticism brought to television in relation to the fulfillment of social challenges (political marketing, consumer culture, social hegemony, etc.); c) *developmental,* which relates to television as to a phenomenon with a historical development, in technological sequences, within the process of technological modernization to which modern communication systems are inevitably subject to (Ball-Rokeach and DeFleur, 1998).

In this study, we shall relate to television from the latter perspective, the developmental one, with the main purpose of exploring new elements occurring in television culture together with the technological sequences which are noted in the social development narration. We treat as "technological sequences" the phases of technological development in the common acknowledgment of the humanity imaginary, such as, for example, the "organizational computerization" sequence, the "New Media" sequence or that of the apparition of tablets, smartphones and social media platforms, etc. In this respect, in order to understand the present of television development culture as an overall social phenomenon (the scope of the study), it is necessary to make the connection with the past (a brief history of television).

1.1. Brief History of TV

In the 19th century, at the onset of the Industrial Revolution and the invention of the electric machines (telegraph, telephone, sound transmission, and radio), the radio industry and the regulation institution developed and managed to create a self-sustainable market with the aid of publicity time sales. Shortly after, the development of capturing and transmitting images in real time followed suit. The '20s and '30s are defined by a series of technological developments which created the premises for the apparition of television. They had their origins in the Gutenberg period, when the printing press had made the transition from individual to public one, and allowed the accelerated circulation of information between persons without any connection to one another. In the ‘30s – ‘40s, TV was consolidated as a new channel of communication. In the ‘40s – ‘50s, the capacity of TV of transmitting messages and forming public opinion was clearly identified. In 1948, the first regulating events for solving technical issues, transmitting colors, reducing interferences, but also with regard to content, were noted. In the ‘50s, programs such as variety shows, comedies, dramas, western films, soap operas or contests were predominant. Two new formats appeared in the same period: films and talk shows. The characteristics defining this period are: sponsored shows, selling publicity space per minute, and setting up an audience measurement system. Until the ‘60s, cinemas had been the only places where films could be viewed. Afterwards, the media content proposed by television networks shaked this industry by the development of shows type soap operas, but also by acquiring broadcasting rights for films or the multi-faceted development of programs. In the ‘60s, television became an alternative to the cinema, determining the cinema industry to reinvent itself. The ‘60s to ‘80s period is characterized by the development of national televisions, which became a powerful instrument for public information used for the consolidation of national identities by the state. At the middle of this period, approximately 90% of the Americans owned a TV set, and information and entertainment became available in the privacy of the home at any hour. Commercial televisions became more numerous, satisfying increasingly specific needs of the audience. The ‘80s represent the development of news televisions (“the CNN effect”). The audience’s desire to be informed of relevant society events in real time determined certain states and groups of interests to develop TV stations which broadcasted news in real time, on location, during the entire day. They transformed public life and became an instrument of controlling the state machinery by the continuous attempt to make the political leaders’ decisions transparent. A counter effect of this monitoring was the encroachment of politics, the editorial policy of news televisions and their capacity of staying objective being under criticism. Also, economic problems influenced the form and contents of the news flow.

After the ‘90s, invention of the Internet revolutionized communication, marking the beginning of the “IT&C/ New Media era,” which is currently in full ascension. At the present, we are contemporary with the history. From the technological point of view, humanity is at an “explosive” state, out of which a technological culture was born and is undergoing exponential development for the first time in the human history; a culture to which laptops, tablets, smartphones, wireless networks, satellites, etc., pertain. This entire technology transforms, at a faster or slower rate, everything it “touches,” from people’s lives to the means of information of public, global communication. From a media perspective, the new technologies reduce the distance between the transmitter and the consumer and profoundly change the message according to characteristics of the communication medium, giving the consumers a right to customize the media contents which they want to view. In this context of communicational interactivity and technological change, televisions continuously seek modalities to respond to the challenge of the Internet, by developing products and contents that remain attractive to the public which is increasingly demanding from the technological point of view. This is the reason why the online TV content, representing the manifestation of the message producers' searches for encountering their audiences where they want to have this encounter, has appeared in forms which take more and more into account the needs, desires, phantasms, lifestyles and consumption habits of contemporary people (Charaudeau and Ghiglione, 2005).

The major objective of this study is to make an incursion into the online informational means of consecrated classic television, in order to explore their most important characteristics. For this proposed scope, we shall use a theoretical machine which is based on two useful concepts: paleo-television and neo-television. The two are defined in relation to two categories of distances: between TV actors and the audience, between the truth presented on television and the reality the viewer lives in. Paleo-television corresponds to a vision on "classic television," while neo-television brings to the foreground a projection of contemporary television. The information surplus and technological evolution are only two of the reasons for transformation. Since the data is everywhere and it has become extremely easy to access it, people have started to give more importance to the form of journalistic material and less on its substance. In order to satisfy this need of the members of the audience, producers make use more and more frequently of artifices, which are meant to seduce the viewer and to make him believe that his role is a privileged one. Both concepts are based on the ideology of seduction, even if the scopes have meanwhile changed; initially informative and cultural, the scopes of new television have become those of showy, sensational dramatization in any domain, especially in the political one.

1.2. Paleo-television and Neo-television

Paleo-television: it is an "old" form of television, defined by values and attributes contrary to those of our times (Charaudeau and Ghiglione, 2005, p. 11-12).

a) *the first aspect refers to the objectivity and informative purpose of programs.* The purpose of paleo-television was to inform a large mass of people who did not know each other, without attempting to influence them. Thus, paleo-television described the world the viewers lived in and brought attention to important events within an informational scope. In order to achieve this, the focus was on presenting facts from a detached standpoint.

b) the second aspect refers to the clear defining of programs. In order to avoid ambiguity and maintain transparency, programs were well anchored to the genre. The types of programs were well established and did not borrow elements one from the other.

c) *the third aspect refers to the special role of media actors.* Those who had the privilege to appear on television were few and were considered an elite group.

TV stars assumed a formal role, prepared their shows to minute details, did not allow the spontaneity and authenticity of the moment.

Neo-television: its main characteristic is the illusion of presenting the reality and the impression of viewers' involvement. The strategies used for reaching these goals are valorizing the speech of unadvised versus the experts, and bringing personal experience to the public attention within a show.

a) *the illusion of reality:* reality is offered within a viewer's home directly. The images are spectacular, the importance of what the viewer sees on the screen is greatly inflated in relation to the reality itself. The truth is processed several times until it becomes a television image, and daily occurrences are transformed into information after going through many filters. The plausible is presented as authentic. Thus, television creates a new world, and everyday events in the viewers lives are used by television people as adjuvant material for creating this clone. We can speak of an ideological effect of television, in the sense that it transposes actual happenings, facts, discussions into a show which is meant to create emotion and new meanings. Thus, the television really incorporates general truths and beliefs which the viewer internalizes, but has the impression of generating them on their own.
b) *the illusion of participating:* classic television is losing ground in front of the online environment. Almost everything appears instantly on the Internet, and in order to counteract this force, current television attempts to win back the viewer through information affecting him directly, in a manner that attracts and seduces him. Thus, television purports not only to inform, but also to form, and even to be perceived as an artistic medium. The informative is less and less distinguishable from the seductive, exactly due to the fact that the real is staged, dramatized, transposed into a show in order to generate emotion.

Neo-television creates the two illusions by using **four strategies** (idem, p. 32-46).

a) *Identification with the viewers:* represents the first strategy put in practice by the media actors when they attempt to seduce viewers with the idea that they are regular people. Thus, the viewer is placed in the situation of thinking that not only he would like to be like the ones he sees on the television, but is even convinced that he could be in their place. The topics of neo-television programs are familiar to the viewer, the producer bringing to the foreground themes which are closer and closer to everyday issues, to the banal.
b) The viewer as protagonist: the viewer starts to consider the speaker as an alter-ego. If in the preceding phase the viewer could have been in the place of the people on television, now everyone wants to become the protagonist around whom the entire story gravitates. Even if it is a banal one, which anyone could go through, it will be legitimized by the simple fact that it is told on TV. Even if

the protagonist has no importance at a high level, but only for himself and his close circle, he seeks to stand out from the crowd and affirm his individuality. The star system is much too present, and the privacy loses its value in respect to the individual more and more focused on his own persona, desiring attention in an increased manner.

c) *The reflection of reality:* the third strategy is qualifying as real what the viewer sees on television. Although many programs are, in fact, dramatizations, he has no choice and is forced to believe what he is presented, constructed in such a manner as to be pleasing and to be exactly the reality the viewers is dreaming of. Producers try not only to find out to what the tastes of the audience are, but also to anticipate them, because the viewer appreciates the quality of what he sees in accordance with the individual experiences which he has lived or which he might live.
d) *Television to the aid of the underprivileged:* a new role of television operates, that of an instrument through which society can be mobilized and involved in social campaigns or charity activities. People empathize with the presented characters, showing understanding and solidarity. Thus, the shows effectively serve the audience, and from this point of view, television people have the faith that they can change situations, perceptions and attitudes. New television is preoccupied by environmental issues, protection of children or vulnerable persons, spheres which affect society as a whole, but even each separate individual.

2. The Study

2.1. Research Question

In this context of defining television, the research question is "what kind of content?" the TV news websites offer to the audience, provided that the media market is increasingly open, with a higher technological performance and more economically competitive.

2.2. Objectives

For this purpose, we selected an exploratory study of some of the online products of the most representative national TV brands[1], on consideration that this represents a good opportunity to attain the following objectives:

a) Presenting the content characteristics of this new informational modality, by identifying and presentation of the significant content categories;
b) Description of the online TV identities as new means of information.

[1] ProTV, Antena 1

2.3. Methodology

- Case study, secondary data analysis, content analysis resulting from the monitoring during one day2 of two online TV news websites:[3] www.stirileprotv.ro (the online version of Pro TV) and www.observator.tv (the online version of Antena 1). The websites were selected for the analysis because of the relevance according to the criteria: a) format (general news); b) "classic" TV audience4 (the two websites are the online versions of the first two TV stations top-ranked by the national audience for the classic format, as follows: Pro TV – 612,000 viewers, rank 1; Antena 1 – 527,000 viewers, rank 2); c) internet traffic audience5 (Pro TV – 590,615 – desktop/ laptop, 12,627 tablet, 464,344 – smartphone; Antena 1 30,848 – desktop/ laptop, 6,725 – tablet, 24,123 – smartphone).
- Unit of analysis: news website;
- Unit of significance: entity – text, entity – image, entity – graphics;
- Category grid: we identified five major relevant categories, capable of producing general meanings in relation to the characteristics of the content of informational products:
    - editorial concept: shows the thematic directions of various areas of activity, style guides and "packaging" of information;
    - topics: they are relevant to the information selection process, showing editorial preferences towards soft/hard journalism (soft/ hard sub-category), indicating the attention given to aspects of coherence, reception and readability of the texts (layout, structure sub-categories);
    - specific elements to the online environment: represents an extremely important category, which brings valuable data on form and content particularities of the analyzed online products, being also the category with the closest connection to the identity of information entities under analysis;
    - self-promotion: within this category, we find a content which helps making correlations and inferences concerning the role of an image "promoter" in the online environment, both for the news website itself and for the classic TV brand or other products of the media group;
    - advertising: it is a valuable category which, by the nature, frequency, and modality of presenting the ad-entities, brings information concerning the target audience, information which is used especially for marketing, but which can also be correlated with the audience profile elements, in general socio-demographic terms.
- Coding and decoding, construction of meanings: in the areas of journalism, communication, marketing, information, psychology (attention, perception, representations, cognition), aspects concerning reception.

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[2] 19 November, 2016.

[3] First page.

[4] National Council of Broadcasting: viewers number/national/day.

[5] Study Audience Traffic Internet: unique visitors/day.

2.4. Results

For the two TV news websites under monitoring, the most important results show as follows:

Pro TV

Editorial Concept	Topics	Online Specific	Self-promo	Ad
Thematic areas: 16 - actuality - international - social - politic - science - health - financial - travel - elections - economic - investigation - weather - sports - IT - health - sales	News: 88 Soft & Infotainment One main news 2 columns Text + Photo + text + {…} Replays Archive	Entities categories: - Instrumental (date & hour, weather) - Technical (info access) - Networking (FB, Twitter, Community) - Audience Self-Content (3 units: Content Viewer, Be reporter!, Smart Things-YouTube) - Dialogue & Communication (Comment, Feed-back) - Guide (See, Follow, Buttons & Links) - Evaluation (the most read/viewed etc.) - Suggestions recommendations	2 menus (top and bottom) 12 categories Andreea Esca (no. 1 news anchor) Replays Week News (Video) Live Transmissions (Classic Pro TV) Links to Related Brands RSS, Newsletter	Units: 10 Format: banner & poster Advertisers: 4 - Beer - Sales (Black Friday) - Telecommunications -Food (chips)

At the level of interpretation, several major strategies of organizing the content can be remarked:

- Information strategies: they are organized by several categories and working principles. Among the most important of them, we find:
  a) source of information: it is both internal to the brand (original content or taken from the classic TV brand) and external (viewer, news agency);
  b) temporal dimensions: present/ past/ future, the first two representing the main tendencies for organizing the information;
  c) scope of information: explicit (texts for informative consumption)/ latent (attention grabbing, keeping the viewer on the site as long as possible, guiding him among the text – image – graphic structures, etc.);
  d) the principle of variance: invariable contents (archive, news type texts)/ variable contents (display page, rubrics, etc.);
  e) form of information: by scope and function, the information has various forms of representation, so that it is perceived, cognitively assimilated and creates meanings for the viewer (text/ visual: banner, poster, photo, video, graphics, etc.);
  f) functions: each informational entity is meant to fulfill a certain function, from the simple notification on current information to the deeper function of supervising the environment);
  g) journalistic genre: the predominant genre is the news or relatively short informative text and is adequate for the reader's need to access certain information by geographic proximity or by interest, in a manner which has the smallest possible "costs" in terms of time and effort for reading them;
  h) structure: it represents one of the access keys in building a relationship with the viewer, being, practically, the territory on which the framework containing the categories and mental schemes is built, which make the information understandable to the reader. A series of different structures in terms of representation form are identified, with different roles in the organization of the website in relation to the viewer's experience. Thus, we find standard text structures (the news is the main journalistic format), graphic structures (elements of website identity and organizing, elements of guidance within the website, connecting elements, etc.), cognitive structures (informational anchors, supra-structure);
  i) professional standards: it refers to the totality of the principles for organizing the information, writing style, information attribution within the journalistic paradigm.
- *Promotion and marketing strategies:* it refers to the graphic and text elements that bring attention to contents or brands from the originating media group (menu bars, categories, access buttons, content sharing, etc.). The easy access to them and their assumption as being under the "guarantee" of the website gives credibility. From a larger perspective, all these elements pertain to a more general marketing map which contains all the products of the originating media group;

- *Psychological strategies:* they represent another important category of strategies used in building the analyzed product, representing, in fact, the background standing behind the other types of strategies. Mainly, everything pertaining to the perception and reception process (from readability, to the principles of symmetry/ asymmetry, lecture meaning, hierarchy, perceptive entities – columns, rows, colors, font, typeface, letter, blank space, lines, sleeves, website scrolling speed, image of the website as "newspaper page," etc.) represents different elements which attempt to attract the viewer's attention, to facilitate his access and to organize it in such as manner so that the content offer represents the basis of a loyal, frequent and value-adding consumption relationship. As a result of this "contract," the viewer obtains information, notification, guidance, interaction, validation, recognition, identification, the illusion of relationship and communication of dialogue. From a psychological perspective, the analyzed products offer, first of all, an informational map corresponding to a cognitive map, representing, beyond the explicitly undertaken informational notification, the comfort of an informational resource always available, equivalent to the guarantee of a safety base in relation with the orientation in the external environment, which, in essence, is the equivalent to easier orientation and survival in the "large" reality.

ANTENA 1

- *Informational strategies:* they are less elaborate by comparison to the first utilized website. In this case, the defining elements remarked are the balance between the sources of information (approximately half of the texts were explicitly assumed as coming from other sources than the website); a strong orientation towards tabloid information (resorting to sources which originate from self-assumed formats of this kind, preponderantly soft topics, figurative language, with shock adjectives, etc.). The organization of information also takes into account the temporal axes.
- *Promotion and marketing strategies:* they are mostly explicit and refer mainly to using the image of the classic TV news anchor; significant content sharing from media brands within the originating group, category menus leading to their contents;
- *Psychological strategies:* the organizational style of the website (simple, with two levels of information access, short texts accompanied by photographs, facile information, anchor-type language) suggests that the producers mainly appeal to the emotional side of the viewer, not wanting to subject him to heavy loading. The effort of finding the information is relatively small (the website is scrolled in approximately 15 seconds) and the "packaging" of the information does not raise problems in understanding it. Attention grabbing is mainly done through language, maintaining it by navigation among simple and easy to follow structures. We find here techniques and strategies which suggest identification of the viewer with the content and invitation to participate in creating the content, also representing the suggestion of interaction, of dialogue, of communication, thus of a relationship; the relational needs representing some of the most profound subconscious needs of people.

Editorial Concept	Topics	Online Specific	Self-promo	Ad
Thematic areas: 8 - event - social - political - external - life style - sport -campaign - content -viewer	News: 81 Soft & infotainment One main news Andreea Berecleanu (anchor) 2 columns Text + Photo + text + {…} External Content - Happy Channel, - News.ro - Antena 1 Archive Replays	2 menus Live Transmissions Guide (Search) Connectivity, Community (FB, Like FB, Friends who gave Like, Google) Hooks (unfinished titles & texts) World Content: ----YouTube - Viewer Content: 3 (Be Observator!, personalized content, Send!) Evaluation (the most read/ recent)	Site Banner Recommendations Video A1 Andreea Berecleanu Group Brands: - Intact Media - Antena Stars - Spy News - Jurnalul	Units: 3 Content: - shoes - banking - credits

3. Conclusions

The descriptive analysis performed on the two Romanian TV websites has revealed, by presenting the major characteristics of content and by describing their identity as online products, that a TV news website represents a new means of information. Among its most important attributes, there are:

1. Specific editorial strategies, the particularities of which can be remarked both at the level of information packaging in an extremely simple and easy to understand writing style, and at the level of visual organization of the information in multiple structures (title, chapeau, lead, continuation);
2. Perceptive and cognitive strategies, with the purpose of viewer retention for a reading or browsing experience as complete and full of satisfactions as possible, which leads to gratifications and the reflex of returning to the place where the needs were fulfilled and the information consumption efforts were minimal;
3. Journalistic standards adapted to the online environment in the battle for attention grabbing and a smaller attention given to the ethical aspects of creating the journalistic content (using figurative language, information with non-attributable sources, etc.).

These attributes suggest the idea of a content culture with an accentuated cognitive orientation, from this point of view equivalent with "the culture of structure," which is defined by the conceptualized layouts, macro/ micro page layout structures, and structures for content access. Also by numerous modalities of content import (external photos, video replays, Youtube video, news agencies, related brands), it can also be considered a culture with a strong copy/ paste accent. It is certainly an infotainment culture, which ensures a natural continuity in relation to classic TV news, that has been deemed for decades as "infotainment culture." At the same time, it is a culture of promotion, where we find image locomotives, editorial significance anchors, the constellation of the extended media family.

Through the elements specific to online news websites (multiple structures website, main anchor text, arch configuration, multi-level access, connectivity & guidance buttons), it can be considered that these products are, beside explicit means of information, also significant psychological means with an individual meaning for the viewer's world. From this latter perspective, the websites can be considered entities for perception and representation of the reality around us using an editorial axis, where it is hoped that the viewers can reflect themselves as much as possible. Thus, the offer of identification by participation in the creation of contents, the informational map which contributes to monitoring the environment, the means for perception and representation of the world, can be related to the need for affiliation of belonging, in a larger context, to an individual identity at the level of individual ontology.

With the involvement, on the one side, of the editorial and marketing interests, and on the other side, the mechanisms of individual psychology, the battle for attention and the strategies of projective identification remain at the forefront, suggesting, like in any battle for attention and sale of public exposure, a culture of hostages, where the most frequently resorted to means are the psychological appeals to people's psychological needs.

In this context of description and analysis, we consider that one of the elements meant to serve to the new informational culture is that of "neo-news," understood as the news with their own identity pertaining to the online environment, which are organized on an informational map containing an explicit legend. This new type of content has effects on the attention, perception, mental representation and creation of new cognitive categories levels, of understanding the world through editorial eyes, psychological comforting with the idea of a "technologically stored content memory" which can be easily called up and readily available in comfort and safety. Together with the easy access criteria, the informational comfort connected to the surveillance of the environment leads to thinking of an informed, better oriented individual, more comfortable with himself.

In this context, the online news content is, like all the other media contents, a psychological tool for the surveillance of the environment with the aid of technology. Future analysis could be directed towards the in-depth research of contents supplied by the viewer, towards the imaginary of the public content producers and the internal frameworks which support their projection, and towards conscious and unconscious content strategies.

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NEW MEDIA AND NEW OPINION LEADERS

Abstract: *Opinion leaders are individuals inside a reference group who, because of their special skills, knowledge or personal characteristics, influence the opinions and beliefs of others. Many researches have proven that, when it comes to persuasive communication, a person's influence is much more effective than of the media; hence many people are not influenced by the media message itself, but instead base their opinions on the beliefs of the leader who takes those messages, interprets them and puts them into context. Opinion leaders are the subject of study in many fields, from theory of media to political theory and marketing. This paper strives to determine to which extent the appearance of new media and free flow of information, the concept of indirect flow, so called two-step-flow is still valid, as well as to which extent it should be redefined, and finally, who are the new opinion leaders.*

Keywords: *OPINION LEADERS, PUBLIC, MEDIA, PUBLIC OPINION.*

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Introduction

In contemporary theory there are many controversies about the extent of influence of mass communication media to the process of decision making of an individual. From the early research made between the 1940's and 1960's until the modern theorists, researches have been analyzing the role of mass communication in the decision making process in various areas (voting, consumption, public, issues, etc). Evidence from Lazarsfeld's (The People's Choice) panel study of the 1940 presidential election found that the persuasive effects of media on voters' decisions were quite limited in comparison with the unsubstantiated claims made two decades earlier that World War I propaganda controlled the masses.[1]

Lazarsfeld was focused on the impact of campaigns in the media (radio and print) and was surprised to find that interpersonal communication had more effect upon the attitudes of the individual than the mass media alone. He also found certain individuals (called opinion leaders), who were more central and influential in their groups, often acted as intermediaries between the mass media and the public; they acted as filters or mediators through which the persuasive messages of the mass media had to pass.

Opinion leaders are individuals inside a reference group who, because of their special skills, knowledge or personal characteristics, influence the opinions and beliefs of others.

These intermediaries, called opinion leaders, could allow messages to pass through (backing them with their own personal authority), strengthen or weaken them, or block their passage.[2]

There is a natural need in people to exchange opinions with others, especially about the topics that they find important. In all social groups that gather around a certain topic, there are opinion leaders who position themselves according to the impact that they have. If members do not have a clear opinion about a topic because of the lack of information about it, opinion leaders influence the opinion making about the subject. On the other hand, if they have already formed opinion about a certain subject, members of the group appreciate to hear that someone who they value holds the same opinion, which makes their beliefs even stronger. Sometimes, opinion leaders can also influence others to question or alter the opinions they currently hold.

Every person has people in their surroundings whose opinion they appreciate and take into consideration when forming their own opinion. These people can be parents, teachers, partners, mentors, colleagues, friends, etc. From antique agoras to modern

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1 McLeod, J. M., Kosicki, G. M., & McLeod, D. M. (2010), "Levels of analysis and communication science," *In* C. R. Berger, M. E. Roloff, & D. R. Roskos-Ewoldsen (Eds.), *The handbook of communication science,* Los Angeles, CA: Sage, pp. 183–202.

2 Weiman, Gabriel (1994), *Influential – People who influence people*, State University of New York Press, Albany, USA, p.5.

ways of gathering, there have always been individuals whose opinions have had greater influence than of others.

The appearance of mass communication media opened a possibility that the opinions of certain individuals become greatly spread out and in this way influence a much greater number of people. This way the opinions of any individual are influenced not only by the people in their physical environment, but also by the people whose opinions became public through media. In adittion, as media have changed through time, their reach, as well as their impact, became greater.

With the appearance of the Internet and social media, there has been a true revolution in access of information and the possibility for everyone to express their opinion publicly. Digital media have enabled people to spread their influence faster and easier in different aspects of life, in direct contacts and interactions with their followers. With their personal choice and not being imposed by the media, Internet users voluntarily agree to give others the possibility to influence them on a daily basis.

This is how the appearance of new media influences the formation of new opinion leaders in different spheres of life. Their influence can be related to a recommendation of a restaurant or a book, or their acceptance of new social values, choice of a political candidate, etc. This influence may occur by giving advice and recommendations, by serving as a role model that others can imitate, by persuading or convincing others, or by way of contagion, a process where ideas or behaviors are spread with the initiator and the recipient unaware of any intentional attempt at influence. In this paper we will analyze the influence of opinion leaders on the decision making process in marketing, i.e. the impact on consumers.

1. Roles of opinion leaders in marketing communication in new media

Internet and social media brought changes in the relationship between people and marketing communication. As channels of communications are changing, so is the promotion as a marketing instrument adapting to these changes. This is the reason why there are various forms of digital promotion of goods and services used in marketing.

One of the most important tasks of promotion is to find influential persons from the selected target group of users, who other people follow, listen to and whose advice they take, and to create a relationship with him or her. These new Opinion Leaders or Alfa Users very often initiate different discussion or activities on certain topics, comment product or services, show the way it is used and in this way directly influence opinions and behaviour of the people who follow them. They usually do so on online platforms such as Facebook, Twitter, YouTube, Instagram, or personal blogs. As influental online users who have many people around them, they can forward the promotional message further and with a bigger degree of trust.

Sometimes they do that transparently and sometimes not. Sometimes their engagement is paid, and sometimes it is because they believe in it intimately.

Change is conditioned by the appearance of new generation of consumers. Their habits, needs and demands are not the same and their relationship with media is also different. They use social networks more and spend less time watching television or reading papers. Only sometimes the message recipients become their creators, from users of information and content they become the ones who create the content (User Generated Content). For this merging of roles of producers and consumers, i.e. users of media content in one individual, Bruns created a term *produser*. In accordance with these changes, new opinion leaders who share their impact wider through social media now have a bigger role in the process of communications. By engageing influential individuals, advertisers are not only gaining the distribution of content on all channels where it is being used, but they are also getting the very content itself. They are often included in the process of product or service promotions in different phases – from designing to filming and photographing, from main characters of a campaign to the distributor of the content from communication channels. These are the most common roles of opinion leaders in a digital setting.

1.1. Media

In a digital setting, opinion leaders become media in themselves. They have their own channels: blog, vlog, social networks (Facebook, Twitter, Instagram), YouTube channel, and they are not aware of the "gate keeper" of traditional media. In a digital setting, selection of information is being made by Internet search engines, while the classic "gate keepers" remain only on media portals. In this way the exclusive "right" to create and place news is transfered from professional journalists to any individual who now has a possibility to participate in citizen journalism, and advertising of products and services is transferred from traditional media to a larger number of communication channels.

The openness of the Internet and creation of their own communication channels give opinion leaders a possibility to make their opinion public in every moment. Through their own media, they distribute messages that no one else except themselves needs to check or censor. This type of distribution of messages on social media is often conducted in real time or in time necessary to write a blog post or to upload a video.

1.2. Content creator

In new media, the very opinion leaders are the authors, i.e. creators of the content which they publish. They are the journalist and the editor of their own media whose popularity is based on their authentic content. They are mostly specialized in specific topics (such as IT industry, culinary, cosmetics, enterior design, etc.) and in the eyes of their followers they are experts for these subjects. For this reason, the companies that wish to promote their products contact them so that they would present the products to the public in an authentic way. In these situations, opinion leaders are also creators of advertising messages and advertising solutions for the companies whose products are promoted through sponsor arrangements. They are “creative directors” and copywriters who design the promotion concept of certain products through their media and communication channels.

1.3. Main characters

Opinion leaders on social networks gained their public’s trust when it comes to promotion. They write about the personal experience while using a certain product or service. This is how opinion leaders in a digital setting also become main characters (actors and models) of the advertising stories they create. This is particularly expressed in products from the field of food and cosmetics industries when they take photographs of a certain product, or film a video about its use. In this way the persuasive impact is much higher, since it is not only the classical advertising but also creating authentic personal story where the opinion leader, as someone who is trusted, recommends the use of a certain product or service.

1.4. Critics

As they can be good promoters, opinion leaders can also be strong critics, especially the ones who have a faithful and large audience. In their blog, YouTube channel or social network profiles, there are the critics of certain products or services, and can sometimes cause a real crisis in a certain company by initiating a topic which can be spread on the Internet like a virus.[3]

The lack of a classic form of censorship as it exists in traditional media is correlated to the lack of control with vast advertising budgets from the companies that are used to influencing the information published about them in traditional media. The loss of control and potential exposure to negative comments are the main fears of the companies. This is the reason why cooperation with opinion leaders in the digital environment is becoming ever more significant. They are the ones who are trusted and who have the power to influence the opinions of their followers.

2. Criteria for influence and choice of opinion leader

As trust of the public in traditional media is decreasing, traditional advertising in press, radio and TV in a very competitive surrounding often does not give companies necessary results. This is why the advertisers need for new channels of promotion of

[3] Sanja Vučinić, Ljiljana Manić, Branka Drašković (2016), *The role of leaders in crises, Leaders as players of a new era*, Saarbrücken, Germany: Lap Lambert Academic Publishing, p. 177.

their products and services is increasing, so companies pay more attention to opinion leaders in a digital setting.

Opinion leaders are sometimes hired by marketing departments of companies in order to set banners on their blogs, do product placement on their photographs and videos, organize giveaways where they give out products of these companies, etc. On the other hand, PR departments send them products for testing (especially technical gadgets). This collaboration is the same with traditional media journalists. Based on this, opinion leaders as journalists write about their impressions and critics of these products on their blog or social media. This clear line, that represents what marketing and profession of public relations is, gets blurred when it comes to cooperation with opinion leaders in a digital setting, since these activities are often intertwined.

In both cases, for the choice of opinion leaders to establish collaboration, companies analyze criteria that are very similar with the criteria for the choice of traditional advertising media. For measuring and following the advertising force of certain media, there is a whole range of indicators in practice such as Rating,[4] Target Rating,[5] CPT,[6] ReaCH,[7] or Target ReaCH.[8]

Especially effective tool for marketing is a ROI (Return of Investment). ROI is a formula in which the benefit (the return) of an investment is divided by the cost of the investment, and the profitability of an investment, decision or desired action is measured in ROI.

ROI analysis can be easily applied to measuring the impact of most digital and social media marketing efforts.

However, when we speak about measuring and forecasting the effect of hiring opinion leaders in promotional purposes, ROI gets a different form. Since influence is the main goal of hiring opinion leaders, the efficacy of the activity is represented by the Realization of Influence. In that context, marketers often analyze the number of interactions (likes, shares), as well as the sentiment of comments. This brings to the conclusion that hiring is the most important currency when it comes to marketing by influence, so ROI can be perceived as the Realization of Influence.

In order to achieve the desired effect, i.e. realization of influence with the target audience, it is necessary to analyze quantitative and qualitative criteria as measures of potential or achieved influence of an opinion leader.

4 Rating – viewing, reading and listening to certain media.

5 Target Rating – viewing, reading and listening to certain media on a target segment of population.

6 CPT – Cost per thousand – the amount of money (discounts included) that will be spent so that 1000 persons can be exposed to a certain advertising message.

7 ReaCH – total number of persons who were exposed to an advertising message at least once in a certain time period.

8 Target ReaCH – total number of people from the target segment who were exposed to an advertising message at least once in a certain time period.

1. *Quantitative criteria* – most commonly represents the number of followers or fans on social media, number of subscribers of YouTube channel and number of views of video content, number of people reading the blog, etc.
2. *Qualitative criteria* – represents relevancy and credibility of a person to speak on a certain subject, as well as quality of his or her audience. Qualitative criteria show that influence is not the same as popularity. Numbers can, but do not have to, be important for the end effect. A person with a large number of followers does not mean that he or she has a proportionally larger influence. Sometimes, it is more effective to hire a person who is specialized to write on a certain subject and who has a smaller number of faithful followers, than a popular person with a significantly larger number of followers who does not have an adequate influence, because he or she does not have the credibility to write about a certain expert topic.

The next image represents the process of widening the influence from two different opinion leaders, as an illustration of importance of quantitative (reach) and qualitative (affinity) criteria for assessing influence.

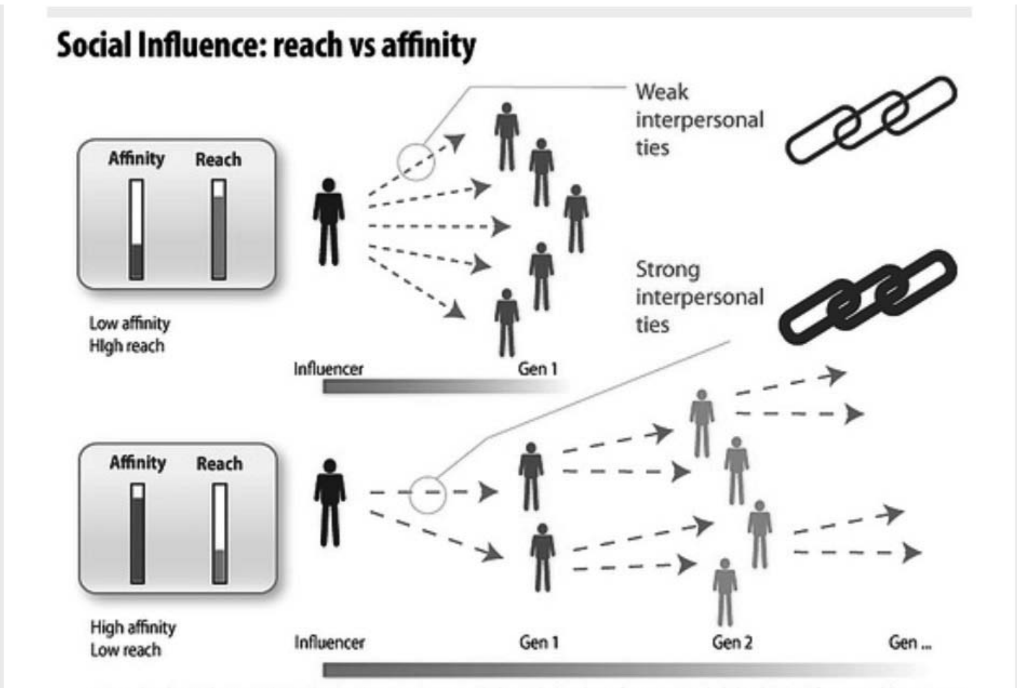

Image 1: *Widening of social influence*[9]

[9] http://beth.typepad.com/beths_blog/2009/12/measure-the-impact-not-the-influence.html.

In the upper part of the image, we can see a graphic portrayal of widening the influence from an opinion leader who has a big reach of influence, but low affinity and weak interpersonal relationships. This is best to show that the number of followers does not necessarily mean that his or her audience will not be touched to further spread the story. Influencer marketing is primarily marketing of relationships and connections. It functions more as a recommendation from friends, than class advertising, because a large frequency of contacts with the opinion leader influences the enlargement of the degree of trust in his or her claims. The purpose of influence lies in the belief in the individual and this is how we come to the argument "*If he says so, than it is so.*"

The bottom part of the image shows an opinion leader who has a lower reach of influence, but towards whom the audience has a greater affinity and strong interpersonal relationships. This brings the effect of further spreading of the influence through network, because the first circle of individuals who are influenced is encouraged to spread the information further. This is how the information is transferred from different sides and this is how the following effect happens "*If everyone says so, it is so.*" Individual who says these words often does not know where the information cames from, but believes the mass of people who transfer this information. This belief in the rightness of what everyone says or does is a part of natural survival.

This anthropological approach of the belief in the mass opinion which is triggered and spread even easier through social media is behind some of the biggest start-up companies such as Airbnb, Booking.com, Uber, etc. The core of their businesses is based on trust in recommendations (reviews and comments) from complete strangers.[10]

3. Three pillars of opinion leader influence

Brian Solis[11] gives a more detailed analysis of the criteria for influence. He defined it in the three Pillars of Influence, which represent criteria for the rate of opinion leader's influence in a digital setting. These three pillars are known under the acronym 3R: reach, relevance and resonance of influence.

3.1. Reach

Reach represents the span of influence, i.e. the number of people exposed to the content that is being distributed by the opinion leader. This is primarily quantitative

10 Research conducted at Stanford University and the Airbnb company proves that people have the tendency to trust more the people that are similar to them. However, when it comes to over 10 reviews it changes. High reputation in the sense of good reviews from a large number of people wins the need for similarity and then it becomes irrelevant who the people reviewing are, but only their volume.

11 Solis, Brian (2012), *The and of business as usual: Rewire the Way You Work to Succeed in the Consumer Revolution*, John Wily&Sons, Hoboken, New Yersey.

criteria, a measurement of popularity and the volume of the audience (followers, fans, YouTube channel subscribers, etc.). However, besides popularity, it is necessary to analyze the level of familiarity that is connected to the position of an individual in a certain environment. By investing in the community, the possibility for cooperation and action is expanding.

3.2. Relevance

Besides the volume of the audience that follows the opinion leader, the relevancy of the opinion leader on a certain topic is also very significant. This is why the analysis is important to determine if this is only a person whose message can be seen by a large number of people or if this person’s opinion is appreciated. This is the difference between popular people and opinion leaders who have actual influence on their audience. They are persons of authority who built trust with their audience. Because of this, their audience has a great affinity to consummate the content they create, distribute and trust their claims.

As the trust of the public is weakening in the media articles hidden under unknown authors hidden behind media, the need for authentic content with an influential author known by his full name is becoming greater. Opinion leaders have great trust in their audience, which they deserved through continuous work and building their credibility throughout everything they do and publish. They will not risk this kind of trust because of one paid article, so they carefully decide what will they write about and what will they promote. Users expect conversation and a friendly tone of communicating, instead of corporative press releases. This influence marketing skill is reflected in the information placement from the user's viewpoint and the placement of content which is worthy of attention and recommendation.

3.3. Resonance

Reach and relevance impact resonance, which is the echo that a certain story can have in digital media, initiated from the opinion leader. The length of the period in which this topic will have a reaction in digital media impacts the strength of the influence. It also impacts the frequency of the appearance of a certain topic. If the opinion leader writes many times about a certain subject, the influence on the opinion of his or her audience about it would be greater. Aside from the period and frequency, the level of interaction with the audience also plays an important role on the end effect.

The next image shows the relationship of the three pillars of influence. Reach as primarily quantitative criteria and relevancy as qualitative criteria create resonance as the reflection of influence which is firstly manifesting on interest groups and then, depending of the level of influence, on the entire community. Influence of the effect is expressed as a change of opinions or behavior which represents the end result of this process.

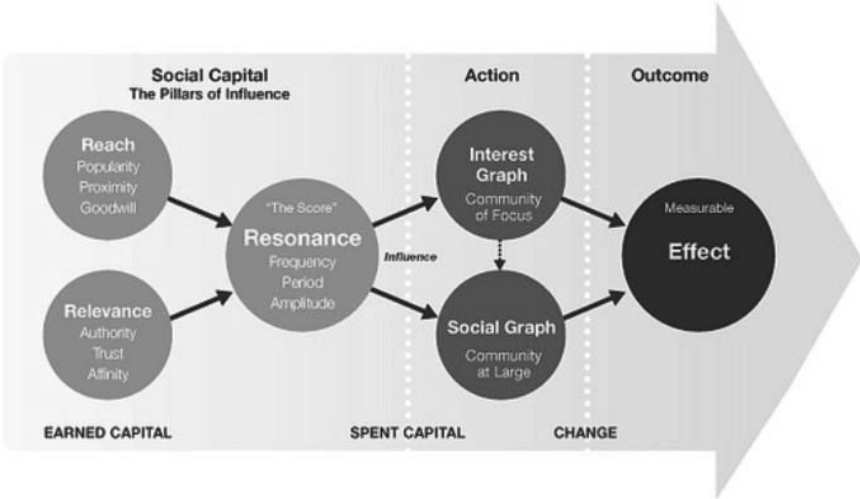

Image 2: *3R pillars of influence*[12]

4. Three types of opinion leaders

Through social media, everyone has the right to access the Internet and has a possibility to quickly and easily make their opinions public and available to a large number of people. However, not everyone has the power to influence others like opinion leaders do. When a person or a company succeeds to create content that a large number of users begin to share with their friends through social media in a short time period, then we can say that he or she succeeded in creating viral effect. This situation appears when individuals voluntarily become promoters of a certain idea, product or service, because the promotional content is so interesting that they want to be the first to report it to their friends, which makes the information transfer quickly as a virus.

In the book The Tipping Point – How Little Things Can Make a Big Difference, Malcolm Gladwell explains how opinion leaders are capable of spreading an idea, trend or social behavior that they become the initiators of "social epidemics". Just like epidemics begin with a few infected people who spread their virus further, the same principle goes to "contagious" products or ideas. Gladwell speaks about how the ideas themselves are often not enough to initiate people, so the "social epidemics" depends on individuals who have specific social skills of influence to others. All epidemics, especially social, depend on the Law of few, because without these special people great ideas could not get through to a critical point after which comes the mass acceptance. Gladwell differentiates three types of key people, i.e. opinion leaders: Mavens, Connectors and Salesmen.

12 Solis, Brian (2012) *The rise of digital Influence*, Altimeter, p. 11.

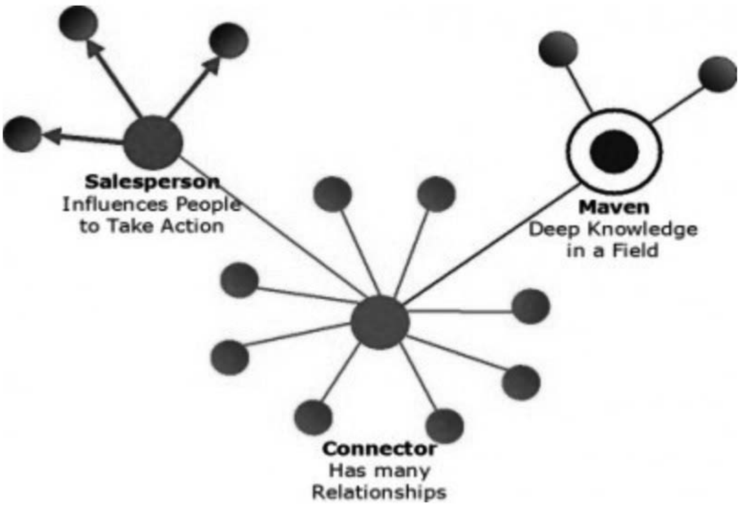

Image 3: *Three types of key leaders acording to Gladwell*

Mavens – they collect information up to the point of obsession. Also known as "data banks," they accept new ideas early ("early adopters") and have the need for innovations. They know how to get to the best offers and, more importantly, they want to share this information. This makes them true opinion leaders who gather, process, interpret and share information. They are the ones who others look up to. Typical representatives of this group are: top bloggers, YouTube stars, celebrities, popular talk show hosts, editors of specialized web sites, etc. They have the power to influence someone's business negatively or positively solely by expressing their opinion.

Connectors – Connectors are opinion leaders who influence shopping decisions of other consumers, but not through their expertise. They are people on the top of the social pyramid. They know many people; however, quantity is not the most important but who they are connected to. Connectors are not famous, but they have the tendency to know celebrities. Their influence comes from the volume of communication which they conduct regularly. Thanks to the Internet and social media, connectors now act so much easier than ever. It is important to know if their friends are also connectors or a different type of special people.

Salesmen – don't have the authority as experts, nor a viral influence as connectors, but they have great persuasive power. When mavens start an epidemic, connectors continue to spread it; salesmen are the ones who succeed to convince the audience. They are charismatic and have contagious enthusiasm that affects all around them. They leave positive comments and reviews about products and are first in line when a product is launched. Because of their capability to convince, salesmen are often perceived as opinion leaders by their audience.

We can see that the successful spreading and adoption of certain ideas takes people with specific social skills: mavens, connectors and salesmen. The following image presents these types. Some roles are naturally not strictly divided and there are excellent experts who can, when needed, be good salesmen, while some of them also have connections with a large number of people. However, the spreading of an idea is the greatest when this process includes more key persons with the above mentioned capabilities. The first step is to analyze their communication channels according to the criteria since, as previously understood, it is not only the statistical fact of the number of their virtual friends, but also the authority of a certain topic, as well as the capability to convince.

Companies can succeed in initiating individuals that their content becomes positively commented and shared amongst their friends, has a greater opportunity to be accepted on social media and connects virtual communities to their brand. This need for sharing information, the culture of sharing, did not derive with the appearance of social media but simply became simpler with them. The extent of the information placement that companies can achieve now through the Internet and social media and through collaboration with opinion leaders is increasing every day, because the number of Internet users is growing and new services are enabling easier and faster information sharing.

Conclusion

Opinion leaders have always existed and most probably always will. However, the tools and channels through which they express their opinions and share their influence on others are variable. From antique agoras to modern ways of gathering, there has always been someone whose opinion has bigger influence than others. In "virtual agoras" of digital media, new opinion leaders share their impact faster and easier.

New opinion leaders now have new roles in a digital setting. They are creators, writers and main characters of advertising solutions. They create content that will attract the attention of the target public in the abundance of information. This content needs to be authentic and relevant so that users of social media want to devote their time and share it with their friends.

Apart from the fact that opinion leaders are distributors of authentic content in their media channels, they also give their audience what classic media lost, and that is trust. As trust in traditional media weakens, the need to believe to the people that we choose to follow and who stand behind their work with full name and face increases. This is how influence marketing functions more as a recommendation and less as classic advertising.

With the appearance of new media and the free flow of information, the concept of indirect, two-step-flow has survived and even accelerated. The only things changing are the tools and channels by which the "social epidemics" are easier to happen. In this surrounding, the ones who can use the advantages of digital media to use and widen their influence become new opinion leaders.

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NEW ECONOMY – "THE BRAIN ECONOMY"

Abstract: *Information revolution as part of long-term globalist flows has led to radical changes in society, technology, economics, politics, religion, culture, media and many other areas. From the economic point of view, the market has undergone major changes in terms of new forms of competition, reallocation of capital, new mode of production, more complex structure of the market, the need for innovation skills of the existing workforce, the need for new job profiles and the like. As it is already known that the economics and technology are in direct correlation, so it is evident that the information revolution has introduced information and knowledge in the theory and practice as well as innovated factors of production. Thus, the traditional division of factors necessary for production (labor force, land, capital) has suffered changes, and become enriched with other important factors - information and knowledge.*

The quantity of information and knowledge has led to improved quality of basic economics defining economy based on creative thinking and action. From the economy based on the quantum of production that had marked the industrial era, it was the economy of information and knowledge within the framework of post-industrial and information-technology era, which resulted in the era of innovation and a new form of economy – the economy of brains ("the brain economy").

Before scientists and researchers of different scientific fields are set new tasks, dilemmas, enigmas, which sell globalization, a phenomenon that has assumed large proportions in the 20th and 21st centuries. Undeniably, the development of new forms of economy – the economy of brains, is a determinant of adequate implementation of economic activities in the direction of economic development.

Keywords: *ECONOMY, ECONOMIC CHANGES, INFORMATION, KNOWLEDGE, TECHNOLOGY.*

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Introduction: Global view of creating the new forms of economy[1]

Contemporary society in its complexity of economic relations, determined by the external environment, presents a research challenge for scientists. Scientists and researchers of different scientific fields are facing the wide scope of new dilemmas. Globalization has a special place in those researches as a phenomenon that has assumed large proportions in the 20th and 21st centuries. There are different opinions on the issue of globalization, in terms of whether it is a product of modern society, or a dialectical process with the changing instruments and resources of implementation. The authors of this work represent the attitude that globalization is the realistic and evolutionary process that represents the unconditional flows of radical changes in the society, technology, economics, politics, religion, culture, the media, and in many other areas. Therefore, this work is the result of the symbiosis of research of the authors over many years in the field of socio-economic relations and globalization.

Many indicators, qualitative, quantitative, technological, economic and other determinants, show that contemporary changes are significantly different - more complex than preceding ones. In this regard, Peter Drucker believes that they are even more radical than the changes that indicated the beginning of the Second Industrial Revolution in the middle 19th century, or the structural changes that caused the Great Depression of 1929-1933 and the Second World War. It is believed that mankind today has technologies in the field of communications and transport which are essential for the formation of a global world economy.[2]

The internationalization of capital accompanied by the rapid development of technology has enabled intensive global integrations of all elements of economic life. The correlation, causality, and dependence of the market economy and technological progress are one of the most important and strongest driving levers of modern civilization. It is the ruthless competition in which the winner is the one who has a higher profit and better technology, which indicates the strong technological determinism of globalization. Studying the phenomenon of civilization and evolutionary phase of the economy,

1 The paper was written based on years of research and conclusions, and defended doctoral dissertation work of first author: Dragičević, Radičević, Tatjana (2005), *The Impact of Modern Methods of Business Decision-Making on the Effectiveness and Efficiency of Enterprise in Globalization Conditions,* Faculty of Business Studies, Megatrend University, Belgrade; and defended master work of second author: Gavrilović, Milica (2009), *The Impact of Globalization on the Market Reforms of the Serbian Economy*, master work, Faculty of Business Studies, Megatrend University, Belgrade.

2 Dragičević Radičević, Tatjana, Cvetković Bogavac, Nataša, Gavrilović, Milica (2012), "Economic and Technological Progress of Civilization – from Games with the Nature to the Game the People," *International Conference on Social and Technological Development – STED 2012*, 28-29, September, Banja Luka, Republic of Srpska, University of Business Engineering and Management – Banja Luka, UDK 316.4 pp. 1 – 21.

it can be said that globalization and economic interests of individuals and the states are directly conditioned. In the 18th century Adam Smith, in his *Wealth of Nations*, wrote about the importance of the individual and the common good. As the conclusion, in analysis of the aspects of globalization, the fact is that there exists a synergistic effect of various aspects of globalization (economic, social, technological, cultural, etc.), but the economic globalization (the base of which is a fast evolving technology), is*primus inter pares* aspects of globalization. It is often pointed out that globalization is one dialectical process in social relations, and also the process that involves the interaction of opposite sides in the society. Really concluded, the process of globalization has the benefits and the lack of all the countries, irrespective of the level of development of the country. The process of globalization, which has changed its forms and resources over the centuries, is not problematic in itself, but the problem lies in those who run it.[3]

Contradictions that embrace globalization make the modern infrastructure of the new world society. The process of globalization has evolved through four periods:[4]

I. Protoglobal orders
II. Renaissance
III. Colonial Conquests
IV. Mega globalization

Through the evolutionary process, instruments in global trends have changed according to the development of social consciousness and social being, while the goal has evaluated and become increasingly materialized in the form of profits. Precisely, the grace that brought globalization in the form of global connectivity, overcoming national closure and the free flow of ideas, information and knowledge, created a megalomaniac power, which in turn is directly associated with profit. The original evolutionary development is accomplished through the civilizational, religious and spiritual connections to the latest evolutionary development – mega globalization. The latter one is the reflection of the present, the contemporary social, political and economic trends.[5]

We could say that the paradigm for the process of globalization is the integration of capital markets, technology, information, communication and knowledge. The whole complex process is resulting in the financial strength of transnational and multinational corporations in developed countries and in the liberalization of markets. However, these effects

3 Nestorović, Milica (2016), "Different Dimensions of the Globalization Process," *International Scientific Conference ERAZ 2016 – Knowledge-based sustainable economic development,* Belgrade, organized by: Association of Economists and Managers of the Balkans, ISBN 978-86-80194-03-5 (AEMB), COBISS.SR-ID 225322508, pp.289-295.

4 Dragičević Radičević, Tatjana (2007), *International Business*, Megatrend University, Belgrade, p. 42, according to: Pečujlić, Miroslav, *Globalization- two face of the world*, Gutenbergova galaksija, Belgrade, 2002.

5 Dragičević Radičević, Tatjana (2016), The Impact of Globalization on Creating the Maze of Modern Capital, VIII *International Scientific Conference Conflict Globalization – New World in the Emerging*, (presented work), Belgrade.

only benefits the developed markets. The undeveloped and developing countries, necessarily in the direction of preserving economic stability, initiated the transition process, moving from the current to the new, desired state. These processes are different in the countries.

Modern globalization[6] is taking place, predominantly on the wings of technology. Its expansion and acceleration is rapidly created and the result is multiple sources of knowledge translated into various technologies that effectively control, not only economical, but also all other flows. The industrial revolution and technological advances have reduced the cost of production, introduced new productive forces and enabled the creation of new products. In the global economy, the factors are of production, goods, services, natural resources, capital, technology, labor, information, a high degree of mobility. Producers locate their plants where it is the cheapest – in less developed and developing countries, while speculators make profits by shifting these factors from places where they are cheaper to places where they are more expensive. The domestic market is becoming less national, it is a part of a single global market.

Globalization is characterized by coherence of countries in multidimensional network of economic, social, cultural, political, media and other ties. It has flooded all the areas of the individual and collective existence. Globalization as a comprehensive process combines different views, perceptions and aspects of what is happening in the world. Thus, this process combines the economists, political scientists, culturologists, technologists, ideologists, ecologists, military structures and other participants at the world market. In this sense, it is not surprising that some authors have viewed it through the prism of modernity. One of them is Anthony Giddens, the world's leading sociologist, who believes that globalization is in many aspects not only new, but also the revolutionary process, and it is considered as the political, technological and cultural, and also as the economic process.[7]

Radical changes in generally accepted standards and rules of life, from social, environmental, economic, legal, political, cultural to international, are the results of the use of sophisticated technology (IT, telecommunications, industrial, energy, medical,

6 "The key word - globalization, is basically a continuous and repairing tendency of capitalism since the XV century to set up and maintain their mastery, and to extend it to the entire world, on the basis of endless accumulation of capital and make it eternal. For "Great hegemonic", it is a continuum of struggle for survival, which brings the scientific and human progress, but also hegemony and the rule of force and violence. There's not much new in these five centuries - from the XV century – ever since capitalism established itself and imposed its global domination, colonial or, presently, postcolonial" – Jakšić, Miomir (2003), "Globalization and the withdrawal of the state," in *Time of Globalization* (edited by Miloš Knežević), Dom kulture "Studentski grad", Belgrade, p. 98.

7 Fischer, Stanley, *Globalization and Its Challenges*, Peterson Institute for International Economics, https://piie.com/fischer/pdf/fischer011903.pdf; accessed: 25.05.2016, downloaded from: Nestorović, Milica, "Different Dimensions of the Globalization Process," *International Scientific Conference ERAZ 2016 – Knowledge based sustainable economic development*, Belgrade, 2016, organized by: Association of Economists and Managers of the Balkans, ISBN 978-86-80194-03-5 (AEMB), COBISS.SR-ID 225322508, pp.289-295.

genetic innovation and other high technology). Basically, the privilege of owning and using these forms of innovation is reserved for strong and developed economy, and unacceptable for poor, small and undeveloped countries.

The other path, of an ambivalent process, leads to the appearance of unemployment, redundancy, frequent fluctuations in population from undeveloped to developed regions. All of that is the result of the higher level of automatization and production efficiency due to the enforced "replacement" of more workers with one machine. Manual work gave way to automatization, but in the sphere of dissemination of knowledge, intellectual work is becoming “expensive commodity.” Therefore, it is stronger people that aim for continuous improvement, opening new horizons, new forms of assembly and operations, thus gradually building a new system of companies, wchich conditions and changes the form on the side of economic forms.

Investments in knowledge are resulting in the conquest of new markets, innovations in various fields, such as new and cheaper raw materials, but most innovations are in the technology. Accumulation of existing knowledge and information and earning the new one (not available for all) create increasing interdependence of national economies with the world economy.

As already stated, the information revolution as a part of long-term globalist flows, has led to radical changes in society, technology, economics, politics, religion, culture, media and many other areas. Economic and social aspects of globalization have led to the beginning of the transition process in the all above mentioned fields and, therefore, values acquired the new dimension. New global norms and values, which are overcoming the national boundaries, are established. As one of them stands the change of established standards and rules, related to information and knowledge, from the individual to collective forms of their definition and use. In the parallel process with the formation of innovative value in different areas of life of individuals and society, there is the formation of new forms of economy.

The assumption is that great social changes, caused by dialectical developments and globalization in society, lead to complex changes also in the socio-economic forms that basically observe the individual and/ or society as a whole. The dialectical process in the form of the Hegelian “negation of negation” *indicates to us that all the negative effects of today's socio-economic forms have and will lead to the formation of a new and higher form of economy.*

1. Economic and Social Development

Based on the general objective of economics as a science, in terms of the need to find methods, mechanisms, instruments, objectives, etc., in the direction of finding the optimum connection between the two extremes, the rational use of resources and meeting the needs of individuals and society as a whole, even the ancient philosophers have tried to solve this Gordian knot. The polarity on the side of the motives and consequences accelerated in modern society when globalization primarily reflected the economic dimension. However, what is the common denominator of all social and economic stages of development is the individualism vs. collectivism. That conflict produced an evolutionary "ideology", where lies the growing social stratification and the reification of the individual. The socio-economic environment of the individual is quantified with a complete ignorance of qualitative role of the individual. Even Bentham in the 18th century, through the "moral arithmetic," noted the complexity of this phenomenon, the motives and consequences and their reflections on society and on the individual. The determinant of success was measured by the collective, national interests, and the consequences are primarily reflected on the individuals. A Machiavellian principle has become a global principle of "*Finis santificato media*."

Today we are witnessing that the Hegelian dialectic "negation of the negation" has been confirmed because we are again facing the new intersection, brought to us as the accelerated effects of social and economic determinants by contemporary framework of globalization, but also encouraged earlier with the social phenomena, such as the Industrial Revolution and the Information-Technology revolution. Thus, the future will be a new dialectical and higher level of socio-economic development. In economics, such setting through a holistic approach is perhaps closest illustrated by Manfred Max Neef, who says "*The economy is to serve the people and not the people to serve the economy.*"[8]

In the context of the previous understanding of the socio-economic evolution, from the perspective of the invidualizam vs. collectivism aspect, we have defined four socio-economic forms, as follows:

I. Economy of individual
II. Economy of scale
III. Economy of information and knowledge
IV. Economy of brains (Brain economy)

Each of them is the result of social legality in which it was established and basic economic principles (production, distribution, exchange and consumption). The economy of the individual is the simplest form with a minimum role of materialization, and it is embodied in all other economies by developing dialectic "negation of the negation" and led to the necessity of creating the Brain economy.

I Economy of individual

In his work *Escape from Freedom,* Fromm emphasized the key determinant in the consideration of a socio-economic form: "*Social history of man started with his emerging from a state of oneness with the natural world to an awareness of himself as an entity separate from surrounding nature and men.*"[9] Through this definition, Fromm emphasized the

8 Neef, Manfred Max (1991), *Human Scale Development: Conception, Application and Further Reflections*, The Apex Press, New York, pp. 32-33.

9 Quote: Fromm, Erich (1983), *Escape from Freedom*, Nolit, Belgrade, p.41.

existence of the economy of the individual. The confirmation of this thesis can be found even more in Engels' *Anti-Duhring*, where he pointed out that in the tribal or rural community with common ownership of land, there was equal distribution,[10] and in this regard emphasized distribution as a key factor in the stratification of society and separation from “state of oneness,” that later came as Fromm’s claim. Production and exchange were not the factors that accelerated individualistic disintegration, it was made by the distribution.

On a local scale, tightness of production and exchange with a low degree of specialization and technological development are the main characteristics of this form of socio-economic development, which was based on the exploitation of available natural factors, so it could be called “man (the individual) playing with the nature”. In this stage of economy the factors of labor and land were mainly used, so the class stratification was minimal, and distribution was to the satisfaction of each individual. With the introduction of metallic money as a medium of exchange, there were growing changes in the distribution and social stratification, and spontaneously natural laws, that were on the side of equal satisfaction of all individuals, were replaced with another ones.

“*The clan-based society maintains the relative equality in so far, while there was a low level of production, i.e. while the community spent their products.*”[11]After the dissolution of tribal society, it came to the formation of slave society which meant that production and exchange accelerated their development, and hence stratification based on distribution, which was primarily reflected in property relations, and not in blood relations as before. On the one side, the land market formed, and on the other side, the market of cheap labor such as slaves. However, although materialization and quantification received increasing importance, a human being (the individual) as a creature of knowledge was still the subject of studies, primarily among the Greek philosophers.

In the era of feudalism, materialization and quantification were given more importance, although the primacy was still on the land and the use of labor. Some philosophers and economists believe that feudalism was the dawn of the capitalism era.

Renaissance delivered news in the directions of development of socio-economic thought. This era created the foundations of a new progress, both natural, scientific, and technical. It developed a new civil society, which saw man as the individual with ideas and their work. Among the scientist, Giordano Bruno first indicated the desire of man to rise from the oneness with nature to the rule over the nature.[12] Campanella emphasized that the “*social contrast between a minority that works and the majority, who live only for the enjoyment.*”[13]

10 Engels, Friedrich, *Anti-Duhring*, 1894, NIP Naprijed, p.152.

11 Quote: Bošnjak, Branko (1960), *Anthology of Philosophical Texts,* Školska knjiga, Zagreb, p.15.

12 Filipović, Vladimir, *Renaissance Philosophy - Anthology of Philosophical Texts*, gen.quote, p.92.

13 Ibidem, p.93.

In his work *Utopia*, Thomas More wrote about prosperity and poverty and discussed the issue of the common good, which was not fair then in the distribution system. "*when I consider and weigh in my mind all these countries which nowadays exist anywhere in the world, so God help me, I can perceive nothing but a conspiracy of the rich, who supposedly under on behalf of and in the name of national interests fight only for their personal interests. They devise and invent all possible means and crafts, first how to, without risk, preserve all that they have so ill acquired, and then how to hire and abuse the work and labour of the poor for as little money as may be. As soon as the rich decide that gimmick should be implemented by the interest of the community, and therefore on behalf of the poor, they immediately become laws.*"[14]

Previous arguments suggest that by the development of socio-economic relations, there is a growing social stratification and less fair distribution, the alienation of work results from its creator, and appropriation of surplus value by the owners of capital, primarily land in this period. However, the dialectical "*negation of negation*" leads to a higher level of socio-economic development and human consciousness about this development and the possibility for subdual of the nature, not subordination to it.

II Economy of Scale

Between 16th and 18th century there was a gradual construction of the capitalist order. The invention of the steam engine in 1764 initiated a sudden development of the society in the field of engineering and technology, which sped up the socio-economic structure, but also increased the creation of surplus value, which was the main generator of unfair distribution. The social benefit and economic goal were becoming a starting hypothesis, which was first proclaimed by Victorian industrialists.[15]

Economy of scale in the industrial era was the result of migration to the cities, abuse of women and child labor, working hours, sometimes being over twenty hours, etc. Dickens wrote about these negative effects of accelerated economic development as a result of the industrial revolution in *Hard Times* in 1854.[16]Alienation from the nature resulted in alienation from the base cell of every society, the family, including individuals among themselves. Meeting the needs was reduced to a minimum.

Industrialization brought a collective spirit exclusively to industrialists in the field of profit making. The result beat the motive. National and global principles accelerated negative polarity between motives and consequences, which dialectically led to a new stage of socio-economic development.

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14 More, Thomas (1952), *Utopia*, Kultura, pp.181-185, according to: *Anthology of Philosophical Texts*, gen.guote, p. 100.

15 Bradley, Patrick (2001), "Victorian Lessons: Education and Utilitarianism in Bentham, Mill and Dickens," *The Concord Review*, Ralph Waldo Emerson Prize, p.69.

16 Ibid., p. 70.

According to Marx: “*The worker becomes all the poorer the more wealth he produces, the more his production increases in power and size. The worker becomes an evee cheaper commodity the more commodities he creates. The devaluation of the world of men is in direct proportion to the increasing value of the world of things. Labour produces not only commodities; it produces itself and the worker as a commodity.*”[17]

III Economy of Information and Knowledge

The surplus value created in the economy and society, as a result of industrialization, exceeded the boundaries of nation states. Transport revolution, and subsequent techno-informational revolution marginalized restrictive determinants such as time and space. It came to the internationalization of economic relations and the creation of large corporations. State intervention in this period was very powerful, because it was a necessary link in the process of internationalization.

In the process of internationalization, international institutions had a significant role with construction of the path to market liberalization, which led to the rapid expansion of capital, and alienation within companies (a head office is in one country, production in the other). Thus, there was a new alienation in distribution. On the one side were the owners of capital, and on the other side managers who managed the capital. The new phase of alienation was reflected, not only between the workers and the results of their work, but also on the side of the capitalists and their alienation from capital management capabilities. Gigantism had its price. But despite the presence of adverse effects, lower costs, the ability to use low-cost inputs, information technology, as well as integration links, all these determinants enabled the expansion and strengthening of the power of transnational companies. Capitalists were creating a new environment, “artificial nature”, called the global market. In such an environment, artificially created, the artificial resource became the most expensive. The risk and uncertainties became axioms of modern market in continuous effort to be eliminated. This artificial resource is called information, and an economy based on it, is the economy of information. Lack of information is the result of insufficient knowledge and it means the loss of positions in the market.

Thus, we come to the creation of a knowledge-based economy, which results in a dynamic environment with the aim of adopting creative decisions.“ *Quick and creative decisions are managing knowledge and encouraging its conservation, animating the creativity of employees in the company and responding to the changes in the environment.*

Individualism in knowledge is presented at the local level. With the spread of globalization, knowledge has become the systematic category. In the category of required capital in a multinational company, knowledge capital is a new instrument in the managing and creating the market position of the company. Modern conceptual study of knowledge differs from the human intellectual potential. Human resources imply a degree of qualifi-

[17] Taken: Stojanović Ivan (1987), *Neo-Marxism and Eeconomics*, Ekonomika, Belgrade, p.21.

cation of employees and represent precisely the explicit knowledge, while the intellectual capital represents innovation, creativity and ideas, i.e. tacit knowledge. Tacit knowledge is the knowledge for which there is a struggle between companies today. Innovations and ideas are creating the competitive advantage in the market. Investing in knowledge means to manage knowledge. Investing in knowledge capital is an investment in prosperity. No kind of capital has such significance as it has intellectual capital. The fight between multinational companies is based on the struggle between the intellectual supremacies. Establishing market knowledge means to invest in permanent capital."[18]

IV Brain Economy

Previous evolutionary dialectical socio-economic processes have contributed to the creation of new forces of production factors, such as information and knowledge, as with previous marginalization of space and time, which was made possible by the transport and IT revolution. That is why local and national economic activities became global. In this sense, information and knowledge became variables with the global prefix, also the market becoming globally competitive. With the synergetic operation of all the listed variables we came to innovation. The accumulation of capital from the second phase of socio-economics relations (in our division) has created a new economy, the brain economy. Unlike the previous stage, where information and knowledge were generated in this phase of the economy through innovation, it has come to the creation of information and knowledge, i.e. the creation of the market, creating new sophisticated consumers, and consequently a new consumer culture – "*Meo voto*" – *In my mind.*

Global flows and rapid dissemination of information and knowledge have led to major changes in the sphere of technology and information as a feedback effect on the changes in the forms of economy, where the economy based on the quantum of production came to the economy of information and knowledge, and to the brain economy today, thus creating a new framework of consumer culture.

Production is increasingly specialized and sophisticated, the new markets are a proactive response to consumer demands. Competitiveness and meeting the demands of more demanding consumers have become synonyms of success. Modern consumers are becoming more passive participants in the market, compared to the former active participation. Virtual business, which is the basis of the formation of today's consumer culture, is becoming a new dimension of business and economic relations globally. Thus, contemporary sociologists have noticed that today's young generation (80s and 90s), is the marketing generation, for which the most significant are "brand" products.[19]

[18] Dragičević Radičević, Tatjana (2005), *The impact of Contemporary Methods of Business Decisions on Efficiency and Effectiveness of Enterprises in the Conditions of Globalization*, doctoral dissertation, Faculty of Business Studies, Belgrade.

[19] Dragičević Radičević, Tatjana, Cvetković Bogavac, Nataša, Gavrilović, Milica (2012), "Economic and Technological Progress of Civilization - from Games with the Nature to

Modern consumer culture has materialized in the form of media, through the instruments of much broader domain than they were defined in elements of the marketing mix. These new instruments can be recognized in the forms such as: social responsibilities, advertising messages by e-mails, web pages, contests, virtual shopping, quizzes, various reality programs, social networks and the like. It is very interesting that today we have much more marketing constraints than previously (the ban on advertising alcohol and cigarettes), but in the same time propagation of new forms of consumer culture are using and representing media violence. Information revolution, Internet and media technology are the basis of a new form of economy and creation of today's consumer culture. The consumer is not the one who is making the election but election is being imposed to him. This makes it easier for companies to make profit. Profit is not realized through the individual. The basic rules of behavior of an economic subject are to act rationally, make rational decisions, whether it is the consumer or producer. Adequate and relevant information and quality knowledge have the aim to minimize uncertainty and risk, and enable reliable planning for the future, a better quality decisions and expanding the horizons of market choices. People constantly have some new requirements, which are the signal to producers to meet the market needs. The new consumer culture has new consumer needs and goals how to fulfill the same requirements. The expectations of market participants can often be unrealistic. Corporate giants in the form of transnational companies create consumer spirit, which is spreading rapidly and do not leave to the case selling its products and services. It can be said that those giant companies are architects of contemporary consumer culture, the architects who want to meet the consumer needs (internet sales, buy from armchairs), and ensure their satisfaction for a short period of time.

In order to minimize the ambivalence of the process of globalization, it is necessary to create the brain economy. All the subjects with the creative thinking can contribute to increasing degree of rationality in decision making process of all various economic entities in the market. It can lead to rationality of spreading and using appropriate information and knowledge, because they are also the property goods on the market, and they have its offer, demand, price, utility, cost and the like. On the other hand, the economy of brains is necessary to rebuild the collective spirit in the spheres which should not be materialized, because they represent the general good, such as morality, ethics, etc.

2. The information and knowledge vs. individualism and collectivism

The market in long-term global trends has suffered major changes in terms of new forms of competition, reallocation of capital, a new mode of production, the more complex structures of the market, the needs for innovation skills of the existing workforce, the needs for new job profiles and the like. As it is already known, the economics and

the Game the People," *International Conference on Social and Technological Development – STED 2012*, 28-29 September, 2012, Banja Luka, Republic of Srpska, University of Business Engineering and Management – Banja Luka, UDK316.4 pp. 1 – 21.

technology are in direct correlation, so it is evident that the information revolution has introduced information and knowledge in the theory and practice as innovated factors of production. Thus, the traditional division of factors necessary for production (labor, land, capital) has suffered changes, and become enriched with new factors – information and knowledge. The quantity of information and knowledge has improved the quality of basic economics, defining a new form of economy based on creative thinking and action. From the economy based on the quantum of production that marked the industrial era, then the economy of information and knowledge within the framework of post-industrial and information technology era, and finally today, in the era of innovation, we are facing the new form of economy – the economy of brains ("*the brain economy*").

It would be wrong to say that the information and knowledge did not exist as important factors in doing business during the entire evolutionary process of society and the economy as a science. The importance of possessing the right information and adequate knowledge has always been the primary objective of both individuals and society. Only their forms of participation in the economy and life of people have changed through time.

If you look at the stages of development of different forms of economy, we can see that there have also been stages of the use of information and knowledge. As the information and knowledge passed the transition process, it came to the creation of new forms of economy.

Transition is a process that inevitably accompanies the process of globalization. One of the main transitions is an economic transition, the meaning of which essentiallly implies a clearly defined strategy towards creating a competitive position in the international market. The restructuring of the national economy is one of the preconditions for the creation of institutional conditions in the process of integration into global flows. In order for the economy to join the process of transition, it is necessary to define the existing environment, determine key factors, define economic and political consequences, and create adequate infrastructure.[20]

The transition process of information and knowledge as essential factors of production contains five stages of development and change from the current position to the desired quality:

I. Individual use of information and knowledge in customization of the nature and natural scarce resources for satisfying the needs of the individual. As biological, cultural and material evolution of humans has permanently created new needs, and as the number of people has constantly been increasing, the need for the right information and available knowledge has magnified.

II. Individual and collective use of information and knowledge in an adequate combination of factors of production (labor, land and capital). Due to the insufficiency of production factors and their alternative use, there is a problem of production structure, production methods and problems of the target group

[20] Dragičević Radičević, Tatjana (2016), The Impact of Globalization on Creating the Maze of Modern Capital, VIII International Scientific Conference "Conflict Globalization – New World in the Emerging", Belgrade, (presented work).

for which it is produced. Accordingly, this phase of development of the quality, definition and use of information and knowledge has certainly increased the level of importance of information and knowledge.

III. The use based on collectivism, and careful experimentation of individuals with previously unexplored “artificial nature”. This phase has a particular importance to adequate, timely and expensive information.

IV. A phase which gives importance to quality of knowledge and playing a man with “artificial intelligence”, which certainly would not have been possible without the previously acquired high-quality knowledge. Today's business competitive position between individuals, companies and countries is based on the acquired knowledge, as it is increasingly becoming the basic and prerequisite for the creation of wealth as the perpetual economic motive and objects. Knowledge has become available to everyone, anywhere and anytime. It is there in an indefinite computer area, primarily due to the rapid development of the Internet. The revolution of knowledge is expanding at enormous speed. It cannot be isolated or enclosed, or limited, because information infrastructure provides an opportunity to expand to the world almost instantly. In this way education has turned into a very effective "technology" following contemporary changes. People are forming an organization with their knowledge. Knowledge has become a priority and strategic resource of companies.

V. Since knowledge requires new ways of organizing, business activities must be performed in a different way from the traditional one, requiring flexible and innovative forms of organization which will create conditions for a constant flow of creative achievements. Precisely, the last phase of economic development implies overcoming the traditional way of thinking, behavior and organization of people who possess a greater degree of creative thinking. This phase was followed up with the play among the people and the play with their existing knowledge and information (all available and those available). Creative thinking of every individual is coming to the expression, but only through the group or society. The wealth of society is no longer dependent on the ability to collect and convert the raw material, but on the ability that intellect of individuals and organizations is accumulating in a creative and unique way of implementation.

Information and knowledge are significantly different from the traditional primary productive forces, primarily in its inexhaustiveness and nonlimitation, as well as the inability to accurately measure costs of creating "information products". Information revolution enables the separation of production from natural resources, capital from production, manufacturer from production process, people's existence from physical labor, etc. Knowledge, information, skills, innovation and revolutionary ideas push the boundaries of social and economic growth and development, becoming the key wealth and productive forces.

Conclusion

Early on in the acceleration of the negative effects of modern global trends in the 20th century, it has been emphasized that: "*In summary: the revolutionary changes that are necessary to humanize technical society, for the salvation of physical destruction, dehumanization and insanity, must be extended to all areas of life – economy, social life, politics and culture. In addition, they must take place at the same time, because the partial change will not lead to a change of the whole system, and the symptoms of the disease break out in some other form. These changes are as follows:*

a. Changing production and consumption habits in such a way that economic activity focuses only on the development and growth of man, rather than on the current alienated system, transforms him, so he will be able to serve the goals of maximum production and maximum technical efficiency;
b. Transformation of man as a citizen and participant in social life, that he is no longer allowed to be a passive, bureaucratic manipulated object, but making him active, responsible and critical. In practice, this boils down to the revival of our management methods in a way that the political bureaucracy subjected to effective control by the citizens, and involving in the process of decision-making in the private companies all those who work or who use their goods and services;
c. The cultural revolution, which is trying to change the spirit of alienation and passivity characteristic for technical society in the aim to create a new man, whose life goals will not be the estate or wear."[21]

Historically it is evident that the evolutionary development of globalization and socio-economic forms, based on the use, quality and method of defining the information and knowledge, was a diversity of motivation on the side of individual who introduced the individualism, even in the common good. The negative effects were becoming more prevalent, which caused the dialectical process of "*negation of the negation*" opening a new chapter in the socio-economic relations, with new forms of economy, such as the knowledge economy, which creates a more humane and qualitatively stronger individuals as part of the general social good.

Therefore, *pre-set assumption that is due to the great social changes caused by dialectical developments and globalization in society, there was a complex change on the side of the socio-economic forms that basically watch the individual and/ or society as a whole. The dialectical process in the form of the Hegelian "*negation of negation*" has been confirmed with all the negative effects that today's socio-economic forms have and lead the society to the formation of a new and higher form of economy, so called the brain economy.*

[21] Qoute: Fromm, Erich (1980), *Revolution of Hope*, Grafos, Belgrade, pp.155-156.

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CHANGES IN CHINESE SYSTEM OF DOING BUSINESS CAUSED BY INFORMATION TECHNOLOGIES***

Abstract: *Chinese economy is on the new development road that is characterized by changes on both macro and micro level. Globalization of business has affected the traditional way of doing business, and most importantly it has caused changes in using different information technologies.*

Owners and managers mainly of Chinese private companies quickly realized the role of information technologies in modern business life, so they successfully moved to modernization of their business. Besides, many owners have established new companies that have been dedicated to the online business from the very beginning.

This paper will be committed to explain the importance of using modern information technologies in business practice. It will show how they are used in China, and also how these technologies have influenced the changes in doing business in Chinese companies. One part of the paper will present Chinese companies that have successfully used the advantages of modern age in the field of informatics, and special attention will be paid to the presentation of Alibaba Group.

Keywords: *CHINA, BUSINESS, CHANGES, INFORMATION TECHNOLOGIES, ALIBABA.*

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1. China as World Economy № 2

Ever since China started it's "Open Door Policy" in 1978 under the leadership of Deng Xiaoping, Chinese economy has made a tremendous progress and is currently the world economy number 2, immediately after USA, leaving behind UK, Germany, Japan and France.

The reforms started with the idea to change Chinese economy that was lacking efficiency, innovation and technology compared with the rest of the world. Using the experience that Hong Kong had had under the UK Government, that of combining capitalist economy with Chinese entrepreneurship, the leaders of China decided to do the same thing in China. They opened some cities to the foreign investors, and they called those cities special economic zones. In those cities, foreign capital, people and know-how merged with Chinese people. When that model proved to be the right one for China, they opened the whole country to foreign investors. New Chinese liberal (capitalist) economy with the domination of Communist Party on the political level has achieved success that is unbelievable and that is still continuing.

That development has been achieved through five-year plans that make the main strategic interests of the Chinese Government in a specific period of time. At the moment, the 13th five-year plan (2015/2020) is being conducted and information technology is one of the main strategic areas in it.

Although China is developing rapidly, its economy is nevertheless facing some difficulties. Main problems are in the area of currency, monetary policy, growth rate and transformation of development model (instead of production, using services for development). This is the reason why China is currently implementing New Normal Policy that is a new paradigm for changes on Chinese domestic market. By using that model, China will change things that are its priority such as monetary policy, more balanced regional development, more eco-friendly and innovative economies, social development, reforms in financial sector and adjustments to new growth rate that is significantly lower than previous ones (approximately around 7% instead of 10%) (Stakic, Zakic, 2015, p. 86).

China is also changing its international economic position and orientation. Starting from 2013, China has been developing a new international project spreading through Asia, Europe and Africa – so called the *One Road One Belt* initiative. In Kazakhstan, Chinese president Xi Jingping first introduced New Silk Road that covers the trade route by land, and only one month later, in Indonesia, he also introduced Maritime Silk Road. The main idea of this international project is to connect China more efficiently with its partners on three continents by building infrastructure such as roads, railroads, maritime ports, airports etc., in order to exchange goods in a more convenient way (Stakic, Zakic, 2015, p. 82). The main motto of this project is that all parties involved should benefit from this kind of project, or everybody should have a win-win situation.

As one of the world's leading economies, China is very well aware of its position and influence on the world economy. But at the same time, China knows the importance of good domestic development and good domestic market. One if its priorities are information technologies and the following part of this paper will explain the historic development of IT sector in China and its influence on the domestic market.

2. Historic development of IT in China: modernization as a way of living and thinking

After the implementation of Open Door Policy in China, things within Chinese economy started to change. At that time, the Chinese Government realized that progress regarding information technologies in the West and SSSR was rapid and that China would face challenges that would jeopardize its development if it didn’t catch up in this field. This is the reason why we will look upon development of the IT sector from the historic point of view in order to see how this process started, how it evolved and what the results were.

This part of the paper will rely on the report written by Magnus Breidne, called “Information and Communications Technology in China.” That report was made in cooperation with the Swedish Agency for Innovation Systems and VINNOVA and printed in 2005. Also, since that report was printed many years ago, in this chapter the new development of IT sector in China will be presented by using statements and information from the official documents that the Chinese Government issued regarding the five-year plans.

According to Breidne (Breidne, 2005, pp. 13-21), there have been 6 stages in development of IT in China: the first one from 1949-1965, the second from 1966-1976, the third from 1977-1994, the forth from 1995-2005, and the last one, which is still in progress, from 2006-2020.

1. The first phase was conducted from 1949 until 1965, and those were the days of establishing new regime and new communist model of society. In that period, China had excellent political relationship with the Soviet Union, so it was normal for China to adopt the Soviet science and technology model and Soviet help in that field. Of course, since that historic period is known as the Cold War, the main research area was in the field of military. Although China was not part of that war, it was still very interested to become more powerful in the field of military equipment. Since the USSR was their partner, it was natural to focus their S&T efforts mainly on the field of ballistic missiles and nuclear weapons (Breidne, 2005, p. 13).

2. The second phase lasted from 1966 until 1976. This period was characterized by a political split between China and the Soviet Union and two major ideological processes on the internal level: the *Great Leap Forward* and *Great Proletarian Cultural Revolution*.

The political split from the USSR came around 1960 (it slowly started in 1957 and finalized during the end of 1964), but the consequences were spotted later on, and they were connected with the *Great Leap Forward*. Mao Zedong, Chinese Chairman[1] at that time, wanted to continue with a development model that was the same one as the former leader of SSSR Stalin had promoted. But Stalin's successor Nikita Khrushchev had different ideas and opinions. He wanted to change the way that the Communist Party was leading the Soviet Union and its development, so during his leadership the relations between China and the USSR started to deteriorate, mainly because of ideological differences.

Nevertheless, Mao continued with the Marxist model of development, but now without financial, material, technological or professional help from the Soviet Union. He publicly declared his persistence with the former model, but at the same time he introduced new ideas that, in his opinion, would lead China to a better future. Mao implemented two new policies - one was called the *Great Leap Forward* and other the *Cultural Revolution*, conducted between 1958-1961 and 1966-1976, respectively. Both policies were affecting the Chinese development model, but the Cultural Revolution proved to be the main reason for destroying the Chinese educational system and scientific work, since it was negatively oriented towards universities and professors. Of course, it also affected IT development greatly. For China, those events are still a problem, because they have slowed down IT development and IT industry tremendously. Because of those policies, China lost many competent scientists – almost a whole generation of people who could have, if the situation was different, changed the Chinese future.

3. The third phase lasted from 1977 until 1994. After Chairman Mao died, there were uncertainties who would succeed him. Even though he was clear that he wanted Hua Guofeng as his successor, the leaders of Communist Party thought differently. Eventually in 1979, Deng Xiaoping became the leader of China,[2] who led the reforms – so called *Open Door Policy*, that completely changed the Chinese development model. Those were market oriented, institutional and legal reforms that aimed to increase the foreign trade, to attract foreign investors and allow import of science and technology from the West. Deng thought that those reforms should be restricted to some extent, so he allowed only five cities along the east coast of China to become special economic zones in order to see if this model (combination of a free market economy, along with foreign capital and the Chinese Communist Party political leadership) would function. When it proved to be a good model, he continued with the reforms. One of his main concerns was IT and Chinese lack of knowledge in this field.

That was the reason why the Chinese Government adopted the *Decision on the reform of the science and technology management system* in 1985 (Breiden, 2005, p. 14). Breiden stated in his report that: "Its main implications were:

1 Chairman of the Central People's Government was the official title that was later, during the 1980s, changed into the title President of the PRC.

2 Deng Xiaoping never became the Prime minister, or Chairman, or Head of the state, but in reality he was the leading figure in China.

- An important role for science and technology as an engine for growth, putting an emphasis on research with commercial potential
- A decreased role for the government to decide on research priorities
- Competitive calls within the research system (Key basic research program – 973; National high tech R&D research program – 863; National key technologies R&D program; R&D infrastructure, S&T diffusion)."

In that way, the market dictated the scientific and technological fields that were priorities to develop. Along with it, through special economic zones the Chinese Government did everything to attract foreign and domestic investors to bring in and develop high technology as much as they could.

4. The fourth phase began in 1995 and ended in 2005. We can say that in this period China faced many difficulties regarding IT sector, but also because many things started to change in a good way. During that time it was obvious that traditional industry in China needs a change, and not only in an organizational, but also in technical and innovation sense.

This is the reason why Breiden stated that year 1995 was important. During that year: "the research policy was evaluated and a new decision (*Decision on accelerating scientific and technological progress*) was taken. The most important aspects of this document were:

- target set at 1.5 % of GDP into research
- stronger focus on education and international collaboration
- the National Innovation System should be improved." (Breiden, 2005, p. 16)

Also, after many years of negotiation, China entered the World Trade Organization (WTO) during 2001, which meant that China should change many things and policies in the country, some of them affecting its S&T policies. Obviously, because in the previous period China had protected domestic IT industry, the protection like that was not possible any more. In addition to that, it also enabled foreign investors to have some part of the ownership in telecommunication enterprises in China.[3]

There were major rearrangements within many Ministries, which meant that China would do everything to be more flexible, more competitive and more business oriented than before in the field of IT industry.

With that, there were also the Government measures and initiatives to straighten universities, their scientific work, and especially work of young scientists. There was also the need for attracting foreign talents to come and work in China.

At the end of this period, China paid attention to regulations of patents and technical standards that were a very sensitive problem at the time.

[3] Note: at that time, foreigners could only enter (by) companies that were either dealing with basic or with value added services. They could not invest in companies that have basic and value added services.

6. The last phase is still in progress (it started in 2006 and it will last until 2020). It is characterized with introduction and development of 3 cycles of five-year long plans. In them, IT is even more present and emphasized then before.

During the eleventh five-year plan (2006-2010), the main goals for IT industries were: integrated circuits and software, new-generation network, advanced computing, biomedicine, civil airplane sector, satellite application, development of new materials which would be used for information, biological and aerospace industries (http://www.gov.cn/english/2006-03/06/content_219817.htm, 15.01.2017). Because of the world economic crises during 2008-2009, many industries were severely affected with problems, and IT industry faced serious dificulies all over the world. Chinese IT was no exception to that, so the results were not so good as it was expected.

The twelfth five-year plan was conducted from 2011 until 2015, and in it the Government put even more attention to scientific development. In the official documents it was stated that although science and IT development were important part of the 11th Plan, this practice needed to continue and improve. Those plans were supported by official remarks: "Key indicators include raising R&D spending from 1.75 per cent to 2.2 per cent of GDP (by contrast, the United States spent 2.7 per cent of GDP on R&D in 2007); increasing the number of patents per 10,000 people; and boosting educational attainment, all under the rubric of "scientific education" (Casey, Koleski, 2011, 5). It was reported by BBC that Chinese Government planned to invest almost 600bn US$ in information technology, clean energy, environmental protection and scientific research and innovation during that period (http://www.bbc.com/news/world-asia-pacific-12639898, 15.01.2017). Also, the Goverment identified 7 strategic emerging industries as the drivers for China's future economic development including: clean energy technology; next-generation information technology (IT); biotechnology; high-end equipment manufacturing; alternative energy; new materials; and clean energy vehicles. Thus, the trend for IT industries continued to rise, meaning that China invested even more than before in this sector.

The 13th five-year plan is still in progress. It started in 2016 and it will end in 2020. During this period, the Chinese Ministry of Industry and Information Technology (MIIT) is in charge of achieving the first phase of the project known under the name *Made in China 2025*. (https://www.tekes.fi/globalassets/global/ohjelmat-ja-palvelut/kasvajakansainvalisty/future-watch/chinas-13th-five-year-plan.pdf, 10.01.2017). The purpose of this project is to enhance, upgrade and digitise industrial production, and also to strengthen their design capabilities and brands in China. In the Economist Group Network analysis that was written in 2016 it is stated: "Made in China 2025 stresses ten high-tech industries for particular encouragement by China's state agencies: aviation and aerospace; agriculture; electrical power; new energy automotives; high-end robotics; next generation information technology; new materials and composites; rail transportation; maritime engineering; biomedical and advanced medical equipment. The cumulative value of the 'strategic emerging industries' is expected to account for 15%

of total GDP by 2020." (https://www.tekes.fi/globalassets/global/ohjelmat-ja-palvelut/kasvajakansainvalisty/future-watch/chinas-13th-five-year-plan.pdf, 09.01.2017).

Having in mind all the facts that have been presented, it can be summarized that China is still developing very rapidly, and that although it has some difficulties, it is working on solving them. IT industry was, from the very first moment of establishing Open Door Policy, an important part of the Chinese development model. Thanks to the efforts of the political, economic and educational leaders of China, science and technology has progressed rapidly. This development also has many shortcomings and problems, but the Government is trying to solve them. One of the main advantages is that in the last decades private companies have also helped to develop IT industries a lot. That has completely changed the situation regarding IT industry in China, because it has become more efficient and more creative.

Due to substantial creativity and development, the Chinese way of doing business and running companies has started to change. People realized that information technologies were helping them to run business more smoothly, to be more efficient and effective, and to be more proactive. The Chinese companies are running their on line business using advantages provided by domestic IT companies.

Even in everyday life on the streets of modern Chinese big cities we can see people that are using modern technologies: when they are ordering cab online and tracking the distance of the car from them, by using online applications on their smartphones; or when they are paying in supermarkets by using their mobile phones (bar codes inside them) instead of credit cards; or by using online translation of theChinese language to English, etc.

Due to uneven economic development of different regional zones in the country, not all of China is so high-tech developed. This is also one of the things that the Chinese Government is trying to change, so that all parts of China can experience the benefit of IT development.

This is the reason why this paper will further present the most influential IT companies in China. Thereafter, through the case study analysis of the company Alibaba, it will be shown how this type of companies has changed Chinese domestic market, and how they represent the way of doing business.

3. The most influential Chinese IT companies – companies that are changing and will change the Chinese future

In order to present the ways of changing today's business practice in China, it is probably best to try to present the most influential IT companies in China. Through their work, way of functioning, and their fields of business we can see what is the current situation in this area in China, but most importantly, we can see in which way the Chinese people are using IT in everyday business.

In this paper only 8 companies will be presented, but those are the most influential companies in China, and also very influential outside of China, on every day basis. The list could be, of course, much longer because there are a lot of software companies which are doing excellent work, but they are not so famous and their work is oriented towards smaller groups of people.

1. *Lenovo group* is among those companies that are becoming very prominent IT companies in the world, which became quite famous when it made acquisition of IBM PC business unit in 2005. Lenovo group was founded in 1984 by a group of eminent Chinese scientists. Lenovo group designs, develops, manufactures and sells PSs, computers, tablets, smartphones, workstations, servers, electronic storage devices, IT management software and smart television devices, etc. In its history Lenovo has had many mergers, acquisitions and joint ventures such as with IBM (USA), NEC (Japan), Medion (Germany), CCE (Brazil), Stoneware (USA), Motorola Mobility (USA), Nok Nok Labs (USA), Nutanix (USA). Lenovo was the world's largest personal computer vendor by unit sales in 2016. Lenovo has operations in more than 60 countries and sells its products in around 160 countries (http://www.lenovo.com/lenovo/us/en/history.html, 15.01.2017).

2. *Huawei Technologies* was founded in 1987. Today, Huawei has a sales volume of over $39 billion with business presence in over 170 countries. Huawei is a privately held firm that deals with making phones, tablets and other gadgets for consumers. But it also has a huge business selling the gear that mobile and fixed-line networks are made of. It is the largest telecommunications equipment manufacturer in the world, having overtaken Ericsson in 2012. It is also the largest telephone network equipment maker in China as well. Huawei holds an undefeated first position in soft switches market. Huawei is a partner with almost 80% of the world’s top telecommunications companies. Contrary to Lenovo, they prefer joint venture projects and companies rather than acquisition or merger (http://www.huawei.com/en/about-huawei, 15.01.2017).

3. *Alibaba group* provides C2C, B2B and B2B sales services via web portals. It also provides electronic payment services, a shopping search engine and data-centric cloud computing services (http://www.alibabagroup.com/en/about/history, 15.01.2017). Alibaba is China's biggest online commerce company holding the record for the largest IPO ever in U.S. history at $25 billion with a market cap of $231.44 billion, more than Amazon’s $153.08 billion and eBay’s $65.04 billion combined (http://nextshark.com/13-fascinating-facts-about-the-man-behind-the-largest-ipo-in-history, 15.01.2017).

4. *Tencent Holdings Limited* was founded in 1998 and it is a Chinese investment holding company whose subsidiaries provide media, entertainment, internet (qq.com) and mobile phone value-added services (We Chat) and operate online advertising services in China. Tnecent, Inc. Has grown into China's largest and most used Internet service portal. Presently, Tencent provides social platforms and digital content services under the “Connection” Strategy. Tencent’s leading Internet platforms in China – QQ (QQ Instant Messenger), Weixin/WeChat, QQ.com, QQ Games, Qzone, and Tenpay – have brought together China's largest Internet community, to meet the various needs of

Internet users including communication, information, entertainment, financial services and others. As of June 31, 2016, the monthly active user (MAU) accounts of QQ was 899 million while its peak concurrent user accounts reached 247 million. Combined MAU of Weixin and WeChat was 806 million (http://www.tencent.com/en-us/about-tencent.html, 15.01.2017).

5. *Baidu Inc***.** is a Chinese search engine for websites, audio files and images; includes also online encyclopedia Baidu Baike. Baidu was founded in 2000. In 2016, Baidu's share of share of the China mobile search market was 80.80%, and per month Baidu had 660 million active search users. (http://ir.baidu.com/phoenix.zhtml?c=188488&p=irol-homeprofile, 15.01.2017).

6. *JD. com* was founded in 1998 and is one of the largest B2C (business-to-consumer) online retailers in China by transaction volume and revenue, and a major competitor to Alibaba-run Tmall. JD.com was listed on the NASDAQ in May 2014 and was the exchange's biggest floatation of that year. In 2015 it recorded a GMV of $71.4 billion (RMB 462.7 billion) and net revenues of $28.0 billion (RMB 181.3 billion), the latter representing an increase of 58% from the year before (https://www.joybuy.com/help/question-7.html, 15.01.2017). These days, JD.com is making very interesting strategic alliances. The first one is JD's recent partnership with Tencent, the company behind WeChat. The second aliance is with the most popular search engine in China, Baidu. As a result, due to this partnership on the one hand, and the ongoing war with Alibaba on the other, only JD links are displayed in Baidu search results.

7. *China Mobile Communications* is the biggest wireless phone provider in the world, with more than 800 million customers and a 60% share of its home nation's telecom market. This is a state owned company and was founded in 1999, after China Telecom, that was a parent company, split off China Mobile company (http://www.chinamobileltd.com/en/about/milestones.php, 15.01.2017). It also operates outside China in Pakistan. This company is so successful mainly due to good covering of telecommunication signal of rural regions in China. They also offer services targeted at the rural market, including an agricultural information service, which facilitates a variety of activities such as the sale and purchase of agricultural products, access to market prices for products, wire transfers, bank payments etc. (http://www.chinamobileltd.com/en/about/sd.php, 15.01.2017).

8. *Xiaomi* was founded in 2010 and is a handset and smartphone manufacturer with a short sales history and lots of potential. It is the world's fourth largest smartphone maker. Xiaomi designs, develops and sells smartphones, mobile apps, laptops and related consumer electronics. In 2014, Xiaomi was the third largest smartphone maker in the world, following Samsung and Apple, and leaving behind Lenovo and LG (http://www.theverge.com/2014/10/30/7130753/xiaomi-becomes-worlds-third-biggest-smartphone-maker-without-leaving-asia, 15.01.2017). Xiaomi operates its business and has employees in India, Malaysia, Indonesia, Philippines, South Africa and Brazil (http://xiaomi-mi.com/company/about/, 15.01.2017).

Judging by the number of users of telecommunications equipment, electronic devices, number of on line businesses, websites and on line platforms, we can conclude that Chinese people are rapidly changing their everyday life, but also the way of doing their business. More and more domestic Chinese customers want to have all information on line and they want them immediately. This situation urged many small and medium sized companies in China to digitalize and update their business. Also, that helped them to reach international customers, even though that was not always their initial idea. All in all, information technologies are for sure positively changing the traditional way of doing business, and they are helping Chinese companies to become more competitive at the domestic and international level.

4. Case study of Alibaba

Who is Ma Yun, China's second richest man, worth 30.6 billion dollars, according to the Hurun China Rich List 2016 (http://www.hurun.net/en/HuList.aspx?nid=1037, 18.1.2017)? His real time net worth as stated by *Forbes* as of January 18, 2017 is $27.7 billion (http://www.forbes.com/profile/jack-ma/, 18.1.2017). He is the founder and Executive Chairman of Alibaba Group and, as Alibaba's employees like to say, a charismatic, flamboyant and dynamic company's spiritual leader.

Table 1: *Jack Ma and Alibaba Group positioning for 2016*

Jack Ma ranking status 2016	Alibaba Group ranking status 2016
#2 Hurun China Rich List	#174 *Forbes* World's Biggest Public Companies
#8 *Forbes* Richest in Tech List	# 24 in Market value
#15 *Bloomberg* World's Richest People List	#28 in Profit
#28 *Forbes* World's Most Powerful People list	Asia's Fab 50 Companies

Speaking about early beginnings, Mr. Ma Yun said: "My dream was to set up my own e-commerce company. In 1999, I gathered 18 people in my apartment and spoke to them for two hours about my vision. Everyone put their money on the table, and that got us $60,000 to start Alibaba. I wanted to have a global company, so I chose a global name" (https://www.brainyquote.com/quotes/authors/j/jack_ma.html, 18.01.2017). Today, globally recognized and globally successful, he is worldwide known by name Jack Ma.

Jack Ma is #8 on the *Forbes* The Richest People in Tech list, as Alibaba's IPO (initial public offering) in New York in 2014 set a record as the world's biggest public stock offering (http://www.forbes.com/richest-in-tech/#7c6c9f603b51, 18.1.2017). This makes Alibaba one of the most valuable Chinese public companies and one of the most valuable tech companies in the world. Alibaba's IPO is not only indicator of Alibaba success in the world of tech companies, but, according to experts, it is providing variety of new opportunities for SME's engaged in everything from logistics to online retail (http://www.inc.com/jeremy-quittner/alibaba-blockbuster-ipo-and-why-it-matters.html, 17.1.2017).

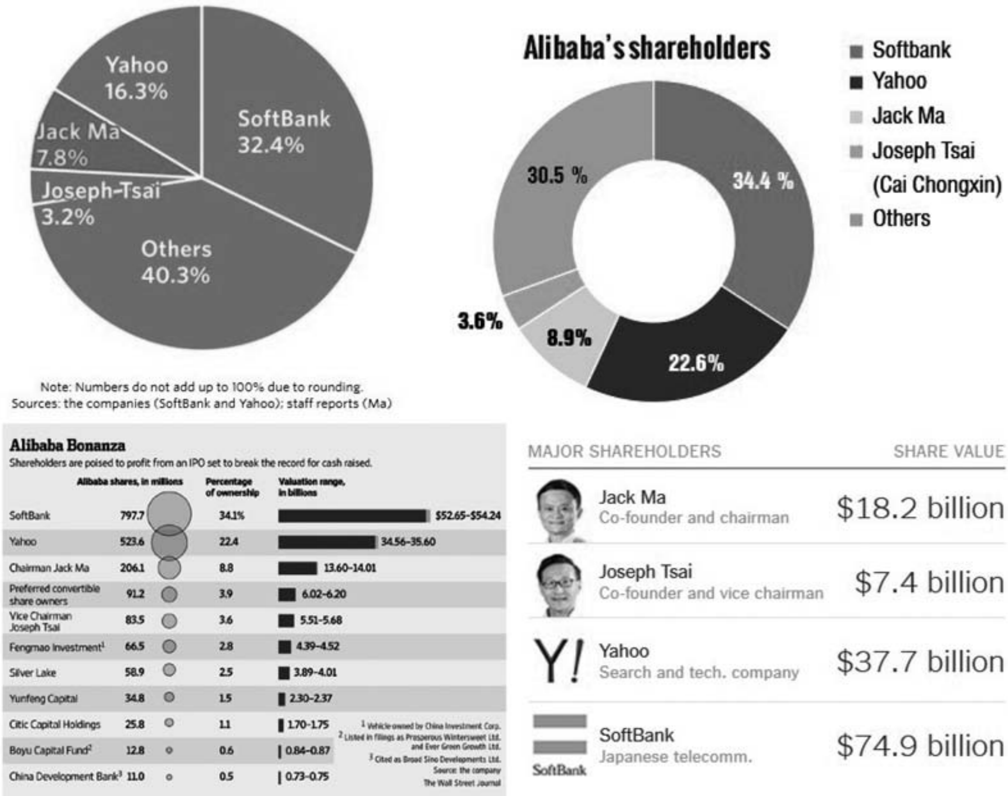

Image 1: *Alibaba's Shareholders*

Source: http://defenceforumindia.com/forum/threads/chinese-giant-alibaba-will-go-public-listing-in-us.60530/; http://projects.wsj.com/alibaba/#chapter1; https://trackwealth.com/blog/alibaba-i-p-o-does-it-really-matter-for-you/; https://www.linkedin.com/pulse/alibaba-phenomenon-look-biggest-ipo-all-times-karan-sharma, 12.1.2017

Today Mr. Ma owns around 8% (Image 1 shows disagreements with the exact percentage depending on source) of Alibaba shares.

He is # 15 on the *Bloomberg* Billionaires Ranking list – ($34.6B) as the founder of the Alibaba Group, the world's largest collections of e-commerce websites. The Alibaba Group, based in Hangzhou, has more than 400 million active buyers in more than 190 countries. Mr. Ma also owns a stake in online payment service Alipay (https://www.bloomberg.com /billionaires/profile/jack-ma, 18.1.2017).

Furthermore, being 28th on the *Forbes* World's Most Powerful People list, we can raise a question: How $463 billion of business transactions were conducted on Alibaba's retail platforms in the fiscal year through March 2016 and, keeping that in mind, what we can conclude about China's economy and business nowadays (http://www.forbes.com/powerful-people/#720724526dd9, 18.1.2017)?

Diverse investors see Alibaba as a synonym for the health of the Chinese economy and the strength of its consumers. Thanks to the fact that Alibaba is continuously investing in the development of e-commerce in China, predictions are that it will continue to grow even as the country's economy slows down (https://www.nytimes.com/2016/08/12/business/international/alibaba-earnings.html?_r=0, 18.1.2017). In order to understand how that is possible, we need to have better knowledge about the company itself.

Alibaba Group Holding was founded by Chung Tsai and Jack Ma on 28th June, 1999, and is headquartered in Hangzhou, China (http://www.forbes.com/companies/alibaba/, 12.1.2017). Alibaba is China's biggest online commerce company and the largest e-commerce company of the world. According to the Alibaba Group website http://www.alibabagroup.com/en/about/businesses (12.1.2017), the company's businesses include 10 major platforms: Taobao Marketplace (Taobao.com), Tmall.com, Alibaba.com, Alibaba Cloud (Aliyun.com), Juhuasuan.com, AliExpress, 1688.com, Alimama.com, Cainiao and Ant Financial.

- The site Alibaba.com was the first business of the Alibaba Group. The site started to attract members from all around the world because it allowed exporters to post product listings that buyers could browse. By October 1999, the company raised $5 million from Goldman Sachs and $20 million from SoftBank, a Japanese telecom company that also invests in technology companies (http://www.businessinsider.com/the-story-of-jack-ma-founder-of-alibaba-2014-91, 17.1.2017). Today, it is a leading English-language wholesale marketplace for global trade with buyers from more than two hundred countries and regions all over the world (http://www.alibabagroup.com/en/about/businesses, 12.1.2017).
- In the same year as Alibaba.com, another site was released – 1688.com. This platform connects domestic buyers and sellers and represents the leading online wholesale marketplace. The site was growing rapidly and it had over million registered users at the end of 2001 (Akdeniz, 2014, 11).
- Taobao, China's online shopping destination, was established in 2003 as the nation's largest network market and Trading platform and it operates as a subsidiary of the Alibaba Group Holding. By the first quarter of 2008, Taobao already had almost 62 million members, and created an 18.8 billion Yuan transaction volume (http://www.dwastell.org/MSc/Group6.pdf, 12.1.2017). According to iResearch, Taobao Marketplace was China's largest mobile commerce destination by monthly active users in 2015.

- Tmall.com, as stated on their website, is an open business-to-consumer (B2C) platform enabling business world-wide to reach China's vast and growing consumer market. It is the most visited B2C online retail website in China and it is meant to complement Taobao, C2C portal. (http://about.tmall.com, 12.1.2017). According to iResearch, Tmall.com was China's largest third-party platform for brands and retailers in terms of monthly active users in 2015. The enormous scale of Taobao and Tmall.com merchandise volume could be seen in Image 2 (on the left).
- Alimama.com is the biggest open marketing platform in China and it was launched in 2007. In essence, Alimama is an online advertise trade platform for both publishers and advertisers (http://www.china-online-marketing.com/blog/china-ppc/advertising-on-alimama/, 18.1. 2017). This platform offers sellers online marketing services on the Alibaba Group's marketplaces for both PCs and mobile devices. Alimama enables marketers to extend their marketing and promotional reach to properties and users beyond the Alibaba Group's own marketplaces (http://www.alibabagroup.com/en/about/businesses,12.1.2017). General manager Wang Hua believed Alimama could compete with Google in marketing because DMP (Data Management Platform) helped Alimama achieve more than Google in comprehensiveness of data and diversities in marketing systems (https://www.chinainternetwatch.com/7089/alimama-challenges-google-big-data-marketing/ #ixzz4WCe83jw9, 12.1.2017).
- Established in September 2009, in the year of the company's 10th anniversary, Alibaba Cloud (Aliyun.com) was a little bit late entrant to the cloud computing business. In order to fight big competitors as Amazon Web Services, Microsoft and Google Cloud, Aliyun started to serve Chinese companies who need servers in other countries (https://techcrunch.com/2015/08/18/alibabas-cloud-computing-business-will-open-its-international-headquarters-in-singapore/, 12.1.2017). Alibaba Cloud develops highly scalable platforms for cloud computing and data management. (http://www.alibabagroup.com /en/about/businesses, 12.1.2017).
- In 2010, the company launched the first group shopping website specialized in flash sales (daily deals). Juhuasuan.com was born offering huge sales and discounts on products, as well as group travel packages, but only available for a determined (short) period of sale. We can see numbers for the year 2013 when the revenue of Juhuasuan shopping (product) deals was more than the total revenue (of product deals) of all its competitors combined, and accounted for 88.1% of the product deals revenue (http://blog.dataotuan.com/en/juhuasuan-dominates-product-daily-deals/, 12.1.2017).
- Then, in the same year, AliExpress was launched with the aim to target worldwide consumers. This site enabled foreigners to buy directly from

Chinese manufacturers and allows Chinese companies (or individuals) to sell their products directly to foreign consumers. So this is one of the world's most popular B2C e-commerce platforms with wide variety of product at competitive prices. Interestingly, AliExpress doesn't allow consumers in mainland China to buy from the platform and doesn't allow non-Chinese individuals and companies to open stores (https://www.chinacheckup.com/blogs/articles/what-is-aliexpress,17.1.2017). Even more interesting, AliExpress is one of the most favourite of Alibaba's Group sites among Serbs.

- Cainiao Network provides real-time access to data for both merchants and consumers through platform that links a network of logistics providers, warehouses and distribution centers together, in order to enable higher efficiency in China's logistics industry (https://www.linkedin.com/pulse/what-cainiao-alibaba-groups-logistics-arm-explained-katie-poff, 12.1.2017). Although established in 2013, it was the year 2014 when Cainiao started expanding in China's rural areas so it has facilitated home delivery service in more than **1,200** counties and villages across China, including Ningxia, Guizhou, Jilin, Jiangxi, Fujian, Jiangsu, Zhejiang and Guangdong. By the words of Jim Erickson and Susan Wang, 20 % of parcels delivered to rural areas arrived on the day they were ordered or on the following day. Cainiao is also capable of shipping large home appliances to more than 2,800 districts and counties throughout the country - even in Tibet (https://www.Aabacosmallbusiness. com/advisor/post/120132884172/cainiao-alibabas-logistics-arm-opens-up-video, 18.1.2017).
- Last, but not the least, among the officialy stated businesses on the Alibaba Group website is Ant Financial Services Group or Ant Financial originated from Alipay which is the world's leading third-party payment platform founded in 2004. Businesses operated by Ant Financial include Alipay, Yu'e Bao, Zhao Cai Bao, Ant Fortune, Ant Check Later, Ant Financial Cloud, Sesame Credit and Myban. Services which are provided by the Group include payment, wealth management, credit reporting, private bank and cloud computing (http://www.alibabagroup.com/en/about/businesses, 17.1.2017). Considering their vision to "bring small and beautiful changes to the world," Ant Financial is actually a very good example of the new Chinese development road and modern way of conducting business in China. Basically, they are creating an open ecosystem of Internet thinking and technologies, and make rapid progress through 'Internet+' goals and *Internet Booster Plan* by providing inclusive financial services to small and micro enterprises and individual consumers (https://www.antgroup.com/index.htm?locale=en_US, 17.1.2017).

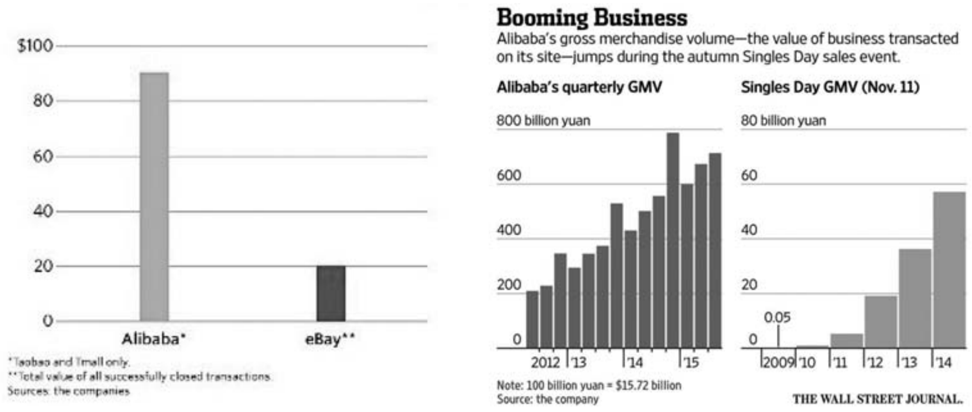

Image 2: *Gross Merchandise Volume (in billions), 3Q 2014 (for Taobao and Tmall only) comparing to eBay*

Source: (http://projects.wsj.com/alibaba/#chapter1) / Parallel overview of Alibaba's quarterly and Singles Day GMV (http://www.wsj.com/articles/alibaba-smashes-singles-day-sales-record-1447234536, 12.1.2017)

5. Conclusions

Globalization of business has affected the traditional way of doing business in China, and most importantly it has caused changes in using different information technologies:

1. Owners and managers of Chinese (mainly) private companies quickly realized the role of IT in modern business life, so they successfully moved to modernization of their business.

2. Besides that, many owners have established new companies that have been conducting online business since they were founded.

There are still many problems within Chinese IT industry, but considering that China is late comer in this field, its IT industry is still developing and its still less developed then US IT industry. Due to strong efforts of the Chinese Government and their strategic orientation towards creating domestic IT industry that can be competitive towards western IT industry, it is believed that they will reach their goal by 2020.

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CHANGES IN THE HEALTH-RELATED BEHAVIOUR IN THE DIGITAL ERA: EVIDENCE FROM ROMANIA

Abstract: *The present article examines a demanding topic and provides a framework for developing research on eHealth. The chapter investigates the use of web-based technologies for health information seeking and personal health information management in the Romanian context. It starts from the premise that the debate about the health system offers a privileged perspective to address themes that are at the intersection of media discourse, public health policies, institutions and organizations in the field of medical and social issues. By analysing the answers obtained on two samples (one made of students – 169 respondents – and another made of their parents – 114 respondents) used in a 2015 survey, the article tries to provide an answer to questions like: What sources do people consult first in search for health information? How do people select the websites from which they retrieve health information? How often do people use emails, online test results, or medical appointments? What are the differences between young generation and mature persons as regards the trust and use of the Internet in health-related behaviour? The findings suggest that the Internet plays an important role in modelling a healthy behaviours for both Romanian students and their parents. According to the survey results, despite the interest in the advancement of eHealth tools and the increasing access to online health information, there is a "generation gap" on the trust on eHealth – e.g. mature people still do not consider online health information to be as reliable and they do not use eHealth tools as the young generation.*

Keywords: *INTERNET, HEALTH LITERACY, HEALTH-RELATED BEHAVIOUR, GENERATION GAP.*

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Introduction

We started the present study by agreeing with Schiavo's thesis (2007: 2) that health communication can be defined as the main currency in the 21st century medical system. Due to the fact that globalisation allows not only an easy access to information but also a world-wide spread of various diseases, communication about health is now a necessity. Thus, health communication is a tool for the prevention and treatment of various diseases, a prerequisite for the improvement of any health system and a key-element in the improvement of quality of life world-wide (Schiavo, 2007, p. 6-7).

As pointed out in a number of studies (Freimuth, Stein and Kean, 1989; Johnson and Meischke, 1993; Nelkin, 1995), the health-related messages are effective devices of "social learning", the people being able to learn what it means to be healthy with the help of media. Moreover, health public policies can be modified sometimes by the transmission of messages relating to health (Cho, 2006, p. 118). Incorrect or unrealistic information from medical reports may mislead the people working in public health policy and may contribute to the admission of unfair laws and regulations (Hotz, 2002, p. 6; Wells, Marshall, Crawley and Dickersin, 2001, p. 1033), the latter being regarded by many scientists as true threats to public health (Voss, 2002, p. 1160). Health-related news from the media has functioned largely as a factor that can influence the actions of doctors, patients, lawyers, and politicians and they have become the main target in the discussions between researchers in the medical field, the information related to health and in the field of communication. Therefore, in order to solve communication problems related to a complex theme, as is "national health", it is essential to understand how health is reflected by the media. In recent years, the public discourse on the "crisis of the Romanian health system" has become a "common ground", so that most Romanians have come to treat the crisis as an intrinsic feature of their health system.

The present article starts from the premise that the debate about the health system offers a privileged perspective to address themes that are at the intersection of media discourse, public health policies, institutions and organisations in the field of medical and social issues. In modern societies, the bureaucratic apparatus of the State and its representatives were considered, in the traditional mode, as the leading manufacturers of social problems and of the associated discourses (Bourdieu, 1994, p. 16-17). But in contemporary societies the State is no longer the only agent that can influence public opinion, public policies and speeches. In these societies media have gained an important role in producing speeches and social problems (Hilgartner and Bosk, 1988, p. 75).

The main questions of the present study are:

1. "What is the influence of the Internet on the health behaviour of Romanians?"
2. "What are the differences between young generation and mature persons – their parents – as regards their trust and use of the Internet for the health-related behaviours?"

1. The healthcare system in Romania

Romania's post-communist evolution in the field of health involves several attempts of decentralisation of the management of the national health system, for a better administration of hospitals and for a better use of financing of the system. Immediately after the revolution of 1989, the World Bank intervened in Romania to help the reform of the Romanian health care system. The successive strategies that were adopted in this respect included the dismantling of the old communist system, known as Semashko, that provided only a tiny fraction of the country's GDP allocated to health. Because of the low salaries and the poor equipment of the hospitals, the Romanian doctors were not motivated and appeal for most of the time at bribe. All this led also to the increase of inequalities between social classes and different regions (Vlădescu, Rădulescu and Cace, 2005, p. 10-11). Between 1992 and 2000 in Romania there were initiated a series of programs, reforms that were meant to change the form of payment of health fees (Vlădescu, Rădulescu and Cace, 2005, p. 13). One can easily notice a constant instability in decisions, a difference of opinions between the World Bank and the Romanian Government and a very serious difference between what the reform states and what happens in reality. Numerous laws of financing the Romanian health care system have been proposed, as well as changes of the medical insurance laws, changes that are still developing, due to the lack of efficiency of the system.

In the "Romanian Presidential Commission Report for Analysis and Policy Making in the field of Public Health" (Comisia prezidențială pentru analiza și elaborarea politicilor din domeniul sănătății publice din România, 2008, pp. 45-53), there are still a number of possible options for a reform of the Romanian healthcare system. In the framework of an analysis of health in the world, presented by the Presidential Commission, Romania ranked 99 in the performance of healthcare systems (Comisia prezidențială pentru analiza și elaborarea politicilor din domeniul sănătății publice din România, 2008, p. 3). Among the weaknesses of the Romanian healthcare system we find: the poor financing of the field (Comisia prezidențială pentru analiza și elaborarea politicilor din domeniul sănătății publice din România, 2008, pp. 5-7); the material support of the hospitals – the hospitals usually get half of the revenues of National House of Health Insurances; the high consumption of drugs; the lack of doctors.

2. The methodology

In this study, we started from the premise that the modern media society have acquired an important role in producing speeches and social problems and we intend to identify what is the influence of mass media on the Romanians health behaviours. More precisely, we were interested to identify the degree of the influence exercised by the Internet on the health-related attitudes and behaviours of Romanian people.

To offer answers at the above-mentioned research questions, we conducted a survey on two separate samples: a sample of 169 students from the University of Bucharest and a sample of 114 respondents who were their (e.g. students') parents.

The collection of data took place in March-June 2015 and the questionnaires were self-administered (e.g. the respondents filled themselves the answers to the questions from the questionnaires).

The assumptions of the study were:

Hypothesis 1: It should be a high frequency (more than 50% both for the sample of students and for the parents' sample) of the respondents who get health-related information from mass media, especially from the Internet.

Hypothesis 2: It should be measured a high frequency (more than 40% both for the sample of students and for the parents' sample) of the influence exercised by the Internet on the disease prevention behaviours of the respondents.

Hypothesis 3: It should be a high frequency (more than 40% both for the sample of students and for the parents' sample) of the influence exercised by the Internet on the respondents' own assessments of risk factors for health management.

Hypothesis 4: It should be a high frequency (more than 40% both for the sample of students and for the parents' sample) of the influence exercised by the Internet on the respondents' own management of their health resources.

3. The analysis of the results

The general set of data showed that around half of the total sample of students declared that they are content with their daily lives, while a rather high percentage of them – 37% – could not assess if they are (or not) content with their daily lives. At the same time, 38.6% of their parents had declared that they were not content with their daily lives, and only 31.5% of them assessed a certain degree of content in general.

Table 1. *Can you tell us if you are content or not with your daily life?*

	Students (%)	Parents (%)
I am very content with my daily life	7.1	0.9
I am content with my daily life	52.7	31.5
I cannot say that I am content or I am not content with my daily life	34.3	29
I am not content with my life	3	18.8
I am very discontent with my life	3	19.8

The same difference regarding the perception of reality was recorded in the case of the question regarding the self-assessment of one's place within the society as a whole. More exactly, the students tend to assess their place at the ends ("lower" and "highest") of the ladder while their parents had assessed their social place in a more "central" position. Thus, in the case of students' sample one can notice the fact that 42.6% of them placed themselves on levels 1-3 of the possible social ladder and only 24.9% assessed that their place was on the other end (levels 8-10 of this above-mentioned ladder). In the case of their parents, more than a half of the sample (68.7%) placed themselves on the levels 3-6 of a hypothetic social ladder.

Table 2. *On a ladder from "1" (the lowest level) to "10" (the highest level) can you tell me where do you think you are on a social ladder?*

	Students (%)	Parents (%)
Level 1	9.5	3.5
Level 2	20.1	11.4
Level 3	13.0	17.5
Level 4	7.1	19.6
Level 5	10.7	12.3
Level 6	5.9	14
Level 7	14.2	8.5
Level 8	10.7	5.4
Level 9	3.6	0.2
Level 10	0.6	0.3

As regards the media-related behaviours of the students our data showed that their main source of daily information was the Internet – 83% of them searching for information on the Internet each day – followed by television (66% of the respondents watching TV programs each day). Only 23.9% of them read newspapers on a daily basis and only 29% of then listened to the radio programs. On the contrary, their parents relied on television as their main source of information – 62.3% - and only 41.3% of them searched for the information on the Internet each day.

Table 3. *Can you tell us how often do you read newspapers, listen to the radio, watch TV and search information on the Internet?*

	Students (%)	Parents (%)
I am reading newspapers on a daily basis	12.9	22.8
I listen to the radio programs on a daily basis	15.4	33.3
I am watching TV shows each day	35.5	62.3
I am searching the information on the Internet each day	92.3	41.3

When asked to assess their general health 28.2% of the students answered that it was "good" and only 15.3% assessed it as "bad". Much more, one third of them (30.8%) considered that their health was "fair" – neither "good" nor "bad". At the level of their parents' sample more than half of the sample (54.8%) declared that their health was "very bad" and "bad", and only 10.7% of them assessed their health as "very good" and "good".

Table 4. *Can you assess how your health is in general?*

	Students (%)	Parents (%)
Very good	20.7	3.5
Good	30.1	6.7
Fair	24.3	28.9
Bad	20.8	36.0
Very bad	3.0	18.8

The importance of mass media in health-related information was also stressed by the role of television as the main source from which the students got most often the information about health – 21.4% from the total sample of students. At the same time, only 15.4% of them declared that doctors or clinics were the main sources of health-related information. As regards the sample of students' parents one can notice that television (21.9%) and doctors and medical staff (21.9%) were the main sources for health-related information.

Table 5. *Where do you most often get health-related information?*

	Students (%)	Parents (%)
Family	16.6	17.5
Friends	18.3	11.4
Television	7.9	21.9
Radio	3.3	10.5
Books about health	3	10
Doctor or medical staff	5.4	21.9
Internet	37.8	11.9

Thus, the first hypothesis of this study (It should be a high frequency – more than 50% of the total sample – of the Romanians who get health-related information from the Internet) is validated by empirical data only in the case of the students' sample, and not for the sample of their parents.

Table 6. *How often did you visit your GP in the last twelve months?*

	Students (%)	Parents (%)
I have not visited her/him not even once this year	50.3	21.6
1-2 times	31.4	41.2
3-5 times	10.7	26.7
Over 6 times	6.5	15.5

When asked about the frequency of their visits to the General Practitioner (GP) half of the students (50.3%) had declared that they did not visit the GP in the last year. At the level of parents' sample 41.2% of them made one or two visits to the GP in the last twelve months, and 42.2% of those respondents visited their GPs more than three times in the same period of time.

Surprisingly, only 57.3% of the total sample of students declared that they had a health insurance as compared with 87.5% of their parents who declared that they owned one. One should keep in mind the fact that in Romania, as stated in the beginning of the present article, the health system is almost all still financed by the state, and the private sector in health remains small even at twenty-five years after the beginning of the transition period.

Table 7. *Do you have any health insurance?*

	Students (%)	Parents (%)
Yes	53.4	87.5
No	37.8	11.9

Given this general state-ownership of the Romanian health system, one could expect that only a part of the Romanian society has private health insurance. This common-sense assumption was validated by the results of the survey made among students' parents – 80.6% of them had declared that they have a state/ public health insurance. The emerging market of the private insurance companies proved to be directed to the younger generation - 31.8% of the students declaring that they had a private health insurance, while almost a half of the sample (42.7%) had a public (state) health insurance.

Table 8. *(Only the students and their parents who declared that they have a health insurance) What kind of health insurance do you have?*

	Students (%)	Parents (%)
State/ public health insurance	42.7	80.6
Private health insurance	31.8	2.6
Both public and private health insurance	3	2.8

The analysis of the items related to „disease prevention" showed the impact of the Internet on the healthy behaviour of Romanian students as compared with its impact on their parents (See Table 9 on next page).

Table 9. *On a scale from 1 (very easy) to 5 (very difficult) can you tell us how easy is for you to.... (Only students and parents who used the Internet each day)*

	Students (%)		Parents (%)	
	Very easy	Easy	Very easy	Easy
Find information on the symptoms of illnesses that concern you?	39.6	43.2	20.7	22.1
Find information on the treatments of illnesses that concern you?	21.9	44.4	13.7	27.7
Find out what to do in case of a medical emergency?	22.5	37.3	14.3	20.0
Find out where to get professional help (doctor, pharmacist, psychologist) when you are ill?	21.3	41.4	13.3	23.3
Understand what your doctor says to you?	28.4	40.8	16.3	28.2
Understand the leaflets that come with your medicine?	22.5	46.2	13.3	28.6
Understand what to do in a medical emergency?	20.1	46.7	16.7	24.4
Understand your doctor's or pharmacist's instruction on how to take a prescribed medicine?	25.4	46.2	15.4	24.4
Judge how information from your doctor applies to you?	22.5	47.3	17.3	27.4
Judge the advantages and disadvantages of different treatment options?	15.4	40.8	14.3	22.5
Judge when you may need to get a second opinion from another doctor?	8.3	45	5.8	18.9
Judge if the information about illness in the media (TV, Internet or other media) is reliable?	15.4	33.7	6.7	28.2
Use information the doctor gives you to make decisions about your illness?	20.7	39.1	12.8	21.2
Follow the instructions on medication?	25.4	46.7	17.7	24.7
Follow instructions from your doctor or pharmacist?	29	47.3	17.2	20.2

Thus, if 39.6% of the students found very easily the information on the symptoms of illnesses that concerned them, the percentage decreased with nineteen percents (20.7%) in the case of their parents who used the Internet on a daily basis. The role played by the Internet in the health-related behaviours was also important in the case of students' personal judgement about the reliability of the illness' information in the media – 15.4% of the total sample of the students declared that it was very easy for them to make such an assessment – and proved little importance for their parents – only 6.7% of the second sample (e.g. the students' parents) assessed that it was very easy to assess the reliability of information about illness in the media. If 53.3% of the students declared that it was very easy and easy for them to judge when they might need to get a second opinion from another doctor, the percent had dropped to 24.7% for the students' parents who used the Internet on a daily basis. In the same vein, 69.8% of the students assessed that it was very easy and easy for them to judge how information from their doctor applied to them, while only 45.7% of their parents who used the Internet on a daily basis declared that.

From the analysis of the set of data we can conclude that the second hypothesis of this study (It should be a high frequency (more than 40% of the analyzed sample) of the influence exercised by the Internet on the disease prevention behaviours of the Romanians) was confirmed, again only in the case of students and was not confirmed for the sample of students' parents. The influence of the Internet on the respondents' own assessments of the healt management of risk factors was measured with a set of fourteen questions addressing this issue (See Table 10 on next page)).

The analysis of empirical data showed an increase of the self-assessments related to the management of health risk factors for the students who used the Internet on a daily basis as compared with their parents. 71% of the students declared that they could understand very easy and easy the health warnings about behaviour such as smoking, low physical activity and excessive drinking, but the percent of the same type of answers decreased to 37.7% in the case of their parents who used the Internet daily. Also, an important decrease was recorded related to the use of information from media in health protections: 53.2% of the students declared that for them it was easy and very easy to decide how they could protect themselves from illness based on information found in the media, but the percent of their parents who used the Internet daily and who advocated that was of 18.1%. Also, an important difference was recorded in the case of assessing the reliability of information on health risk from the media: from the total sample of students 58% declared that it was easy and very easy for them to judge if the information on health risks in the media was reliable as compared with 30.6% of the parents who assessed in the same way the trustworthiness of media information related to health risks.

One can notice that the third research hypothesis (It should be a high frequency – more than 40% of the total analyzed sample – of the influence exercised by the Internet on the respondents' own assessments of risk factors for health management) was confirmed by the empirical data only in the case of the students, and was not confirmed in the case of their parents.

Table 10. *On a scale from 1 (very easy) to 5 (very difficult) can you tell us how easy is for you to... (Only students and parents who used the Internet each day)*

	Students (%)		Parents (%)	
	Very easy	Easy	Very easy	Easy
Find information about how to manage unhealthy behaviour such as smoking, low physical activity and drinking too much?	34.3	44.4	13.3	26.6
Find information on how to manage mental health problems like stress or depression?	26.6	45.6	18.1	24.2
Find information about vaccinations and health screenings (breast exam, blood sugar test, blood pressure) that you should have?	16.6	36.1	11.1	24.6
Find information on how to prevent or manage conditions like being overweight, high blood pressure or high cholesterol?	17.8	42	15.4	26.5
Understand health warnings about behaviour such as smoking, low physical activity and drinking too much?	25.4	45.6	16	21.7
Understand why you need vaccinations?	25.4	42	16.3	27.5
Understand why you need health screenings (breast exam, blood sugar test, blood pressure)?	20.1	36.7	19.8	22.7
Judge how reliable health warnings are, such as smoking, low physical activity and drinking too much?	26.6	38.5	18.9	23.5
Judge when you need to go to a doctor for a check-up?	21.9	40.8	10.2	25.3
Judge which vaccinations you may need?	13	41.4	6.7	22.5
Judge which health screenings (breast exam, blood sugar test, blood pressure) you should have?	17.8	36.1	9.3	19.5
Judge if the information on health risks in the media (TV, Internet or other media) is reliable?	19.5	38.5	10.2	20.4
Decide how you can protect yourself from illness based on advice from family and friends?	17.2	40.8	8.4	22.4
Decide how you can protect yourself from illness based on information in the media (newspapers, leaflets, Internet or other media?)?	13.6	39.6	4.8	13.3

Table 11. *On a scale from 1 (very easy) to 5 (very difficult) can you tell us how easy is for you to... (Only students and parents who used the Internet each day)*

	Students (%)		Parents (%)	
	Very easy	Easy	Very easy	Easy
Find information on healthy activities such as exercise, healthy food and nutrition?	23.7	45	11.6	22.5
Find out about activities that are good for your mental well-being (meditation, exercise, walking, pilates, etc.)?	24.3	45	18.9	26.8
Find information on how your neighbourhood could be more health-friendly (reducing noise and pollution, creating green spaces, leisure facilities)?	24.3	43.8	14.6	29.5
Find out about political changes that may affect health (legislation, new health screening programmes, changing of government, restructuring of health service)?	18.3	32.5	9.3	24.2
Find out about efforts to promote your health at work?	11.8	33.1	7.5	17.2
Understand advice on health from family members or friends?	17.8	39.6	19.8	27.7
Understand information on food packaging?	26.6	45	18.6	26.8
Understand information in the media (Internet, newspapers, magazines) on how to get healthier?	23.7	46.2	17.2	25.6
Understand information on how to keep your mind healthy?	27.2	44.4	17.2	21.6
Judge how where you live affects your health and well-being (your community, your neighbourhood)?	23.1	45.6	10.2	25.1
Judge how your housing conditions help you to stay healthy?	22.5	47.9	7.5	22.1
Judge which everyday behaviour (drinking and eating habits, exercise etc.) is related to your health?	24.9	46.7	13.7	19.5
Make decisions to improve your health?	22.5	44.4	14.6	26
Join a sports club or exercise class if you want to?	20.7	33.1	8.4	11.1
Take part in activities that improve health and well-being in your community?	16	29.6	4.8	11.5

According to the same set of empirical data, the fourth research hypothesis (It should be a high frequency – more than 40% of the total analyzed sample – of the influence exercised by the Internet on the respondents' own management their health resources) was also confirmed in the case of the students by their answers to the questions which were enclosed in the questionnaire's section „Managing health and well-being resources". At the same time, the data proved that this hypothesis was not confirmed in the case of parents' sample (see Table 11).

Thus, for 63.7% of the students declared that it was easy and very easy for them to find information on healthy activities and the percent decreased to 34.1% in the case of students' parents who daily used the internet. To understand information on food packaging was an easy and very easy task for 71.6% of the students and only for 45.4% of their parents who daily used the Internet. The decrease in the assessments related to the way in which the housing conditions help respondents to stay healthy is obvious: if 70.4% of the students declared that for them it was easy and very easy to judge how their housing conditions help them to stay healthy. The percent of their parents who used the Internet daily and also considered that for them was easy to assess their housing environment was only of 29.6%.

Conclusions

As Davis (2006, p. 20) states, public health is a tension domain between the right to enjoy the activity and the need to protect against a possible disease. Public health is an issue on the agendas of the NGO's, the government, mass media and education. In this respect, public health campaigns aim to obtain direct results, by appealing to the emotions and thoughts of the public.

Two main directions have been developed in the last decades in the field of health communication: demedicalisation and risk awareness. Both directions use the Internet as a main tool to disseminate information about health and illness (Davis, 2006, p. 130). With the help of the Internet, health is nowadays a democratic issue and medical information is available to many people (Kelly, Niederdeppe and Hornik, 2009, p. 737; Davis, 2006, p. 153). According to Cullen and Cohn (Davis, 2006, p. 158), the Internet allows organisation of a social system in which the connection between experts and ordinary people is allowed. From the point of view of health communication, the main advantages of this kind of system are free access to information related to health and illness, breaking the walls of social isolation for patients, promotion of a proactive attitude both at the level of health professionals (doctors, technical staff) and of patients (Davis, 2006, p. 160).

Our findings suggest that the Internet plays an important role in modelling healthy behaviours of the Romanian students but not for their parents.

As the survey data showed, the use of the Internet leads to an increase of positive health behaviours alongside three main axes of health communication: the disease prevention, the management of health risk factors and the management of health and well-being resources.

According to the survey results, despite the interest in the advancement of eHealth tools and the increasing access to online health information, there is a "generation gap" on the trust on eHealth – e.g. mature people still do not consider online health information to be as reliable and they do not use eHealth tools as much as the young generation.

This "generation gap" was obvious in the case of the four research hypotheses which were confirmed by the survey's results only in the case of the students and, correspondingly, they were not confirmed for mature persons (e.g. students' parents). The increase in the daily use of the Internet leads to an increase in disease prevention, in the self-management of health risk factors and in the management of the health and well-being resources, only for the youths who used the Internet each day. In the case of the sample made of students' parents the increase was not so obvious and we cannot assess the existence of the same degree of influence exercised by the internet on their health-related behaviour.

From the analysis of the survey's results one can notice that the degree of influence exercised by traditional media (e.g. television) have doubled in the case of the Internet for the young generation. Thus, any health communication campaign in Romania aimed to the youth will have to be managed mainly online and, additionally, offline.

As an alternative to the lack of funds which are obvious in the case of the public health system in Romania, one can take into account the results of the survey and advocate a "guerrilla" health and well-being advertising campaign (Livingston, 2002, p. 23). Such an advertising campaign was successfully used in the United States (McGinning, 1990, pp. 2017-218) for disadvantaged people who were assessed as more prone to specific illness related to living condition. In the Romanian specific case such a campaign can aim to inform the youth of the risks involved in un-healthy behaviours using both seduction (e.g. the appeal to emotions) and logical reasoning (Livingston, 2002, p. 40).

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VALUE CHALLENGES OF REFORMING EDUCATION IN INFORMATION SOCIETY

Abstract: *Information Age brings a qualitative change in the economic and social relations and thus requires an appropriate social response, especially in the field of intellectual development of human resources. The article questions the adjustment mechanism of the educational system in a way that fosters technocratic class, in the aspect of interest in the stability of the political community.*

This problem has been analysed in the context of the challenges that the information society generates before the educational system and the constraints faced by the transposition of the industrial age education to the needs of post-modern society. The main finding of the analysis is that training for efficient management of information, in terms of speed, quantity and availability of the networked computers, does not lead to training individuals for a constructive social role, apart from being productive individuals.

Findings provide a basis for concluding that the approach to reform the educational system in the information society must include, in addition to technological advancement, recognition of the inalienable dignity of the human individual, which must be respected by all the laws and institutions, regardless of technological capabilities.

Keywords: *HUMAN CAPITAL, PERCEPTION, POST-MODERN SOCIETY, INTERNET, TECHNOCRACY.*

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Introduction

Information society has made everyday life more complex, but on the other side, technology in the core of such society has made complexities more simple. One of the essential elements concerns the issue of intelligence of the members of a community, i.e. individual level of ability to learn from experience, adapt to the new situation, understand and use the abstract concepts and use the knowledge to get around in the changed environment. This mental quality consists of the ability to acquire and process the information (fluid intelligence) and what one really knows, i.e. the knowledge (crystallised intelligence). In fact, the new information society is a challenge primarily for the human's ability to solve problems, because it does not depend only on the knowledge, but also of the capacity to connect online to a location on which it is possible to obtain the information about the available solutions.

The consequence of the globalisation of transformation towards the information society also presents an objective framework for the education of individuals, in the sense that it imposes conditions under which the organisation acquires and produces knowledge. In this context, education, as an institutional form of acquisition and production of knowledge, is exposed to the impact of the three trends that affect its social function. Firstly, in a globalised economic environment based on the global financial order it assumes commercial qualities, at least in the way that it becomes exposed to the global market. Secondly, devoid of its primarily national function, it becomes market-oriented in order to attract finances. Thirdly, in surrounding of the dominant ideology of neoliberalism, it is all the more privatised.

Implanting market postulates in the base of the educational system resulted in the value changes in the institutional acquisition and production of knowledge in human communities. Knowledge becomes the equivalent to the economic development of the states and, consequently, on the one hand, a potential generator of profitable investment in education and further development of information technologies, and on the other, a mechanism that simultaneously seeks to increase the highly educated part of the population. Such an approach should, seemingly, have a positive impact on the availability of education. However, in the conditions of ever expanding the use of quantitative methods of analysis enabled by the information technologies, market logic necessarily boils down a criterion for successful education to the market interest, rather than to the development of an individual. In fact, education is becoming an investment whose profitability is measured in terms of economic growth, and accordingly, the effectiveness of educational programs depends on the level they generate maximum value for the minimal input and/or their market competitiveness.

As a result of the tendency in the information society, to rational human capital the principle change in education is prioritising technical aspects at the expense of the elements of social goals, social roles, values and ideology in the formation of educated individuals.

Rationally (experts) and technically formed educated individuals, who should be characterised by competence, comprehended as the presumption for independent performance of productive individuals, are facing in contemporary decision making processes the dominance of expert panels, deprived of the discussion about the ideological consequences. The result is that decision making systems are further developing into polygons for imposing decisions, in which there is no argument about their goals and content. So, ultimately, the adjusting to the requirement of operating in the environment of enormous speed and quantity of information and possibilities of their technical processing is the educational production of technocrats, without value criteria, i.e. imposing of discourses without the possibilities of alternatives.

Uncritical acceptance of the premise that information technologies have the potential to solve all of mankind's problems, and that new concepts of gaining skills in information society are a way to achieve the elusive, have produced a practical consequence in the form of ever growing number of those who want to acquire knowledge and skills but with marginalized issue of adequate lecturing and scientific staff.

1. Information society challenges in education

Post-modern society essentially changes the basic lever of the industrial society, from the aspect of an individual in it, because the matter of labour in a society based on services and mass consumption complexes the social life. In addition to striving towards productivity, the important new frames it imposes are that national administrations are becoming the largest individual employer; inflation becomes a general accompanying phenomenon, technology-intensive manufacturing, cost reduction and generally a rentier society.

In the information age, technological factor has the fundamental importance, primarily in terms that those who are able to keep pace with technology will eventually outwit those who are not. Hence, it is expected of the education to nurture the preference for complexity, inquiry, related above all to the technological advance (Rajash, Nixon, 2016, p. 36).

Achieving goals in the information age depends on the research and analysis of risk factors, which depend on being informed and on the rational application of information technologies. Fast transmission of signals and the lack of transparency of computer operations condition that the reality is modelled through simplifications and assumptions, but also by computers running overlapping processes without the user's consciousness (multitasking). In an era of widespread applications of information technologies, managing human resources and the organisation of a system should be directed towards overcoming the obstacles to goal effectiveness. Information society introduces a series of characteristics: the central role of information technologies in the production and dissemination of information; the importance of information and creative knowledge; the use of computer networks for the dissemination of information; integration of information technology in all spheres of life and consequently radical changes in the life of an individual; the necessity of gaining experience and skills and access to banking information. In this context, the most important activities are becoming the creation, distribution and manipulation of information. Information skills are not sufficient to ensure the protection of society from individual weaknesses, which are inevitable even with the highest quality personnel. If information technologies are to be subdued to accomplishing useful goals, it is necessary to educate cadres and continually train employees to achieve a critical mass of competence and abilities of perception, which will not uncritically apply abstract technological capabilities that may not always lead to rational goals (Đurđević; Stevanović, 2015a, pp. 13-15, 17).

Under the influence of the dominant principles of rationality and efficiency, the trend of global views on finance is articulated, with an aim to restrict public spending. This trend has impacted the field of educating. Firstly, in connection to the institutionalisation of the control of education, viewed as the process of production of knowledge and its products, i.e. its market performance. Secondly, involving the development and dissemination of instruments for the quantification of elements in the educational process (expression of knowledge, calculating the burden on students and lecturing staff, and system of verification or quality assurance). Thirdly, public funding of education is understood as part of the public management and the states require "guarantees" from educational institutions that they will fulfil the predicted frames and condition financing with reaching certain indicators.

The nature of knowledge in the information society needs to be adapted in parallel with all the changes that are overtaking society as a whole. New technologies have redefined the understanding of mutual and artificial, and also the interactions between people based on what qualifies as a true "knowledge". Under these conditions, the two basic components of post-modern approach to teaching and learning become discourse (negotiation) and practice (Boboc, 2012, pp. 145-146).

In parallel the transformation of the concept of learning and the production of knowledge occurs, in a way that immaterial work is quantified through the measuring of non-core parameters, such as the burden by the number of hours spent in learning and prescribing percentage of working time that the staff needs to commit to lecturing, research and administration. Quantification in the higher education has gained momentum also through connecting to the Bologna process. This is interwoven with a political agenda whose goal was to route European higher education towards raising the economic competitiveness of the European Union. In the information age, basic skills are becoming: transmission and interpretation of information, computer literacy, communication and expert thinking, a reference to the information, assessment, analytics, creativity and media literacy (Conceciao, 2016, p. 55).

Economic development of a state undoubtedly requires knowledge. However, observing the acquisition and production according to market competitiveness, it reduces the educational system to market service exposed to competition for investing in a part of the national product. In this context, it is essentially the same with the relationship in regard to public financing of the development of information technologies, the availability of education for deprived groups, as well as goals such as reaching the percentage of highly educated in the population. This approach is based on a feature of the information age that it is possible to gather and process huge amounts of data, from which stems the quantitative and market logic, which within the framework of education strives to measure investments or to assess the effectiveness of education on the market. So, instead of being a public good, education becomes an investment depending on the cost-effectiveness, i.e. whether it leads to predicted economic growth. Educational programs are successful only if they are effective, or if they generate maximum value for the minimum bet and/ or if you are commercially competitive. In addition, prioritising technical aspects promotes the human capital management.

Increased availability of information, threatening saturation and easy access to information have transformed the world of the industry-based into the knowledge-based economy. The world has evolved from the traditional market into the virtual market space. The new era has brought along new issues which necessitate the changes in business philosophy. Economies of the new era are based on the economic integration of productive information, communication and creativity. Continuous increase in sales of "intangible" products and strong growth of intellectual property rights in market share have provided the conditions that are perceived as defined and targeted economic potential of creativity (Cvetković, 2009, p. 104). In the context of the knowledge economy, the need for new concepts of literacy is developed, which should overcome the disparity between the need for new skills through formal and informal learning, including for the adults (OECD, 2000, p. 45).

Modern educational programs are characterised by superficiality, which is developed from confronting the thoroughness of former multi semestral curriculums and the role of developing knowledge to support national identity. The post-modern higher education offers students the possibility to participate as a consumer. As the social and political power of consumers are confined by their role of a buyer, it is clear that the system does not allow for direct participation in decision making about the conditions under which the knowledge is produced, because these concern the power relations, and education should enable their reproduction. Educational methods fail to bring management skills to the desired level in the information environment and thus are subjected to the needs of the economy that is limited to the skills, expertise and the appropriate orientation for new forms of production (Gundemeda, 2014, p. 30).

Adaptation to the requirements and challenges in the cyberspace also requires development of the abilities to apply the concept of the Internet of Things. This includes professional capacitation of users at all levels of public administration for safe participation in the cyberspace, and developing critical consciousness with all layers of users about the achievements and risks of the Internet of Things (Stevanović, Đurđević, 2016).

In the process facilitated by the increase of ability to store and manage vast quantities of complex data and to handle anonymous forms of financial transactions, traditionally educated financial bureaucracy is suppressed in favour of establishing a personalized world (so-called elite), and nations/ states have sided along with the capacity of primary dealers to create markets, organize and technically operate on securities markets. The information age is characterised by the spread of new information technologies and the opportunities they provide to overcome barriers in communication that arise from the distance, time and location, as well as the limitations arising from the human capacity for processing information and making decisions. The spread of information technologies and their general application through networked computers, between which information can be exchanged without interruption, has made cyberspace into a terrain of human activities, leading to the increased importance of information and communication as a source of wealth in relation to natural resources and physical work. What is possible to achieve, under current circumstances, comes down to securing the levers. They stem from the premise that the creative potential of population and increased productivity constitute the main source of social wealth. Given that this potential is accomplished through education, science, technology and culture, it follows that it is necessary to improve the educational model in a way that will ensure the development of a personality capable of comprehending the limits and implications of the power of information (Đurđević and Stevanović, 2015b, pp. 17-20).

The post-industrial period and the information society, characterised by the primacy of information and the globalisation, return the state model into the period of primitive accumulation in terms of efforts to institutionalise the dominance of money on the basis of possession and the control of information. This implies as a major moral virtue the ability to provide the access to markets and to act upon them as a competent actor, which becomes the criterion for the competence of cadres. The consequence of the value shift is the approach that, when democratic procedures are slowing down or endangering an individual commercial interest, they should be bypassed by the rule of experts or legal procedures created for that purpose, i.e. by "leadership". In the global environment of such moral value system, there is an objective need for evolution of educational system in terms of training staff in the fields of information technology, telecommunications and security (Đurđević; Stevanović, 2015c, p. 13-14).

Horizontal communication that fosters the "here and now" perspective requires speed and routine, which favour the industry of new media, and also brings an illusion, "that favours the deletion of memory." Generations of Tweeter and Facebook participants, "anaesthetized" with information become prone to think ever less and to follow ever more. Media literacy is seen as the ability to read, interpret and create personal meanings from the vast corpus of information received in everyday life through the media. The literacy has always been in accordance with the forms of information imposed by a technological and civilizational level of society's development. Media literacy is not just a collection of knowledge, but also a set of skills and a way of thinking. The core of media literacy is the ability to focus on the right, critical issues related to a specific message (Bulatović, Bulatović and Arsenijević 2011, p. 157).

Learning should capacitate the ability to perceive changes and that one's own behaviour and role can influence the creation of changes. Today, the process of learning is axiomatically accepted as a critical component of success. Due to the state of information technology and the global integrations, the knowledge is produced and distributed faster than ever. Information and knowledge have become the primary raw material in the sense of primary resources of today's economy ,and also its most important product. Therefore, individuals and organisations attempt to acquire knowledge at any time and at any place, without it being imposed by a formally structured educational institution.

Education about the access to, and the effective use of, technology makes students the workforce of the 21st century. Learning this is, however, devoid of obligations to memorise and focused primarily on the contexts and frameworks, which should provide a better understanding of education and preparation for the future (Pahomov, 2014, p. 24).

For the purpose of the effective knowledge-based economy and in the contest of education, the information age imposes a number of new parameters, such as: focus on abstract concepts; application of a holistic approach; the development of ability to manipulate symbols and acquire skills; the production of more experts and technically trained people; the abolition of difference between mental and physical labour; encouragement of the teamwork, the flexible system, unlimited with space and time (Cogburn, 1998).

2. Limitations of contemporary educational concept

In a pursuit of profit, national educational systems marginalise, apparently carelessly, the skills necessary to sustain democracy. Such trend, if continued, could lead to the fact that at one point nations worldwide would institutionally channel generations into useful "machines," rather than complete citizens who think for themselves, critically view the tradition, and understand the importance of other people's suffering and achievements. The so-called the humanistic aspects of the natural and social sciences, i.e. their imaginative aspect and the aspect of rigorous critical thought, are also at a loss because the nations rather cultivate useful skills in order show profit as quickly as possible, albeit with awareness of its short-termism.

Adapting education to the needs of the information society is devoid of the range if the criticism, for example, on the issue of equal access to higher education, is limited exclusively to the indicators of identified deficiencies in science, technology and engineering, and not in basic scientific research but only in applied knowledge which can quickly generate strategies for profit. The concept focused has surfaced and marginalised the idea of developing imaginative and critical self-development. The result is facing increasing evidence of bureaucratic insensitivity and uncritical group thinking.

Educators who attempt to encourage students to question, criticise and develop imagination are exposed to the criticism of their methods by the rich parents who invest in the education of children in elite schools (to connect, regardless of the intellectual range). These parents (investors) do not have the patience for skills they consider unnecessary and, according to the interest of their investments, they attempt to instigate the change in the doctrine of education.

Since the states strive to achieve economic growth, especially in the period of crisis of the model of global neoliberal capitalism, their approach to adjusting education is lacking debate about the direction of education, and consequently of democratic societies. In the anxiety to achieve profitability in the global market, the values that are vital for the future of democracy, especially during today's religious and economic turbulences, are in danger of being neglected.

Around the world, education is getting a new dimension and importance for further transformation of society and the position of an individual in it. The information age requires opening of the political communities to the world, and this is particularly the case in Europe. A direct dependence between education and development is advocated more prominently every day. Knowledge, its research, its transmission in the process of life, work and decision-making, is important in qualitative terms. In developed societies, the main developmental resource is considered to be human capital and the quality of human capital is determined substantially by education and upbringing. The education should contribute to the sustainable national development and permanent development of an individual. Therefore, developed countries that have financial resources approach education as a national priority and advocate strategies of education and upbringing that optimally contribute the economy, social and cultural development, as well as personal development of individuals.

Educational strategies developing today are of an increasingly wide scope based on the concept of lifelong learning and the concept of "learning society." Mass education in post-modern societies becomes a segment of the "knowledge industry" and currently exhibits a high rate of spreading. Massification of education, through continued education, has undoubtedly a social role, but also the political and economic significance. Entering the information age, education is accepting the task to provide the capacity to comply with the needs of modern technological age and contemporary achievements. It should, though, increase the adaptability to the digital age of man, and extend human capabilities needed in the changes brought by the technological age (Vidaković; Šćepanović; Šćepanović, 2012, p. 863). In that sense, European Union programmes such as "Key Action 3" (K3) proclaim that the projects have the following goals within its framework:

- To improve the quality, efficiency and equality of education, conduct training and work with young people through an open method of coordination (implementation of general and specific recommendations that are the result of an agreement at European level);
- To promote international cooperation and exchange of information among decision makers in order to improve the systems, structures and processes in education;
- To contribute to the dissemination of good practices, so that decision making in the field of education and young people would be based on concrete facts, in accordance with the Strategic Framework for cooperation in education and training (2020), the

European strategy for the young and the provisions of the Bologna and Copenhagen processes;
- To make available comparative international research and policy analysis in the field of education at European and national level to make it easier to monitor their performance;
- To support the active participation of civil society and non-governmental organisations in the implementation of public policies.[1]

However, harmonisation of educational policies does not necessarily result in the development of methodologies of increasing adaptability, which are currently insufficiently developed in the doctrine and practice. In practice, constant investment in new technologies leads to the creation of new jobs, which impacts the labour market in a way that it requires a new professional profile. The educational system shapes its offer on the labour market in a way that produces a qualification profile of workers needed by the industry at a specific time. Thus the educational system seems a central pillar of this circular system, which must continually adapt to meet the needs of the economy, while on the other hand, the information age imposes a fast way of life (Krstić, Milošević; Trifunovic, 2014, p. 454). Therefore, constant adjustment is not adequate to respond to market needs in an institutional manner.

Universities, now working for profits, are trying to adapt their curricula to students and in this sense they are particiating. However, distance learning, adult education and online courses are still mainly industry and attract students for entirely private reasons and who favour the acquisition of knowledge without delving into the matter, and knowledge that should be acquired through practice. They are trained to find the information, tools and to integrate them to a sensible aim (Collins; Halverson (2009), p. 46), but these courses do not develop the perception of regularity, which should be the result of education. Therefore, they are becoming lifetime dependents on such "education."

The problem is that such education is denied of the methodological development of critical thought, curiosity, bold imagination, compassionate understanding of the different types of human experience and understanding of the complexity of the world. Therefore, education seeks to focus in science on building the capacity for critical thinking, logical analysis and imagination. Education, in fact, is preparing people for competent operation and, more importantly, for a meaningful life. One of the methods for the assessment of any educational plan is how well it prepares the students for life in the form of social and political organisations with the given attributes. Production of the basic use value includes informational goods, among which is education (Fuchs, 2016, p. 285). In this context, capacities for critical thinking and reflection are essential for democracy. For facing the challenges of the information age, it is particularly important that the democracy is functional in responsibly addressing the problems in the interdependent world, i.e.

[1] KA3 – Support to reform education policies, http://erasmusplus.rs/erazmusplus/delovi-programa/ka3-podrska-reformama-obrazovnih-politika/, visited 12/12/2016.

the ability to competently contemplate in a wide range of cultures, groups and nations, in the context of understanding the global economy and the history of national and group interactions. The educational system is not functional if it benefits only the elites (by any criteria) because it would then be an instrument of alienation among the population (men and women, rich and poor, urban and rural).

The analysis of the relationship between economic growth and education analysing, despite the dominant paradigm of their organic connection, cannot confirm that the achievements in education (as well as in the health care) have a crucial impact on economic growth. A specific problem in education is the use of the development paradigm based on GDP per capita, which neglects the distribution. Given the nature of the economy in the information age, countries can raise, if they are capable of forming a competent technology and business elite, its GDP regardless of their allocation in education. A technocratic-oriented practice of education models for economic growth, while neglecting other social goals, cannot provide an adequate level of intellectuals in terms of their social functions. Namely, if the goal is to create a group of technically competent and obedient experts who will execute the plans of the elites, whose goals are foreign investments and technological advance, then developing free thought is necessarily a risk.

For the sake of adjusting to the practical needs of the information age, the knowledge is atomised within the contexts and discourses and practically produced in the learning process. Online education, which is a paradigm of this model, is facing setbacks in terms of financing of the transfer knowledge adequate for evaluation, as well as the fabrication of "experts" without the ability of critical thinking (Brabzon, 2016, p. 2-3). The areas of the greatest interest for learning on distance are, for example, management, psychology and foreign languages, i.e. mainly skills. Apparently, such education brings advantages like the opportunity to acquire knowledge in several institutions at once, regardless of the spatial distance; uninterrupted education of students with special needs in relevant and appropriate environment. However, sociologists and psychologists argue that this will not be the best solution for schools in the future, because transmission of knowledge without personal contact loses its character, and creates "generations of individuals incapable of communicating" (Jevtić, 2012, p. 400). Despite the above, virtual schools are becoming a part of everyday life.

The information age multiplies complexities, and the reaction has been that people are no longer expected to be able to process the information, but rather to interpret them (Mihai, 2014, p. 99). Education that will enable economic growth requires basic skills for the most, and more advanced skills for a smaller proportion. and very rudimentary knowledge of the history and economic facts for those who will be able to move beyond the primary education and who may become part of a relatively minor number of the elite. It is difficult to find a pure model of education for economic growth since democracy is based on respect for each person, while growth model respects only the total sum. However, educational systems around the world move in the direction of the model for economic growth. From the sociological aspect, as basic changes in education are recognized the following: teachers become biased helpers and co-creators of knowledge; the goal is the unification of the society and because of that domination and exploitation (as it is based on the dominant culture); education should help students to shape the diverse and useful personal values in the context of their culture; and the identity of students becomes a social construct created through education, aimed to provide the knowledge that will create the intellectual capacity to identify how the specific conditions lead to specific circumstances (Sadovnik, p. 606-607).

The integration of information technologies and the needs of the information age in education face layered limitations. On the one hand, in terms of the needs and objectives and the involvement of students, the problem is to facilitate the mastering of skills that must be related to the knowledge that new technology can offer. On the other hand, the process of integration remains a challenge for lecturers, who are forced to focus more on technology than on scientific curriculum (Newton, 2003, p. 15). These restrictions affect areas that generate the reproduction and dissemination of knowledge, particularly among young people, whose personality is being shaped. As a result are identified the following consequences for the value-system and the behaviour of students: computers are not technology, relativized reality, work prior to knowledge, imagination prior to logic, multitasking lifestyle, typing prior to writing, networking, intolerance for delays. This vision of the surrounding represents an institutional challenge, in the sense that it requires the inclusion of experiential in the curriculum, but not as their commercialization but as a conceptual change necessary in the information age (Frand, 2000, p. 24).

Conclusion

To cope with the opportunities brought by the speed and amount of information in the interconnected networked environment, the information age imposes the need for mastering the effective management of information.

The mechanical transposition of the educational system adequate for the industrial society cannot ensure the efficiency in the wider social context. In today's stage adaptation of education to the needs of the information, society is concentrated on a technological dimension, as a result of the pace of development and implementation of new technologies.

In this context, the constraints facing today's transposition of the educational system from the industrial to the post-modern societies indicate a lack of development of capacities that are considered imminent intellectual stratum of society. These include the capacities: to competently examine, argument and debate, without submitting to authority or tradition, to think about political issues affecting the nation; to recognize citizens as people with equal rights and view them with respect, and not only as the winners or losers; to perceive the diversity of complex issues affecting the human life, in a manner informed by understanding, and not just sets of data; to approach general themes critically, but with an informed and realistic openness to opportunities; and to think about the good of the nation as a whole and as a part of a complex world in which issues require transnational intelligent reasoning.

Generally viewed, the model of education which should respond to the challenges of the information society requires the development of the capacity of an individual. This development, in terms of national interest, must include pragmatic technological needs, but it cannot be conditioned only by the economic goals. If the transfer of knowledge is to realise its essential role in the information society, the educational profile of an individual must include the development of capacities of an individual in the key areas of life, from health and integrity to political freedom and participation. Such a model does not subject an individual to technological uncertainties, but recognises the inalienable dignity of an individual, which must be respected by laws and institutions, regardless of their technological capabilities.

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THE SIGNIFICANCE OF THE CROSS-NATIONAL DATABASE (LIS) FOR THE COMPARATIVE ANALYSIS OF ELDERLY PEOPLE IN EUROPE

Abstract: *Elderly people are rarely discussed in Serbia. However, what is discussed even more rarely is the comparison of the life and position of such a social group in Serbia and other European countries. It is almost impossible to ascertain the extent of the differences and similarities between people older than 65 in Serbia and their counterparts in other European countries. That is why the cross-national database LIS is extremely significant, since it enables researchers to use the data as empirical bases of their future papers in this and other fields. The process of harmonizing data from various countries in Europe and the world is not finished, because it is complex and lengthy. However, the data harmonized so far are valuable for any researcher who tries to provide a broader view of the elderly. This paper instigates a necessity for the use of larger databases for research purposes in this field. The goal is to represent the socio-demographic characteristics in several European countries in the beginning in order to introduce the Serbian public to the position of elderly people in other countries.*

Keywords: *CROSS-NATIONAL DATABASE, DIGITAL ENVIRONMENT, ELDERLY PEOPLE, EUROPE, SERBIA.*

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Introduction: On the advancement of technology and databases

When the development of society throughout history is observed, it would seem that the advancement of technology has brought about great changes and that the forms of social organization are quite different from those in the past. That general impression, also formed by ordinary people, can most certainly be supported by facts. If we view things from a philosophical perspective, we could say that the modern world cannot and should not be perceived without taking *techne* into consideration. The relationship with nature and appearance is not the same anymore, because the "possibilities of technical influence and consequence for future generations have become far more severe (…) Technical influence loses its harmlessness and limitation and assumes a planetary character" (Milović, 1992, p. 130). The influence of new and perfected technology is present in all fields. However, technology is not an isolated outside force to which we give ourselves over, or summon at moments of denouement when we need *deus ex machina*. Every technological advancement is conditioned by and in conjunction with the political, economic, cultural and, above all, social context. If we perceive modernity in its widest sense, we cannot study technologies in a special and abstract way. "It is time, then, to bridge the disciplinary gaps that now separate modernity theory and technology studies, and to work at empirically informed and theoretically sophisticated accounts of technology, modernity, and their mutual shaping" (Brey, 2003, p. 3).

In that way, we will be ready to understand why technology is conditioned by society and how the forms of social organization, practices, cultural patterns, styles and attitudes are changed. We will have a clearer picture on what data represent in contemporary digital environment. It is not solely a number, a letter or a sign which represents something, nor is "it the smallest unit of information to which reference is made, as it is usually defined" (National Research Council, 1999, p. 15). It is, as Lev Manovich rightly concluded, a symbolic and cultural form because it exists within a database which is always the opposite of the narrative:

"As a cultural form, database represents the world as a list of items narrative which it refuses to order. In contrast, a narrative creates a cause-and effect trajectory of seemingly unordered items (events). Therefore, database and narrative are natural 'enemies'. Competing for the same territory of human culture, each claims an exclusive right to make meaning out of the world" (Manovich, 1999, p. 85).

Can the entire world fit into a database? Surely not, since no narrative so far could have represented the world in its entirety. However, as more databases are being created and developed with the aspiration towards open access as a global information paradigm, new research views on the world which surrounds us and the society we live in are enabled.[1] For that reason, this paper considers the possibility of a social group –

[1] Here it is vital to emphasize how data in databases we use are organized, so we can understand the world which surrounds us: "Data in a database may be characterized as predominantly word oriented (e.g., as in a text, bibliography, directory, dictionary), numeric (e.g.,

elderly people – being spoken about and evaluated through the access and the use of the LIS database as a part of the InGRID research infrastructure[2]. The intent is that the database is observed here not as a total opposite, but as a foundation and predecessor for future narratives on this social group.

1. Research Context

Population ageing is recognized as a global trend, because it is evident in nearly all countries of the world. Let us recall the fact that in the past a person was considered old if he or she were over 40. In the modern world that limit has been moved significantly; according to the World Health Organization, a person is considered old if he or she is over 65, although age limits of 55 and 60 are also used. Hence, according to the UN report from 2015, between the years 2000 and 2015 solely, the number of people older than 60 in urban areas rose by 68% globally. It is estimated that, by 2050, there will be more than two billion old people on the planet. The number of people older than 80 (the oldest ones) is now 125 million in the world and it is estimated that that number will have risen to 434 million by 2050 (World Population Ageing, 2015). It is interesting to note that women live about 4.5 years longer than men. So, human lifespan will continue to be extended and people will become older. Children born after 2011 have three times more chance to live to their 100th birthday. (Population ageing in Europe: facts, implications and policies, 2014).

What is the situation in Europe? Europe is an ageing continent. That is evident. By 2030, Europe will have around 25.6% of people older than 65. By 2060 it is estimated that older Europeans will be making up 29.5% of the total population (Population ageing in Europe: facts, implications and policies, 2014). Now the percentage of those older than 65 in the European Union (28 member states) is 18.5% and it is expected that men of this generation will live for, on average, another 17.9 years, whereas women will live

properties, statistics, experimental values), image (e.g., fixed or moving video, such as a film of microbes under magnification or time-lapse photography of a flower opening), or sound (e.g., a sound recording of a tornado or a fire). Word oriented, numeric, image, and sound databases are processed by different types of software (text or word processing, data processing, image processing, and sound processing)." (National Research Council, 1999, p. 15).

2 "The InGRID project is funded by the European Union's Seventh Framework Programme for Research, Technological Development and Demonstration under Grant Agreement № 312691 and involves 17 European partners. Referring to the EU2020-ambition of Inclusive Growth, the general objectives of InGRID – Inclusive Growth Research Infrastructure Diffusion – are to integrate and to innovate existing, but distributed European social sciences research infrastructures on 'Poverty and Living Conditions' and 'Working Conditions and Vulnerability' by providing transnational data access, organizing mutual knowledge exchange activities and improving methods and tools for comparative research." https://inclusivegrowth.be/about-ingrid.

another 21.3 years.[3] The number of people older than 80 will have risen by 12% by 2016. The average age of the population of the European Union is 42.4 (Eurostat, Population structure and ageing). Therefore, a decrease in the percentage of the working population is expected, as well as an increase in the older population, which brings about numerous consequences.

2. Research motivation

For a long time, people have been writing about the elderly only within the framework of gerontology. This social group has not been paid enough attention, nor has it been observed from other perspectives. That has not certainly been in accordance with the percentage of the elderly within the total population of any European country. Although the number of older people is constantly increasing, they are still being studied in the domains of health care systems, retirement and studying the development of certain illnesses. Another large group of research deals with the stereotypes about the elderly. The third group includes every research which enters into the field of media, culture, politics, anthropology, law, art etc. To speak of the elderly in each of these fields, statistical data are required. However, it is possible to come to only the most general data on the number of older people, the average age and the projections on the growing trend of the increase of this part of the population. It is very difficult to come by more detailed data, especially if that involves comparative analyses. A comparative perspective is needed if the researchers wish to present the wider context. That is why the research I conducted in the LIS cross-national data centre in Luxembourg was quite significant and productive. The primary motive for this type of research is the possibility to use data which are not available to researchers in Serbia in order to analyze the position of older people in several European countries. To achieve this, what is pivotal is the socio-demographic profile of each of the chosen countries. The LIS[4] offers detailed data but in order to use them, financial means for the researchers' stay in Luxembourg are needed. Since researchers from Serbia have difficulties in reaching financial sources and have limited means for pursuing science, the program Visiting grants for free-of-charge access to InGRID data centres was one of the most

[3] A look at the lives of the elderly in the EU today (2015). Downloaded 12.11.2016. from: http://ec.europa.eu/eurostat/cache/infographs/elderly/index.html

[4] The Luxembourg Income Study Database (LIS) is the largest available income database of harmonised microdata collected from about 50 countries in Europe, North America, Latin America, Africa, Asia, and Australasia spanning five decades. The LIS cross-national data centre in Luxembourg holds datasets with income, wealth, employment and demographic data from a large number of countries. Since the countries are different in size, population and the questionnaires which are used in research, the data harmonisation process is necessary and complex. LIS harmonises data to enable cross-national comparisons, and makes them available for public use by providing registered users with remote access. http://www.lisdatacenter.org/our-data/lis-database/.

valuable ways to procure such means. Researchers who applied with good projects had the opportunity to access one of the offered research centers. The data in the LIS center are completely protected. The computers on which they are stored are not connected to the Internet, nor is it possible to transfer data from them onto a disc or a USB flash drive. Depending on the research goal and methodology, it is possible to choose one of the offered software programs for data processing: SAS, SPSS, Stata, R. The harmonisation process from the last research waves had not been finished for all countries at the time of my visit, but there were enough processed countries, which could be chosen for comparison so as to make it successful. The Luxembourg Income Study Database (LIS) with household - and personal-level characteristics was very significant to research. In this research, data from the two latest waves in 11 European countries were analyzed.

3. Methodology

The data used in Luxembourg Income Study Database came from Wave VIII: 2009-2011 and Wave IX: 2012-2014.

The initial plan had been to use only the data from the last research wave; however, due to the more successful comparison according to the territoriality of the countries in Europe, three more countries from Wave VIII were chosen.

In total, 11 countries were chosen: the UK, Finland, Poland, Slovenia, Spain, Luxembourg, Hungary, Serbia, Germany, Denmark and Greece.

Therefore, the principle of a more balanced representation of countries (north-south, west-east) and the integration of EU member states (old member states, new member states, non-member state – Serbia) was met.

P (personal) and H (household) files were used in order to achieve more comprehensive results. It was necessary to create a new variable for each country in the P file and to recode the data only for people older than 65 in order to perceive their share in the overall population. In that way there were two categories: population under 65 and population over 65. SPSS 22.0 version was used for processing data.[5]

4. Results

In all countries the number of the members of the household older than 65 is much larger in urban than in rural areas. That is in accordance with the trend present for several decades in which urban areas are spreading globally. Therefore, this percentage

[5] Since it was the first time I used a large database, it was necessary to accomplish more than had been required in my previous quantitative research, all in a short amount of time. Nonetheless, I consider the progress in the use of new methodology and new knowledge in this area to be a great gain. When it comes to the accessibility of the latest data, it is understandable that the harmonisation process lasts long. However, it would be ideal if researchers could use data from all European countries. I hope that that will be possible in the near future, because that would open up so much more research perspectives.

today spans from more than 40% in Africa and Asia to 81.5% in North America. In Europe 73.4% of the population live in urban areas.[6]

The number of those living in rural areas is highest in Greece, Hungary and Serbia, i.e. in countries which rely more on agriculture and where there is a large number of villages. In relation to more older people who remain to live in rural areas, there is a trend of young people leaving villages and moving into cities for education and employment. "This out-migration of young people is prompted by lack of job opportunities, the prospect of low income from very hard work, difficulties of succession to farms or enterprises, lack of credit, lack of cultural activities suited to the young, lack of affordable housing and other factors."[7] However, within the older population in villages, economic consequences of reduced incomes can be perceived. For instance, in Greece there are 19.9% of households without labor income and with one older member, in the UK that percent is 16.3%, in Hungary 15.3%, in Denmark 14.4%, in Germany 13.6%, in Spain 12.9%, in Luxembourg 10.5%, in Poland 9.4%, in Serbia and Slovenia 7.7% and in Finland 7.1%. No division according to the categories of richer west-north and poorer east-south is perceived. What is visible is only the aforementioned trend of young people leaving villages and the increase of needs of older people: "The out-migration of young people has its counterpoint in an ageing rural population, with a growing proportion of elderly people who need support. With people also living longer, there are growing issues of isolation and loneliness among older people, and growing demands upon the health and social services."[8]

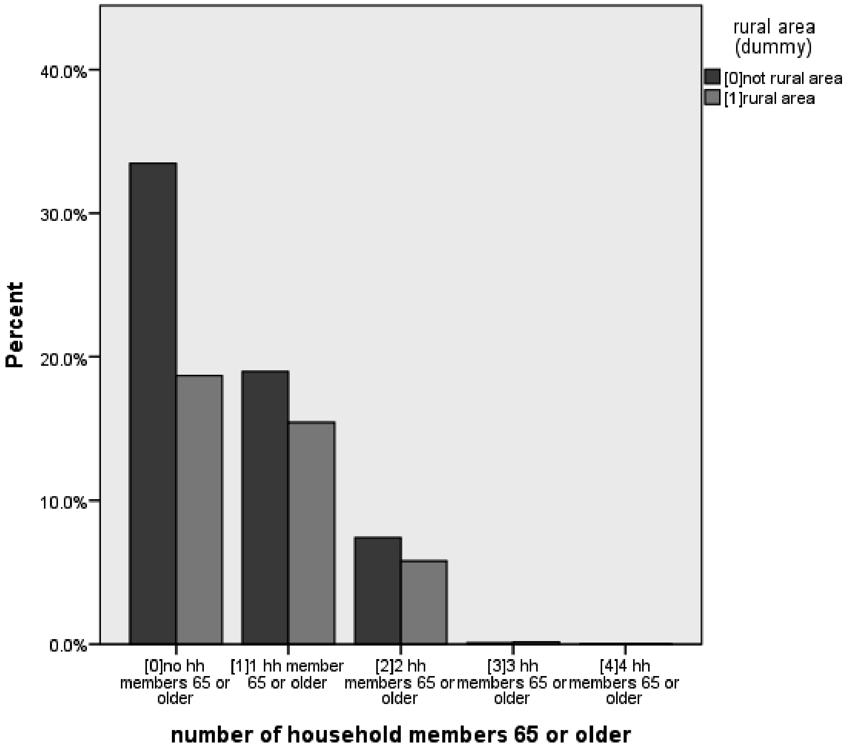
In almost all observed countries the percentage of women over 65 is slightly higher than the percentage of men, except in Finland and Luxembourg, where the opposite applies.[9] The biggest difference between the number of women and the number of men is in Hungary (13.5% to 8.2%, respectively).

[6] For more details refer to the report: United Nations, Department of Economic and Social Affairs, Population Division (2014). World Urbanization Prospects: The 2014 Revision, Highlights (ST/ESA/SER.A/352).

[7] ALL Europe shall live - the voice of rural people Report to the Second European Rural Parliament 4-6 November 2015, p. 16.
http://europeanruralparliament.com/phocadownload/ERP2015%20ALL%20Europe%20shall%20live%203b.pdf.

[8] Ibid.

[9] These data are in accordance with numerous reports which refer to the gender perspective. However, it should be emphasized that women are still in a more disadvantageous position than men in Europe and the world. This includes particularly older women: Inequalities in income, education, and employment across the life-cycle expose many women to poverty in old age, exacerbated by limitations on pension entitlements and lack of control over financial resources. Older women are also less likely to be married than older men, are less likely to remarry than older men, and are less likely to be outlived by their male spouses. As the status of women in many societies is linked to having a husband, widows are particularly vulnerable to poverty. It is not merely the loss of additional income that affects female-headed households, but also the differential impact of poverty on women



Graph 1: *Number of household members 65 or older in Serbia*

		AGECAT			
		64		65	
		Count	Table N %	Count	Table N %
Gender	[1]male	1821	37.6%	396	8.2%
	[2]female	1968	40.7%	653	13.5%

Table 1: *Female – male, Hungary*

It is also in Hungary that ¼ of older people do not live with their children, which also represents the highest fraction within observed countries. In Germany, Greece and Serbia that fraction is 1/5, and even smaller in other countries.

and the gendered responses to poverty within households. UN Women Coordination Division, February 2012, Between Gender and Ageing, The Status of the World's Older Women and Progress Since the Madrid International Plan of Action on Ageing, http://www.un.org/womenwatch/osagi/ianwge2012/Between-Gender-Ageing-Report-Executive-Summary-2012.pdf.

However, in Hungary there is a very strange part in the population census, which refers to their ethnic origin. Namely, only in this country do the offered answers separate the population in only two groups: people of Romani and non-Romani origin.[10] It stands to reason to ask how truthfully people will answer this question with regard to their Romani origin in the context of such binary oppositions. The older Romani population is in grave economic, social and health position not only in Hungary, but in other European countries.

		AGECAT			
		64		65	
		Count	Table N %	Count	Table N %
Ethnicity	[0] not of Romani descent	2563	68.9%	964	25.9%
	[1]of Romani descent	186	5.0%	8	0.2%

Table 2: *Ethnicity – Hungary*

The lowest percentage of those over 65 who have never been married is in Serbia and Poland (in both cases that percentage is 0.5%). Marital status is one of the factors of higher or lower degree of loneliness.[11] If an elderly person does not have a partner and lives alone, they will feel more lonely, but they will also be in a worse position when it comes to asking for help when their health is in danger. That is quite characteristic of Serbia and its rural mountain areas in which the infrastructure is bad: no asphalt roads, no pharmacies, health centers or shops nearby, and the poorest households sometimes lack water and electricity.[12]

10 Based on the emphasis of this separating category, it can be claimed that it is actually the heritage of poor treatment of this ethnic group ever since the Habsburg Monarchy and the extension of the policy of the marginalization of assimilation to this day. See research: Barany, Z. (2002), "The East European Gypsies: Regime Change, Marginality, and Ethnopolitics," Cambridge University Press; Majtényi, B, Majtényi, G. (2016), A Contemporary History of Exclusion, The Roma Issue in Hungary from 1945 to 2015, Central European University Press.

11 Certain loneliness factors in Poland have been studied in the paper: Pawel, K., Olcon-Kubicka, M. (2010), Loneliness of the elderly in Poland - sales, symptoms and ways of solving the problem, Studia Humanistyczne AGH, vol. 8, pp. 129-138.

12 It is interesting to point out that the data from the poll research on the sample of 1200 people in Serbia demonstrate that 29.8% of subjects live in a sole-member household, i.e. they live alone, and 53.5% of those older than 65 believe the members of their generation to be lonely. Senić, N., Josifović, S., "Public attitudes towards the elderly and the representation of the elderly in the media," in: Manić, Lj., Simeunović Bajić, N., *The public, older people and the media*, The Faculty of Culture and Media, Serbian Gerontologic Society, Belgrade, 2016, pp. 119-140.

The highest percentage of those who are married now is in Greece – 19.5%.

However, the lowest percentage of those who have obtained university degrees is also in Greece (1.9%), whereas that percentage is highest in the UK (5.3%).

		AGECAT			
		64.00		65.00	
		Count	Table N %	Count	Table N %
Highest completed education level (3-category recode)	[1] low	3704	10.6%	4096	11.8%
	[2] medium	12625	36.2%	2798	8.0%
	[3] high	9802	28.1%	1831	5.3%
	[9] indistinguishable	0	0.0%	0	0.0%

Table 3: *Highest completed education level, UK*

Western and northern European countries have also more people with university degrees. In addition, these countries have a larger number of older people who are still employed, which clearly reflects their capitalist tradition.

In former communist countries, where the heritage of a different pension system and different values in this sphere is evident, the situation is completely different.

Preliminary conclusions

The comparison of the data from 11 countries shows that the relations between the country the elderly live in and their education are statistically relevant;

The comparison of the data from 11 countries shows that the relations between the country the elderly live in and their employment are statistically relevant;

The comparison of the data from 11 countries shows that the relations between the country the elderly live in and household characteristics are statistically relevant.

The number of older people in the overall population points to the need for modifications in current policies, strategies and programs which relate to them.

The general conclusion is that in today's information society it is not possible to research significant social occurrences and groups in a comparative context, unless data from larger databases which harmonize it are used. Which is why it is necessary to once again point out the significance of the LIS centre, which has helped to present socio-demographic data from 11 European countries in this paper. This paper is meant to serve as an introduction into further research on this topic with the use of the comparative method.

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COMMUNICATION CHALLENGE: FACEBOOK AS THE TOOL OF MILITARY PR

Abstract: In the world of *professional communicators where it goes without saying that one has to keep pace with the technological progress and media development, hypertext formats, digitalization and dematerialization of media forms have created a myriad of new possibilities in the area of PR. In this way, the Internet social networks with the continuously growing number of users have created a completely new form of communication practice which has gradually become present in the PR of state administration, but what represents a phenomenon of its kind is the fact that the Ministry of Defense was among the first institutions in Serbia which chose the interactivity of digital PR. In addition to public relations having a different dimension as an integral part of responsible governance, communication challenge and the obligation of state institutions, the communication during live interaction, where the speed of good news and bad news is the same, and where it is difficult to make a distinction between the truth and a lie, can easily be marked with a crisis, which poses a question whether the Facebook activity of high risk organizations, such as Armed Forces, can enable good relations with the environment.*

Keywords: *SOCIAL MEDIA, PUBLIC RELATIONS, MINISTRY OF DEFENSE, SERBIAN ARMED FORCES, FACEBOOK.*

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Introduction

Bearing in mind that communication represents the basis of a PR profession and that it can be considered as the key precondition for the quality public relations, it becomes clear that one is speaking here of the area where all innovations in communication means have quickly found their practical application. Public relations tools have been changing together with the technological progress and media development and it is, therefore, understandable why *dematerialized media forms* have quickly found their application in the world of communication, where *digitalization* has significantly increased the speed and quantity of information flow, and *interactivity* has offered an active participation in the world where all forms of data are being exchanged. Thereby, *audience segmentation* enables data to be adjusted to different users and their needs, and the passive reception of media messages stays behind in the time when traditional means of mass media dominated.

That is why the new forms of public (but also interpersonal) communication have brought the possibility of broader participation in the public sphere. Web pages, forums and review services, virtual worlds, chat rooms, blogs, micro blogs, multimedia content exchange services, social networks and similar, represent new forms of thinking and are the generator of more free information flow, and even an explosion of content which is sometimes difficult to check. From the public relations point of view, the said social media represent easily accessible tools for any company, state or other institution which enable direct and symmetric communication with target audience.

The need to follow current public relations tendencies has introduced the use of social networks in the public administration PR, not only to promote the goals and activities which require public trust and support, but above all, or at least this is how it should be, to fulfill the obligation of state institutions to inform the public about the activities on which taxpayers' money is being spent.

A curiosity of its kind is the fact that the Armed Forces were among the first in Serbia to start with the on-line communication: YouTube in 2008, Facebook in 2009, and Twitter in 2011. To be more precise, it was the Ministry of Defense (MoD) of the Republic of Serbia and Serbian Armed Forces (SAF) that did this, since the organizational unit responsible for public relations – the Public Relations Department – is a part of the Ministry of Defense. The understanding that, until recently, it was very hard to imagine public relations in correlation with the military in this region should not lead one to think that the decision of "going online" was the result of random thinking and current trends, because it was the reflection of serious progress which the MoD and SAF had achieved in the area of public relations during the last decade.[1] This was a complex transformation from giving information to communicating, with all acompanying doubts about the organization of the very structure intended for PR, and very often, with only professed support from the system. With the new organization which took military PR to the level of managerial function,

[1] See: Milošević, H. (2011), *Odnosi s javnošću u Ministarstvu odbrane Republike Srbije*, Master Thesis, Faculty of Culture and Media, Belgrade, p.45.

and together with the planning of strategy, goals, and communication channels with target groups, the Public Relations Department has significantly influenced the positive change in the public identity of the Serbian Armed Forces, the proof of which can be found in the results of one public survey.[2]

The following paper will discuss to what extent has online activity contributed to the above, and it should serve as a kind of guidelines for the state administration institutions which are insufficiently active or completely reserved towards this new tool of PR communication. Bearing in mind the space limitation, this paper will present only the performance analysis of Facebook activities[3] because social media communication has brought a series of specific things related to the use of these social media respectively, which at the same time creates room for broader research. The analysis is preceded by a part about the distinctiveness of public relations in the on-line environment, as well as with the characteristics of PR in state administration institutions.

1. Public Relations in the on-line environement

The statistics show that the figures expressing the number of the world population present on the Internet are increasing year after year, so in 2016, at least when it comes to Europe, 73 % of the population used the Internet, and 47 % was active on social networks.[4] Therefore it is not strange that the results of the biggest study on strategic communication and PR in Europe (European Communication Monitor) show a constant increase in the number of PR professionals who foresee the ever growing significance of online tools within public relations. For example, in a research carried out in 2008, the print media were still considered the most important PR tool, whereas in 2016 as many as 76% of subjects are completely in favour of the use of social media.[5]

2 According to a survey carried out by TNS Medium Gallup in November, 2014, for the purpose of the OSCE Mission to Serbia, 50 % of the population chose the Serbian Armed Forces as the institution of utmost trust, which represents a 15% increase compared to 2013. The population also had high level of trust in the Serbian Armed Forces in 2015, which is shown in a resreach done by The Centre for Free Elections and Democracy for the purpose of the Protector of Citizens, when 61 % of subjects had a positive opinion about the Serbian Armed Forces. In 2016, the Serbian Armed Forces remained an institution which enjoys the biggest trust of the citizens (62 %), which was also confirmed by a research of the Centre for Free Elections and Democracy published in April, 2016.

3 Facebook is still a leading social network and even though obtaining financial assests from PR is difficult to measure, the importance of presence at this social network is illustrated by the information that in the third trimester of 2016 the overall income only of advertising on this social network amounted to 6.82 billion US dollars, wheres with other fees Facebook generates 195 million dollars of income. See: https://www.statista.com/statistics/277963/facebooks-quarterly-global-revenue-by-segment/, 11.01.2017.

4 See: http://wearesocial.net/tag/social-media-statistics/, 11.01.2017.

5 The said research European Communication Monitor has been conducted among PR professionals in 43 countries since 2007. See:http://www.zerfass.de/ECM-WEBSITE/media/

Since this media provide communication platform for global debate and dialogue, "their power lies in the selection and processing of media content, the choice of time and space through which they will be present in the public sphere, the way of presenting, the choice of persons, introduction and communication style, discourse and the culture of public performance, and effectiveness which will remain in the audience minds" (Despotović, Jevtović, 2010, p. 280).

Therefore it is not strange that as PR measuring categories one might encounter terms such as *Social Networks in Strategic Communication*, *Content Creation*, *Online Reputation*, *Digital Analytics, Web Design, and Search Engine Optimisation (SEO),*[6] which makes it all completely understandable to talk about *digital PR*. "It involves activities on web pages, blogs, social networks, newsletters, and similar. The role of PR has changed thanks to the influence of social networks. In the digital world the changes happen very quickly and the influence of classic PR has decreased due to the big number of users who create the content by themselves." – think the experts for social networks communication who call themselves *Community Managers* (CM).[7] A representative of the Croatian Expert Association for Social Media Communication (DRMA), an expert for the Web and social networks communication Barbara Slade says that "on the one hand they are neither PRs nor marketing people, or costumer service, but on the other hand they are still all of that at once."[8]

One speaks here of online community managers who, by using skilfull communication on social networks, act on behalf of a brand (an individual or an institution) in a subtle way, becoming the brand's public face in this way, which does not imply only posting status messages on the brand's behalf, but live communication, content control and following of reactions. All of this together leads to the increasingly present attitude that modern public relations do not depend any more on an organization's budget and ability to draw media attention, but, as Renata Demeterfi Lančić puts it, "on the ability

ECM2016-Results-ChartVersion.pdf, 11.01.2017.

6 Search Engine Optimisation is a process of the improvement of quality and amount of traffic going from a search engine to a web page through search results, because the better rating a web page has (for example this site appears among the first on a search list) the more traffic will be directed from a search engine to it.

7 An On-line Community Manager builds, develops and manages an online community on the Web and this management is often connected with the protection of a brand. He/she decides which type of online presence is necessary for a certain business, opens profiles of a company on social networks and becomes their administrator, all with an aim of integrating and increasing the number of individual visits to a ceratain online account. The duty of a community manager is to present a brand in a new and the best possible light in the on-line world. See: http://worshipprogramming.com/looking-for-a-new-job-what-about-online-community-manager/, 19.01.2015.

8 See: http://www.huoj.hr/aktivnosti-udruge/specijalno-izdanje-carpe-diema-kako-komunicirati-na-drustvenim-mrezama-okupilo-stotinjak-clanova-huoj-a-studenata-i-gostiju-hr731, 19.01.2015.

of their services to make their own people not only find information, but also create and distribute them. In traditional public relations and marketing this technique is known as *Word of Mouth* (from one person to another), and assumes the acquisition of new clients through the recommendations of the existing ones. In the modern Internet sense this is known as *Word of Mouse* (Demeterffy Lančić, 2010, p. 159).

A famous PR theoretician James E. Grunig thinks that digital media should be used as strategic assets for the interaction with the public and for collecting information from the environment which are quite beneficial for organizations during a decision making process. He states that public relations experts at first used the Internet for one-way communication, in the same way as traditional media, by posting news, announcements, publications and similar, and only later, with the expansion of the possibilities of online communication, the Internet has become a place where all types of public relations exist (2009, p. 1).

Speaking of this new dimension of communication and the importance of social networks, Miloš Čirič says that the above is a question of company's boundaries, i.e. all what the company is, because "modern companies, in a certain way, expand the network of their 'employees' through social networks, because their development is also taking place through an interaction with 'volunteers' they are connected with via social media."[9]

2. Public relations in state administration

As an integral part of a responsible governance, public relations are a significant communication challenge and an obligation of all state administration institutions. To be more precise, in parliamentary democracies *state authorities are obliged by legal acts to make their work public*, they are obliged to present their politics before those who made their legitimacy possible. The key characteristic of every democratic state is in fact the publicity, i.e. transparency of data, and "the right of free access to information is the key proof of the transformation of a community, because this is the only thing that guarantees citizens' active participation in social processes" (Jevtović, 2009, p.155). This is also a reason why state administration should be in the public eye, especially under the attention and scrutiny of media, and at the same time this is also the basic difference between state administration and profit organizations where the emphasis in external communication can also be put on marketing.

In order to draw a clearer line of distinction, the American state administration euphemistically uses the term *public affairs* instead of *public relations*, which is explained by the fact that taxpayers' money should not be spent on advertising and promotion of state institutions' work. Besides, the key difference between private sector PR and state public affairs is who pays the bill and what expectations they are obliged to. Private sector PR tries to help clients maintain or improve their image, whereas gov-

9 See: http://draganadjermanovic.com/objavljeni-autorski-tekstovi-intervjui/ono-sto-nam-niko-ne-govori-o-drustvenim-medijima/, 22.01.2015.

ernment's public affairs experts try to help taxpayers to obtain information they need, and seen in a broader perspective, help government's functioning in an efficient and effective way.[10]

Missy A. Graham and Elizsbeth Johnson Avery say that communicators who worked for government often point out that developing communication strategy for such organizations differs from the one being developed for profit and non-profit organizations, but also add that Graning and Jaatinen think that even though the general principles are the same for all organizations, "special conditions in which these principles have to be applied are different". Liu and Horsley claim that the environment in public sector creates unique challenges and possibilities which make their PR different from the PR practice in private sector, and by saying this they have the following in mind: politics, public welfare, legal obstacles, communication devaluation, bad perception of the public, slow professional development, etc. For example, Sanders observes the research on the communication of government institutions through three key topics: the role of the authorities, the relation towards new media and their role, as well as normative issues related to communication goals and the use of this communication within constitutional democracies (Graham, Johnson Avery, 2013, p. 5).

Scott M. Cutlip and his associates state three goals of state institutions PR: securing active cooperation in government's programs, informing the electorate on the activities of a state institution, and gaining citizens' support. Even though the goals of public affairs are different, the justification for their overall existence is, depending on an institution, based on two basic assumptions: 1) democratic authorities have to inform the citizens about their activities, and 2) successful state governance implies the necessity of citizens' support and participation (Cutlip and associates, 2003, p. 460).

Stressing out that newer literature on public relations within state administration is mainly focused on the needs and goals of this communication, Lee (Lee, 2009, p. 524) states the main goals selected by Baker: political communication (influence on the electorate), establishment of information service, establishment and maintenance of institution's positive image in the public, and receiving feedback from the public.

Similar to public relations in non-profit organizations, state administration institutions seek public trust and support through the promotion of their goals and activities. While non-profit organizations may raise donations in this way, state administration bodies, by following their civic duty, inform the public about the activities on which financial assets of taxpayers are spent.

By knowing this, one can look for the distinctiveness of action of the people responsible for public relations in a certain public administration institution, which can be also referred to as *challenges and possibilities* that have already been mentioned (Liu, Horsley). Skoko says that they are "like reporters working within government collecting information for the public... When working with the media they are like lawyers

10 See: http://www.govexec.com/excellence/promising-practices/2015/09/difference-between-public-affairs-and-public-relations/121238/, 9.01.2015.

explaining the merits of official actions, correcting wrong information, and trying to improve the interpretation, i.e. the understanding of the existing ones." (Skoko, 2005, p. 318). Besides, another thing that should not be considered as negliable is the additional difficulty stated by Alison Theaker – "the fact that the politics is created by elected representatives who act according to the politics of their respective political parties, whereas clerks implementing this politics are forbidden to be a part of political activities" (Theaker, 2007, 259).

PR activities within state administration are usually conducted by *public relations services*, and, according to Edes (Edes, 2000, p. 458), they are responsible for: *following media coverage, advising political officials, managing media relations, direct informing of the public, information sharing within public administration, developing communication strategies and campaigns, as well as reasearching and assessing public opinion.* However, whereas they represent some kind of a logistic support, direct communicators are usually spokepersons of the government, ministries or other public administration institutions. Even though they communicate with the media during public performances, it happens more often (especially in countries in transition where institutions are identified with the people who who are in charge of them) that this is being done by the direct representatives of executive power (the Prime Minister or certain ministers).

This is also the case with the Government of the Republic of Serbia, where The Law on State Administration stipulates that the work of the state administration institutions is public and that they are obliged to enable the public to get an insight into this work.[11] For this purpose *The Office for Cooperation with the Media*[12] was established within the Serbian Government, and it is mainly responsible for the communication with the public and presenting of the state administration work, whereas public relations services of each ministry conduct their own PR activities.

Even by a superficial analysis of the web sites through which each ministry of the Serbian Government and the Government itself present themselves, one can conclude that there is neither unique visual identity, nor communication strategy of the state administration institutions. Public relations are organized on its own dependance on a particular ministry, and therefore the use of tools and communication channels is also determined on an individual basis. Even though many ministries of the Republic of Serbia are nowadays active on social networks,[13] the pioneer of digital communica-

[11] *The Law on State Administration* (2005) stipulates that state administration comprises ministries, management bodies within ministries, and special organizations. According to the Article 11 of this Law, the work of the state administration bodies is public, and they are obliged to enable the public to get an insight into their work. The Article 76 states that the above is done" via means of mass media and in other appropriate ways" and "employees authorized for preparing information and data related to the informing of the public are responsible for their correctness and timeliness."

[12] See: http://www.srbija.gov.rs/omr/index.php?id=202376, 19.01.2015.

[13] Out of 16 ministries in the Government of the Republic of Serbia, 10 (around 60 %) have chosen communication via social networks. Facebook is the most present social network

tion in the Serbian state administration was the Ministry of Defense, whose PR service decided to share its video material with the public via YouTube in 2008.

3. MoD and SAF activities on Facebook

Relatively positive experiences from appearing on YouTube as well as the need to follow current trends in public relations, together with the examples from the world's practice in the area of military PR prompted the Public Relations Department to "go" on Facebook. Bearing in mind that at that moment there was no normative regulation (neither internal one, nor at the state administration level)[14] which would determine communiciation with the public via social networks, one might say that the adovementioned decision was a very brave one, especially knowing that one is speaking here of the country's defense system and its military.

The Public Relations Department could not follow any example of other ministries, but the reference point were the rules set in some foreign militaries that had already been active on social networks back then.[15]

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since 8 ministries use it, six ministries have Twitter accounts, and 4 ministries have a YouTube channel. For example, The Ministry of Justice, which is today active on five social networks, started its activity on Facebook as late as 2012. The analyis of the web sites of the ministries of the Serbian Government was done in January 2015 as a part of a research for the author's PhD paper (*author's note*).

14 *The Handbook for Public Relations in the MoD and SAF* was created at the beginning of 2011, and one part of it called The Internet and New Media was the first kind of a regulation for the use of social media not only within the MoD and SAF, but also in the state administration of the Republic of Serbia. It was only at the beginning of 2016 that the Directorate for eGovernment of the Ministry of Public Administration and Local Self-government adopted *Smernice za upotrebu društvenih mreža u organima državne uprave, autonomnih pokrajina i jedinica lokalne samouprave* (Guidelines for the use od social networks in the institutions of the state administration, autonomous provinces and units of local self-government). These Smernice state that they are originally created in order to make the whole public administration start communicating with the public in a fast, two-way and transparent way. The Ministry of Defense was used as a positive example of such a communication (*author's note*).

15 Back then PR services of many militaries had just started assessing the need for the introduction of social media into their communication with the public. Starting in a very temperate manner, this was followed by the careful practical assessment of social media possibilities, and today one might even see the existence of the formed units of "Facebook warriors" in certain countries. (See: http://www.theguardian.com/uk-news/2015/jan/31/british-army-facebook-warriors-77th-brigade, 13. 7. 2016. Even though social media are nowadays generally accepted in majority of the world's militaries, there are various examples, even within organizations such as NATO, of different degrees of openness to this way of communication: from the very quick acceptance in the USA, the United Kingdom, or, for example, Canada, to long resistance of certain countries such as Germany (started its activity on Facebook as late as 2014), or the example of the Turkish Armed Forces which

Namely, the lack of openness of the military system was not an obstacle for a long time to accepting a new communication channel whose decentralized platform enables linking of a big number of people and the spread of information, and therefore the simple explanation from the first page of the The United States Army Social Media Handbook says that the social media are "cheap, efficient, and measurable communication form. The Army uses them not only to tell its own stories but also to hear the others."[16]

This was the guiding principle for the PR service of the MoD and SAF when it started its activity on Facebook. The profile was created by the Public Relations Department which was also responsible for the risks coming with the new type of communication it had chosen. This started in a very reserved way with only one official profile in order to protect the system from the uncontrolled publishing of information. Due to the above, the first Facebook posts were almost completely identical to the information published on the MoD web site, as well as photographs, video clips, announcements and interesting facts from other MoD and SAF web presentations. This was not the initial idea of the Public Relations Department, but the system turned out to be very closed and suspicious from within, especially when it came to a new communication channel, and even though there was a written piece of information circulating within the Ministry of Defense and Serbian Armed Forces saying that the activities on the official Facebook profile had started, and that people in charge of public relations within their organizational units should collect and send information that might be interesting for posting, no suggestions came.

It was noticed very quickly that by publishing short news, which were the exact copy of those published on the official MoD and SAF web sites, followers cannot be gained. At the same time, the unofficial groups bearing the name of some MoD or SAF organizational units (for example, Military Academy, 63rd Paratroopers Brigade) started appearing and drawing attention with attractive shots, reaching in this way far bigger number of followers compared to the official MoD and SAF Facebook profile. Investigating the function of new media in the defense system, Krivokapić (2011, p. 60) gives an example of a group appearing under the name "Serbian Armed Forces"[17] which in a very short time reached as many as 45.000 "fans." This was the first Facebook group which dealt with the topics from the defence system in a more serious manner, and it was formed approximately at the same time when the Public Relations Department started its activity on this social network. This profile was administered by the editorial staff *ArmyInfo-*

still have extremely restrictive relation towards the activity of their members on social networks (*author's note*).

16 *The United States Army Social Media Handbook*, Online and Social Media Division, Washington, DC, 2014. 7.07.2015.

17 After several reports by the MoD, since May, 2011, it has been indicated on the group's profile page that it does not represent the official Serbian Armed Forces profile. Their current name is Aif – Intelligence Security Information, https://www.facebook.com/AIF.Obavestajno.Bezbednosne.Informacije?_rdr=p, 15.07.2015.

Forum, but one could conclude from the comments of certain group members that they thought this is the official Serbian Armed Forces profile. Their posts were photographs and video clips made during the activities organized by the MoD and SAF.

Following this example, more intensive uploading of photographs and videos started. In addition, bearing in mind that Facebook communication should provide the first, initial information, the posts started being shorter and written in a more casual manner compared to the ones published on the official web portals of the MoD and SAF. Having in mind that the information published there are mainly statements or forms similar to statements, it is quite understandable why their repetition on a social network could not provoke more interest nor contribute to the opening of a dialogue. All of this resulted in a very slow increase in the number of followers, and it was only at the end of 2011 that the profile reached its first hundred followers.

However, nobody wanted to give up on the new communication tool,[18] and the interaction was prompted through *content sharing* as well, which meant taking over news, contributions, and other multimedia content from other web pages or social and traditional media that might be associated with the defense system and shared with the followers. The interaction has also been stimulated by different prize games,[19] so at the beginning of 2013, the MoD and SAF Facebook page reached 8.000 followers, showing a tendency of subtle and continuous growth.[20] Facebook analytics indicated back then that "friends" of the page visitors amount to a population of 704.293 people who are all potential users of the MoD and SAF posts.

Another thing of key importance was the careful monitoring of interests of people visiting the MoD and SAF profile on Facebook, especially bearing in mind that *target audience segmentation* has always been important in public relations. It was important to understand the habits and needs of the visitors – which posts interest them, how much time they spend on the page, what they make comments about and how

[18] The Ministry of Interior started its Facebook communication a few months before the Ministry of Defence, but gave up on this tool due to the negative comments on the profile, even though their initial idea was to offer service infromation to the citizens via this network (*author's note*).

[19] One of the examples is the selection of the best photograph, and the author of the best photograph was awarded in a way that his/her photo was a cover photo on the MoD and SAF Facebook page for a month. Big number of interactions on the MoD and SAF profile is extremely important because of the fact that in recent years Facebook has been reducing the Organic-Reach of the posts. See: https://www.facebook.com/business/news/Organic-Reach-on-Facebook, 10.07.2015.

[20] It is interesting to point out that the real "boom" on the MoD and SAF Facebook profile was caused after posting a photograph shot at the Military Academy on the occasion of March 8th. The photo, which is quite sociorealistic in its nature, shows cadets who are congratulating their female colleges March 8th by giving them roses. This photo got 3.202 "likes," 337 "shares" and 83 positive comments (*author's note*).

they do that, at what time they are the most active, etc.[21] in order to adjust the posts to their needs and habits as much as possible. By doing this, it has been noticed that the exercises and training of SAF members, providing help to the civilian population, civil-military cooperation and participation of the military in the events both at home and abroad, attract the biggest attention and incite the biggest interaction.

There are certain topics whose posting requires additional caution (for example, the information about the Minister of Defense's activities, topics mentioning women in the armed forces, as well as the posts on the participation of SAF members in multinational operations) because they are followed by a big number of negative comments, and in some situations, when the "house rules" were violated and swear words and insults were often used, it was necessary to exclude certain individuals from further communication.[22] Particularly difficult are negative comments coming from the members of the armed forces, which are the result of the complete lack of good online behavior, or the lack of knowledge of the online behaviour rules, and can sometimes even pose a security threat, but this is something that is not the subject of this paper.

Since we are talking about live media, another important thing, apart from the precautions for the choice of topic, is the continuous monitoring because discussions carry the risk of turning into an unexpected direction, and one never knows what could cause a crisis in the on-line communication.

Sometimes some quite harmless topics, which normally meet overall approval, could produce an avalanche of negative comments at the time of specific social events. Certainly, the policy of the Public Relations Department is not to delete negative comments but to be persistent during a patient and reasonable exchange of views, due to which it is obligatory to respond to questions posed by the followers, where the only delay can be caused by the inertia of a system that is not able to deliver timely responses (in situations when a profile administrator does not know them), so it is not possible to react with a speed required by social media.

Trying to keep the above in mind as much as possible, the MoD and SAF Facebook page has reached a number of 28.000 followers, and it was discussed by approximately 5.000 visitors at the beginning of May, 2014. After the end of May, this number increased and reached as many as approximately 61.000 followers. The reason why the number of followers doubled up is connected to the period of great floods which hit Serbia, because at that moment the MoD and SAF Facebook page was the source

[21] Apart from using digital analytics and statistics, another thing of vital importance is the selection of a person responsible for online communication and listening out for the followers' needs 24/7. Profile administrator's ability to assess reactions to certain posts has influenced the selection of topics, the way how they are presented, and it has at the same time reduced the number of negative comments (*author's note*).

[22] If certain rules set on a forum or a website are not respected, the communicator first gets a warning, after which he/she gets excluded from the communication, i.e. for use of online jargon he/she gets banned. The access might be denied temporarily or permanently (*author's note*).

of really important information which were updated almost in real time. This caused about 140.000 Facebook users to leave their comments.

Since then, the number of followers has continued its continuous growth,[23] resulting in the MoD and SAF Facebook page having more than 150.000 followers in the middle of 2015. At that time, the analytics had already recorded that some posts, especially those related to crisis situations and attarctive military events, were seen by more than 1.5000, 000 profiles of this network. During a week, there were more than 16.000 activities on the page. According to data from 2016, the MoD and SAF Facebook profile had more than 200.000 followers, whereas, for example, the Ministry of Justice, which is digitally the most active ministry within the Serbian state administration, had only approximately 65.000 followers.

Administering of the MoD and SAF Facebook pofile is still centralized, but nowadays it is possible for units (institutions) to start their online communication on their own profiles with the agreement and some way of supervision by the Public Relations Department.

There has not been any bigger interest shown with this regard. For now, apart from the magazine "Odbrana", income-based military facilities (Tara, Morović, and Dedinje) have their separate Facebook profiles, and they are in charge of administering their profile since having a profile on social networks is a necessary form of marketing, because these institutions provide tourist services. The Public Relations Department has also been administering the profile Peacekeeping operations since 2014, and it plans to open official profiles of the Military Academy, Military High School, and the Military Medical Academy, all of which would be separately administered by these institutions respectively.

Conclusion

Even though numerous advantages of the Internet communication tools have started getting a different, more complex form, if we consider them as the part of responsible governance, the abovemantioned analysis of the MoD ans SAF appearance on Facebook can be understood as a confirmation of the need for their use in the PR of state administration. After all, respecting the voice of the public and civic initiative imposes the need for a two-way communication in which both sides would gain something (a “win-win” situation): citizens gain a possibility for their voices to be heard, and state institutions gain the necessary support for their activity (politics), which all implies that the interactivity of digital PR represents a good possibility for all those who strive towards quality communication and strengthening the relations with a community.

[23] The next big increase in the numbers of followers was recorded during the military parade in Belgrade (“March of the Victorious”) held in October, 2014, on the ocassion of marking a Centenary of the First World War and 70th Anniversary of liberation of Belgrade in the Second World War (*author's note*).

The example of the MoD and SAF has shown that the road towards the online environment support requires, above all, *knowledge of the media and possibilities they give* in this way of communication with target audience. This requires not only 24/7 engagement which one who communicates on social networks needs to be ready for, but also the necessary skills in managing online reputation, all the time keeping in mind that PR in state administration, especially in such a specific institution as the military, represents a special type of public relations where it should not be forgotten that actions come from the position of collective social awareness. Continous *presence, readiness to provide responses to question and the exchange of content suitable for the social media* (clear and straightforward with a lot of photographs and videos, as well as sharing of similar content) are necessary for the creation of stronger ties with target groups, for getting the affection for organization's activities, and for the understanding of the number of real followers ready to communicate on the organization's behalf.

In order to achieve the above, it was necessary to create the content which would attract visitors and prompt them to share it with the others, giving posts in this way additional strength and recommendation similar to messages passed "by word of mouth." The previous analysis points to the solution in the form of publishing service information. This has been confirmed by the said double number of followers in 2014, when the MoD and SAF Facebook page served as a valuable source of information during the floods. Nowadays, this page is a valuable source of information on a daily basis for the young people who are interested in getting potentional jobs within SAF or doing military service.

Although the MoD and SAF recorded that during crisis situations there is a markedly growing need for on-line information among all target groups, one always has to have in mind the fact that crisis communication on social networks is permanent, especially because users usually communicate when they are not satisfied. Patient and measured conversation helps to overcome these situations and clearly crystallize the profiles of followers, and according to this future content releases can be planned. In addition, one should not omit the importance of the internal public, perhaps in the on-line public relations more than ever before, because their posts on social networks are something believed much more than information from the official profiles.

There is no better recommendation than the comments of support from the inside, which can be equated with "performance in the brand's name," but at the same time, there is also even bigger damage from any publicly stated negative attitude. Also, because of the illusion of privacy offered by communication via the Internet, the participants in the on-line interactions are often willing to share the information of confidential nature. What makes this more complex is the fact that one is speaking here of a part of the defense system of the country where increased caution is necessary in terms of security, although there is no institution or any company that would tolerate the violation of reputation in the on-line communication by the employees. Therefore, it is necessary to clearly formulate the rules of conduct of the employees on social networks, with an emphasis on the fact that in the on-line communication there is no such a thing as internal communication.

Finally, although it is unrealistic to expect for professional communicators to participate in the strategic management of the organization within the MoD and SAF, their relations with the public are highly ranked in the PR of the Serbian state administration, so the gained communication experience on social media can contribute to overcoming the resistance of some government institution when it comes to new PR tools. However, one should always bear in mind that in public relations it is not decisive how many Internet tools an institution is present on, but the quality of communication that will allow for the trust and understanding to be built with the public, which does not exclude the traditional tools and activities.

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INFLUENCE OF SOCIAL NETWORKS ON MEANS OF COMMUNICATION AMONGST YOUNGER PEOPLE

Abstract: Modern information t*echnologies are putting quite a few paradoxical situations in the communication area on the agenda. On the one hand, we are witnessing an accelerated development of technologies which make our lives considerably easier while, on the other hand, the degradation of a man as a personality has never been more noticeable. Degradation is particularly noticeable amongst young people, the most active group on social networks, and it mirrors itself through the quality of their communication with their peers as well as with other social layers. Besides that, social networks have also considerably contributed to the fact that achievements of people no longer depend on their qualities, but on the ability to "sell" themselves on the "personality market," of which Erich Fromm wrote about. This thesis should draw attention to the ways of communication between young people, which are greatly influences by social networks, but also on the expression "personality market" which has not become the part of our vernacular speech, and it should be observed as a modern age oxymoron.*

Keywords: SOCIAL NETWORKS, COMMUNICATION, YOUTH, PERSONALITY, PERSONALITY MARKET.

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Introduction

Online platforms for social networking (OSU), or social networks, as we like to call them in our vernacular speech, have slowly but surely become part of our everyday life. We almost can't imagine a day without them, while the number of active users on at least one of these online platforms is getting bigger every day.

Created at the end of the 20th century, OSU have, in time, evolved from means of easier networking and communication of people to being a "necessary evil" of modern age, and today we count more than a billion users of OSU, half of all of the Internet users.

Even though there are certain differences between numerous social networks available today, they are all based on the same principle, and because of that we can define them as simplified online platforms that allow a user to create their own profile, public or semi-public, and a chance to very easily and in a short period of time "personalize a certain space on the internet" (Petrović, 2013, p. 164). They are a prevailing phenomenon of modern age primarily because of "fascination of the institution of cyber networking itself" (Vasić, 2015, p. 205).

Attractive because of their characteristics as well as the ability to directly or indirectly contact people on a daily basis, social networks are most popular amongst young people, who are considered the most active and regular users group.

In psychology, youth is considered to be a period of life after puberty until independence of the individual, a period of time between ages 16 and 25, depending on the cultural model of the society. Even though youth is described with positive sentiments in layman's terms, it is not considered carefree by all means. In his *Psychological Dictionary*, Dragan Krstić states the following, "young man is in a difficult general psychological position because he has to make and actualize a series of large, crucial decisions, and he does not have appropriate resources (spiritual and material) for their execution" (1988, p. 337). Besides that, attention should be drawn to one more, some would say, key characteristic of young people today.

Unlike the previous one, "generation X", that was comprised of people born in the sixties and seventies, young people today are categorized as the generation of "millennials" or "Peter Pan generation" which is distinguished for "delaying milestone life decisions."[1] Compared to previous generations, the "millennials" are making decisions for all key life stages at a later time, such as marriage, children, etc. They face these challenges of growing up later in life. It appears that they find their shelter from these challenges exactly on social networks.

Beside representing a place to escape from everyday life, social networks have become young people's ideal ground for undisturbed communication with their peers, but also with other people from their surroundings. Due to the fact that they offer much needed sense of freedom, the one that is often missing in interpersonal and group communication,

[1] Pavlović, Istok, "Ko su milenijalci?", *http://www.politika.rs/sr/clanak/352704/Pogledi/Ko-su-milenijalci*. Accessed 6.12.2016.

social networks are an alluring communication mediator precisely because they allow us to be whoever we are, to present ourselves as we want and to stay online as much as we want. Without sanctions and limitations, because our friends are awaiting us there (Baltazarević & Baltazarević, 2015, p. 258).

Because there is no control on social networks, researchers dealing with this phenomenon of the modern age frequently cite its negative aspects. It is an undisputed fact that social networks have greatly made our communication easier, but on the other hand, they have contributed to appearance of many negative side effects that firstly affect youth, on the way they experience themselves, as well as other people.

Speed of everyday life, represented by one click of a computer mouse, creates an impression with people that the information is slipping away, that they can't keep up with the novelties, that they are constantly at a loss. "Dialectics of acceleration and overreaching, however, is just a lobby of a serious frustration characteristic of a feeling that the time is irretrievably lost, that by being late something else, more important, significant or lucrative, is lost" (Tomić, 2008, p. 67).

On the other hand, considering that they represent a suitable ground for creating different identities and pseudo identities, social networks give young people a chance to present themselves in a way they consider the best. The problem appears the moment when the role we play on these online platforms for social networking starts being a constant need to be someone else – someone who will sell himself better on a "personality market."

Even Erich Fromm asserted that "success is not if someone is skilled and adequately trained for performing the given assignment, but a man must be capable of implementing his personality into a competitive relationship in opposition to many others" (Fromm, 1986, p. 71). This exact behavior is more noticeable today among young people on social networks, which we can speak of as a sort of a "personality market", where the most important thing is to present and "sell" yourself as best and as lucratively as possible. In time, it begins to affect the way young people experience themselves, as well as their virtual friends, and besides that, it also affects success in communicating with others, which becomes conditioned by the way young people act on social networks.

That is why this thesis should draw attention on the way young people communicate with each other, which is greatly influenced by social networks, on their (un)successfulness of communicating with others, but also on the expression "personality market" which has not become a part of our vernacular speech, but it should be considered as a modern age oxymoron.

1. Virtual as opposed to interpersonal communication

For us to be able to talk about successfulness of communication of young people whose most important characteristic is a "possibility of reciprocal role switching between a sender and a receiver of the message" (Miletić & Miletić, 2012, p. 86). Precisely this possibility is hiding an essential characteristic of this form of communication, whereby it is different from all other forms of communication (group and mass communication).

The possibility of reciprocal role switching itself points out that in interpersonal communication it is possible to speak of at least two communicators, while that number can be even larger. In that case, we can talk about interpersonal communication only until the reciprocity is no longer there, and so this type of communication transforms into communicating with certain groups of people, or an audience.

We speak about the expressive potential of interpersonal communication in cases where it performs directly "face to face". That potential starts to diminish the moment messages are received or conveyed by using different secondary media, whether it is a letter or a computer network. It means that "interpersonal communication can be asynchronous with the subjects that are spatially dislocated" (Ibid, p. 87).

However, where it happens independently, interpersonal communication can be divided into planned, rehearsed, or spontaneous, respectively the one that is previous, simultaneous, or determining the way of communicating afterwards.

As a way of communication, interpersonal communication is the most complete in dialogue that can be considered the peak of "plentitude of human communication in general" (Radojković & Miletić, 2008, p. 65). It simultaneously points to the fact that there is no dialogue between a subject and an object, but only amongst two equal subjects. Even though it excludes extremity (complete agreement or complete conflict), there is no dialogue without a "conflict" as a difference of opinions, as well as readiness to achieve a certain degree of accordance.

Be that as it may, interpersonal communication is "the most widespread form of communication in which people realize themselves as human beings" (Miletić & Miletić, 2012, p. 87). Thereby, as Djuro Sušnjić emphasizes, "every exchanged word points to one way of living (ontological), one way of thinking (gnoseological), and on one way of valuation (axiological)" (1997, 89).

With the development of a computer network, as a completely new media, which is different from media of mass communication and all other media, a brand new form of communication practice has developed, called virtual communication. Even though it is considered from the communication perspective a relatively new form of communication practice (it was created at the end of the 20th century), virtual communication is slowly, but surely, becoming one of the most common communication forms.

Essential characteristic of this type of communication is seen in the fact that it "suppresses the differences and integrates the features of interpersonal, group and mass communication", while enabling people who have access to the network to "interact with one another, one with many, many with many and many with one participant of communication" (Miletić & Miletić, 2012, p. 23).

Whether it is synchronous or asynchronous, virtual communication can be performed anywhere, anytime and in any place that has access to a computer network. Even though the reciprocal role switching is represented in this form of communication practice, it exceeds interpersonal and group communication precisely because of unlimited number of participants who can actualize that reciprocal role switching.

Besides that, virtual communication is the only form of communication practice that enables all four theoretically modeled patterns of usage and flow of information: conversation (individual exchange of information in interpersonal communication), allocation (speech), consultation (selective retraction of information out of the central stock by an individual) and registration (pattern of flow of information which is based on storage of information in one center). Precisely this, observed from the communication aspect, is the most important argument that separates virtual communication as a brand new form of communication in totality of communication practice (Ibid, p. 24).

Even though interpersonal communication is, as already stated, the most widespread form of communication practice, the question that many researchers have been asking lately is – is interpersonal communication threatened by more widespread and omnipresent virtual communication or, to put it differently, communication that takes place through social networks?

One specific relationship theory is contributing to this concern, articulated with the theory of computer intermediated communication, which places in the center of the research the social meaning of the categories of "self", but also the "projection of social changes that manifests within the changed 'self', which is influenced by internet communication" (Tomić, 2008, p. 91). The basic question of this theory refers to the appearance of new "structures of interaction and reorganization of social limitations", precisely because they can manifest within new communication media, thus within communication in general (Ibid).

It technically appears as a mediator between a real person and others, while the assets that perform identity multiplication are anonymity and untraceable location (Ibid, p. 93).

Be that as it may, thanks to the speed of everyday life an illusion of intimacy between two people communicating is created. Many will say that this is not always bad, because more and more frequently asked question is imposed – is any communication better than the absence of one (Grujičić, 2014, p. 463)?

2. Social networks as a sort of "personality market"

In the book *Social media and networks – similarities and differences*, Senka Bengin, Biljana Ratković Njegovan and Andreas Kelemen point out that "all activities that are carried out within specific online services, which provide free space and software tools for connecting people to a virtual community" are considered social networking (2014, p. 244). Their uniqueness, they consider, lies in a possibility given to the individuals to form and make visible their already existing social networks, viz. to transfer them from a real to a virtual world (Ibid, p. 245).

With this we can connect the standing of Mirko Miletić, which asserts that the social network "label/ name for a network of relations which social subjects established, for different reasons as conditioned by social nature of man, before the creation of new media, they are establishing them in spite of new media and, anthropocentrically speaking, will be establishing them until human species exist" (2015, p. 309). That means that every assemblage of human relations can be considered a social network, while the "internet social networks" are the ones that are formed in virtual reality. Precisely these networks represent "supreme object of fascination of hundreds of millions of people across the planet" (Vasić, 2015 p. 197).

Observed as new forms of sociability, internet social networks consist of communication channels, "networked" individuals and spaces of virtual socializations which are simultaneously a "polygon for realization of most different influences - starting from interpersonal, through cultural and educational, to political and economic" (Nikolić, 2014, p. 184). Thus, it turns out that understanding of their logic is essential for understanding of social process and the entire networked society (Ibid).

Speaking of modern society, typical for teaching a man that the meaning of life is to fulfill a duty of working and achieving success, Erich Fromm, in his study *Man for himself* (1986), used the concept of market value, more accent on traffic than on usability value, to forge a term which implies to people themselves, and which talks about them as "marketed personalities". Therefore he called "character orientation where you experience yourself as merchandise and your values as market values" a "market orientation" (1986, p. 69).

How are "personality market" and social networks connected? Considering that success of "market personality", according to Fromm, is reflected in the fact on how well it sells itself, what kind of impression it leaves on others, how attractive "the package" is, we can detect a major connection of these characteristics with the characteristics of users of many nowadays available social networks.

Today's reality is characterized by the fact that a successful man is not considered successful because of his skills and education, and therefore capability of solving a certain task, but by the fact of how ready he is "to put his personality into a competitive market in opposition to many others" (Ibid, p. 71). The individual experiences himself more and more as merchandise, which reflects through his relationship with other people. In time, he starts adjusting the fashion which dominates the market, because he has to know "which type of personality is the most demanded" (Ibid).

If we were to put the term that Fromm described in the middle of the last century into the context of the modern age, we would notice that social networks have become a real "personality market". People of all ages, and especially young people, are raised and guided with a marketing spirit whose motto is – if you are successful, you are "valuable", if you are not, you are "worthless" (Ibid, p. 72). In the case of social networks, that successfulness is reflected in the number of friends and followers as well as the number of likes and comments someone gets.

That is why it is no wonder that someone who feels his own value does not depend on the qualities he possesses but on the success that he accomplishes on competitive market; he starts to seek confirmation from other people. As Fromm rightfully stressed out, “when the inconstancy of the market is the judge of someone’s value, that is when the feeling of pride and dignity is destroyed” (Ibid, p. 73).

Even our life choices are described with the same terms as consumer choices. Primarily, we are not required to choose between products – we are nearly forced to see our life as “one big blend of decisions and choices” (Salecl, 2014, p. 5). This is how we start the search for ‘real’ life, just like we search for some product that we need. Our search for a spouse is almost the same as our search for a car. It appears that every feeling has its own market value, and to make the situation even worse, it is like “we do not even notice the molds in which our lives are made” (Ibid, 12).

If we look at reality a little better and a little deeper, young people look more and more alike. There are almost no exceptions, because, why be different?! That kind of behavior shifts from social networks into real life, which leads to a paradox of its own kind. Namely, social networks were created to bring reality into a virtual world, while today the virtual world is transferred to reality and suppresses it more and more every day.

People, both young and old, who are somewhat aware that formulas for quick success do not function the way they are presented to function, are led into “the widespread fantasy of living without any effort” (Ibid, 79). While fantasizing about that life, they lose themselves, and they start to look for their own identity on the orientation market because they cannot live doubting it. Evidence is, of course, in modern times given by other people, their virtual friends, in terms of likes, followers and comments.

Except these empty words, meaningless personalities are also appearing more often as universal, and more importantly, reachable standards. That is how “the idea of Good, which the world counted on in its search for the meaning, no longer has anything to do with strife for virtue, but exclusively with the struggle to be seen, with an effort to please the governing phantasm of “exposure” (Tomić, 2008, p. 105).

Even though the need for acceptance by people close to you, man in the modern age “wants to be accepted by all and that is why he is afraid to be different from social patterns of thinking, feeling and acting” (Fromm, 1986, p. 150). That is why on profiles of many young people the same or similar photographs, songs, quotes etc., can be seen. Being different has become shameful. Even the ones who were successful in doing so, in time, they have not remained immune to the challenges of everyday presence on social networks.

There is no doubt that Fromm was right when he stated that our moral problem is man’s indifference to himself. It is viewed in the loss of the feeling of meaning and uniqueness of an individual, or on the path of losing it. We have become “an instrument for goals outside ourselves”, we started to experience and treat ourselves as merchandise, while “our own strengths have become alienated from us” (Ibid, p. 224).

Capital started to rule our everyday life a long time ago, and like a “symbolic tsunami” it threatens to oppress any category of value which has been giving, until recently, the meaning to our lives, individual actions, relationship with others, and has been coloring our private aspirations with joyous colors" (Tomić, 2008 p. 66). Today it has become almost certain that trade, or as Fromm called it, traffic value is the top organizer of our everyday life.

"We are in the dark and we maintain our courage because we hear that everyone else whistle the same way we do," while we look the answers and solutions to all the questions and problems we deal with in all places, except the ones they can actually be found – within ourselves" (Ibid, p. 225).

3. Communication potential of young people in the era of social networks

Unlike traditional comprehension of the term sociability, which assumes social interaction between two or more people, most commonly with the assumption of interpersonal contact, the new form of sociability created by the development of social networks does not always carry positive connotations with itself, because it occurs in the "virtual space, without real contact, in the terms of controlled feedback, sometimes stimulating sociability, and essentially encouraging alienation and disorientation" (Nikolić, 2014, p. 185). No wonder it is not rarely asserted that virtual communication "impoverishes interpersonal relations, naturalness of communication is brought down to a minimum, and through social networks affects the alienation amongst people" (Grujičić, 2014, p. 62).

Despite all of that, the number of users of social networks increases every day because of the desire to communicate, as well as the promotion of their own personality on these online platforms. That is precisely why many will call it advantage, but it is also a flaw of social networks; the possibility of creating your own identity without the person that communicates really knowing the true characteristics of their interlocutors.

As it is finely observed by Zorica Tomic in her book *News Age*, "CMC (computer-mediated-communication) enables its own "ludic performance" actualized around identity toying" (2008, p. 9). Creating or recreating identity, thanks to this communication, is becoming a challenge in psychology and sociology. In that case, social networks represent the safest path do get to, as Zorica Tomic calls them, "virtual places" where all the imagined identities come to life.

An individual in real time, elated by his virtual friends, sends reports every day about his most trivial life activities, and he gets instant feedback from other people, and vice versa, others get feedback from him. Those others, and it could be hundreds of them, thousand kilometers away, of both sexes, different nations, races and age, become "mutual idolaters" (Vasić, 2015, p. 206). It means that the average, impersonal resident of the planet stops being exactly that the moment when all eyes are on him and his everyday life, eyes of hundreds of people from all continents, which are in fact "fascinated by electronic technology which is a transmitter of trivial messages in cyber glamorous attire" (Ibid).

They, states Vasić, “enable the inflation of “self” through borders of time and space by the mere usage of LDC pixels and flow of trillion terabytes through thousands of kilometers of optic cables” (Ibid, p. 197), and in that way contribute to the liberty of defining “one way profile identity” and creation of the imaginary definition of “ideal self”. Therefore the average user of Facebook, Twitter or some other social network “spreads the image of himself as a superman in the infinite field of cyber space” (Ibid). His goal is confirmation of his own fantasy of “excellence”.

However, we must have in mind that our opinion about ourselves is very much based on opinion that others have about us. Thus, “the image that we have about ourselves is based on attitude of other people about us, and that is why every recognition that comes from someone else is experienced as valuable” (Šušnjić, 2008, p. 91). It means that the thing valued is the fact that confirmation is gained and that fact is in most cases above the reason why we get it. In the case of social networks, “feedback of confirmation of our own 'omnipotence' which we get from our mentally related users of the network across the planet is momentary,” while the game rules of this electronic space only stimulate the “mutual ego amplification, which is expected” (Vasić, 2015, p. 197).

Every appearance in electronic media, Vasić states, is fascinating by itself because our senses and our brain are being bombarded with “hyper amount of data”. Therefore, “trivial situations transmitted by the powerful media that of the Internet all of a sudden become significant thanks to the technology” (Ibid, p. 206).

As a new media, the Internet has become an essential part of the essence of our existence while the generations of young people grew up and are growing up with it as their unavoidable reality. Precisely because of that reason, speed can be considered one of the most important characteristic of modern age, as well as an important factor of communication itself.

The speed of communication in an online world contributed to the fact that a user transmitting the messages is getting a constant confirmation of his extraordinariness. The tempo of communication itself is accelerated so much that, much before he even gets to question himself about anything, he gets a confirmation of his personal “pumped” self. That is how the boundaries of “self” are starting to be erased, while the self-evaluation is reduced to “others”, who constantly confirm that projected self-promotion. “Nobody here has the time to think anything through, because communication is much faster than interpretation” (Ibid, p. 207).

Messages are being transmitted faster and in shorter form, while this characteristic is transferred from the written to spoken language. Biljana Grujičić rightfully stated, “The language of social networks is electronically global and interactive,” while writing on social networks is most commonly manifested in the form of informal speech, through so called visual language (2014, p. 470). Likes, hearts and different emoticons have become a part of everyday communication, and not just in the virtual world. That is why the new generations rightfully carry the epithet of instant generation which lives under constant pressure that one must react as fast as possible, without delay.

This type of everyday life has contributed to that the one of the basic phenomenon of today is "gradual withdrawal of written culture," which is being replaced by the "verbal-visual civilization," which brings to the waning of "influence of criticism and rationality in society."[2]

Time is brought down to "instant present", while there is "a huge increase of the amount of available information inversely proportional to the duration of time during which this information is being used or analyzed". Besides that, the exactness of information is no longer based on facts, but on the mutual trust between the sender and the receiver.[3]

Virtual communication also contributes to the understanding of reality by which the place of communication is completely irrelevant. The location itself becomes irrelevant, so that there is no difference whether you are talking to someone in the same room or kilometers away. This is where the paradox of modern age is located, because "striving to bring people closer, network technologies have brought distance between people who are on the same location" (2003, p. 79).

Moreover, social networks have contributed to the fact that individuals feel even more like strangers in their own lives, because "they always strive for something that is picture on the monitor and what they cannot have objectively" (Grujičić, 2014, p. 473). To support this, there is also a point of view by Marshall McLuhan, who has finely stated that "children today are growing up in absurdity because they float between two worlds and two systems of values, of which none points to maturity because they do not fully belong to either one of them, but in the hybrid purgatory of values which are constantly conflicted" (2012, p. 41).

In their consciousness, the feeling of having is favorized (having photographs from a summer vacation, having the newest clothes of famous brands, etc.), which is provoking dissatisfaction with their own life. That dissatisfaction is hiding in the inability to reach all that is 'propagated' on the social networks. To make things worse, they are starting to value their peers based on what they have, and whether that what they have is considered desirable, attractive and nice, altogether rejecting everyone who cannot hold up to that criteria.

Precisely because of fear of rejection, young people on social networks are starting to create an image of themselves as of people who are "in" and "trendy", creating in that way a completely new image which in time grows as a part of their identity. With that alone, they are starting to adjust their communication to the leading trends, remaining dissatisfied with their own life but satisfied with the "superficial display on the monitor" (Grujičić, 2014, p. 473). It becomes clear that "to become what you are is not an easy task" (Salecl, 2014, p. 5).

2 Lopandić, Duško, "Uspon Tviter civilizacije i kraj prosvećenosti?", *http://www.politika.rs/scc/clanak/371083/Pogledi/Uspon-Tviter-civilizacije-i-kraj-prosvecenosti*. Accessed on 30.12.2016.

3 Ibid.

There is no doubt that through social networks virtual space has become a substitution for public space, and it opposes a rightfully asked question, "Can we always, with utmost certainty, tell if we are speaking to the person of whom we have information based on a profile he has chosen to create" (Nikolić, 2014: 192)?

4. What remains when the masks fall down?

An American poet, E. E. Cummings, noticed that the greatest battle we face as human beings is the one to save ourselves from the person the world wants us to become. And the world is quite demanding.

Virtue has a veil, vice a mask – Victor Hugo used to say. That is why we resort to masks to hide imperfection, because we live in society that tolerates imperfection less and less. The only thing important is to be better, more attractive, richer, and more successful than others and emphasize it.

"If we only have in mind the perfect lives our friends have on Facebook, there are many of them. And while we look at their photographs thinking how they falsely represent themselves, the cursor of the mouse, without being noticed, moves to the "like" button. By liking something that seems false to us, we alone, consciously or unconsciously, participate in the game of pretending.[4] No wonder that no one is certain with their own identity, while interpersonal relations are becoming unstable. As Zorica Tomić noticed before in the previously mentioned study, "not even the most guarded ones are protected" (2008, p. 35).

The new age has rendered toying with identities by individuals. They no longer allow authorities to shape their lives, and at the same time they cry out for some sort of leadership which will bring some kind of order into the "boundless" new freedom (Ibid, p. 57). The modern world faces a phenomenon in which "getting to the top" and the term "success" itself is established as a sort of new profession, while the "phantasm of success" spreads like some kind of "golden fever" (Ibid, p. 57).

Abundance of possibilities that are available to an individual, who is ready for changes and indecisive which ones should be first, is bringing a growth of "basic anxiety regarding the right choice, which does not concern only their own identity but also the way others are evaluated" (Ibid, p. 81). Thus, the paradox of so called free communication hides in the fact that "the more expression there is, the less is to be said, and the more you encourage the subjectivity, the effect is emptier, more anonymous and meaningless" (Ibid, p. 88).

Everyday life, which is 'colored' by empty words and meaningless personalities, is slowly but surely becoming universal and easily achievable standard. Therefore, when we speak about the idea of Good today, we no longer think about virtue, but exclusively of constant and amuck struggle to be seen and be "exposed", the more the better.

[4] Dedić, M, "Šta ostaje kad maske padnu" *http://www.novosti.rs/vesti/lifestyle.303.html:631566-Sta-ostaje-kad-maske-padnu*. Accessed 2.1.2017.

Considering the fact that we live in the time where pictures, images, shows, illusions reign supreme, we are fully entitled to ask the question what is real today, and whether our reality has become hyper realistic. We no longer polemicize about what kind of a man someone is, nor are the life choices of individuals questioned. Instead, we discuss "whether you are a good 'player' in modern and variable games of social communication, which are subject to vertiginous shift of fashion trends" (Ibid, p. 156). This kind of attitude is promoted by the media culture as well, in which the concept of personal identity becomes trivial, even irrelevant, because it all comes down to being more attractive, having better image, style, and the way free time is spent.

Modern technology has contributed to the fact that at any moment we can form the answer to the question who we are and to point out all the specific characteristics that we could not be pointed out while there were no social networks. Today, the choice of photographs as well as processing them in different programs enables us to maintain the image we want to create, regardless of the fact whether the photo is real or not. "Photographic filters make any illustration of the moment or online status look more attractive than it actually is, let alone to what can be seen with a naked eye" (Ukopina, 2016, p. 196).

The Internet and social networks all together are giving their users the possibility to be what they want and therefore experience all the benefits of alternative identity which created themselves. That way, slowly but surely, they become actors in their own life. They take roles specially created for others, they change depending on which people are around, and we can practically say that all of them, some more and some less, "have as many different social 'selves' as there are different groups of people about whose opinions they care about" (Gofman, 2016 p. 196). This happens to much older users of social networks, and let me not speak of young people.

This is precisely why, in time, young people start "losing" themselves in their role, considering that every one of their moves is in their own interest, even though it really serves all other interests, except of a true "self". They strive to reach the formula of "quick success", somewhat aware that it is not real or really possible to achieve, and becoming merchandise in the process, merchandise that has to reach higher value on "personality market". In that process, they become the same as everyone else and thereby always unsatisfied with themselves.

"Postmodern society is a society in which mass indifference rules, in which the feeling of boring repetition and standing still prevails, in which accepting autonomy implies by itself, in which new is accepted as old, in which innovation is banal, in which the future no longer identifies with inevitable progress" (Lipovecki, 1987, p. 8). No one believes in bright, glossy future anymore but instead people, especially young people, want to live now, here and now, to forever stay young and no longer create new, better and their own authentic man. Yet, people still cry out for closeness!

Ultimately, we can say that the "virtual community is not a mythical Cockaigne land, and it is also not more dangerous, more uncomfortable and inhospitable than the reality itself" (Tomić 2008, p. 96).

Instead of a conclusion

We cannot deny that CNC is fascinating in many ways. Even though a great number of theorists claim that we are not fascinated by communication itself as much as we are fascinated by the "magic" of technology, we must admit that there is something that makes millions of people, young people included, be active almost daily on one of the many social networks available today. That is, primarily, the speed of communication today.

Why is speed one of the most important, let us not say, key factors? Precisely because of the fact that, if they are not present here and now (on social networks!), young people feel like they are at a loss, like all the important information is slipping away from them. Add to that the speed of life and there is another reason of human fascination with social networks.

Young people of the modern age read the news on their cellphones, and the shorter the better. The ones that read an entire book or texts they find on the internet are rare, because they mostly glimpse over them in search of the information that is key or relevant to them. Everything comes down to being instant, whether it is communication or human emotions.

However, the factors that influence our fascination with social networks are not over yet. One more, equally important factor, is reflected in the freedom they offer to their users, young people in particular. That freedom is the possibility to play as many roles as they want, and to, depending on the circumstances, present themselves as anything they want – to be happy when they are not, sad when they need to be, with a smile on the face just to be liked by others. And this is being constantly repeated.

Even though it has numerous positive features, usage of social networks is more and more observed through negative consequences it leaves on young people, because, in time, they start to lose themselves and they "sink" into the abyss of this magic called virtual communication. They become someone else, someone who they are not, escaping this way from their everyday life and problems. Thus, they grow up to be people who are constantly comparing themselves with others, who value themselves according to more 'valuable' others, looking up to fake role models. And all of this is happening so that they would not be different from their peers.

The cruelty of modern age is reflected precisely through usage of social networks. Nobody is immune anymore, whether it is a teenager or adult. We are all becoming merchandise, "marketed personalities" eager for more likes, comments, followers, reaction, etc. And it seems like there is no way out, and how will there be one when every month there is a new, better smartphone, Iphone or some other mobile device, and every day there are millions of new users of online platforms for social networking, i.e. our potential new followers who will give us the ultimate confirmation that we succeeded in life.

There are no more immune people. All that we are left with is to be ourselves and to guide young people as much as we can to the right values, right people and to teach them that "a man is not a completed being: he is still on the way of fully becoming one. There is no other way to complete himself but to get in touch with another man – who is different than him" (Šušnjić, 1997, p. 65).

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POLITICAL PRE-ELECTION AND POSTELECTION CAMPAIGN ON SOCIAL NETWORKS VIA THE INTERNET
2016 Parliamentary elections in Serbia

Abstract: *The aim of this research is to perceive analytically the significance of social networks on the Internet for all three functions in the process of political communication in the period of the pre-election and post-election campaign in the 2016 parliamentary elections in Serbia.*

Some of the reasons why people are turning to the Internet in search of the truth, credibility and further information on the daily political topics presented on television (as a still dominant and relevant source of informing the public) include a completely different conception of the technical possibilities between new and classical media, that is, the polyvalence of communication practices, the decentralization in spreading messages and a low degree of censorship in relation to classical media.

As a phenomenological response to such a social need to replace a passive position with an active involvement in discussing the problems of social relevance, more and more political participants are present on social networks. Such a phenomenon of a permanent electronic referendum and virtual presence means a smaller distance between the political leaders and their audience, and with that, a permanent campaign through the creation of electronic equivalents of their political identities and actions. The author concludes that the Internet, with its technical possibilities and its, so far, insufficiently defined "regulatory umbrella of online advertisements", offers a wide array of possibilities for the promotion of political leaders as a response to the issue of freedom of information on television as mass media under political and economic control.

Keywords: *SOCIAL NETWORKS, POLITICAL COMMUNICATION, POLITICAL CAMPAIGN, CENSORSHIP, ELECTORAL SILENCE, PRIVATE AND PUBLIC SPHERE.*

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Introduction

By changing the comprehensiveness of social relations, the order of local and global political systems of management, the technological advancement and the appearance of new media, when viewed through the prism of communicology, changes the concepts of understanding political communication, audience, and understanding the public. In its interdisciplinary character, this paper focuses on the theoretical and empirical approach of studying immanent changes in political communication which stem from the degree of the development of the information society today. Aside from studying the actual structure of new media as a sum of its technical qualities and their effects through the entire "mix" of communication practices which they provide, our topic is the social change around new social practices brought about by new media. We will adopt a critical approach to the functions of political communication, new public conditions and political promotion. The concept of audience becomes more fluid in relation to the classical model of media audience, because everyone can be the sender and the recipient of political content in the permanent electronic referendum at any moment, where the relation between the private and the public is fairly united and lost, and where the border between states and society is reduced to an online space of equal communication rights.

The problematization of the concept of political audience in the new, online environment is reflected in the actual practice of new media, where the current audience behavior depends on the participative approach to new media content. Namely, to explain and clarify scientifically the width of such a complex phenomenon, we perceive the public as a mine field between the state and society where there are political leaders and the political audience that in technocracy[1] changes its habits and becomes the audience of the digital communication environment. We will also try to explain the phenomenological occurrence of political leaders' announcements on social networks and their effects. That is, we will use the newer theoretical approach to the study of content reception and media effects which is based on the neoclassical approach through the theories of Nick Couldry (Nick Couldry, 2004, 2012). Such an approach views media as a sum of practices which are formed around them. In this case, media are not studied through routinized activities which are built around and through media.[2] Therefore, the attention and the focus shifts from the classical theories and cultural studies, which explain the relation between media and media reception, to "deliberations on the social life of media products." What is studied is "how media is used, how they help to shape the social life and how meanings which circle in media have social consequences" (Couldry, according to Ninković Slavnić, 2016: *Introduction*).

The final segment are the ways to promote political leaders in new digital environments and the treatment of the public.

1 *Global technocapitalism*, as a mixture of technology, culture and economy. (Simeunović, 2010, p. 253)

2 Ninković Slavnić, 2016, Introduction into the doctoral thesis.

1. New media and social practic

Aside from plenty of technical possibilities, new media "demonstrate a tendency to absorb all previous media and their expressive possibilities" (Miletić, 2008, p. 40). "Thanks to that, all four ways of information flow are possible in a new form as a sum of various communicational practices" (Miletić, 2008, p. 40).

What represents a whole new paradigm in research as well as its center is the activity of audience. In the corpus of cultural studies, the reception approach to media content stands out, an approach which finds its new application in the study of new interpretative communities, which are characteristic of digital audiences, by using individual as well as socio-demographic differences and explaining the differences in interpretation. The newer reception approach explains new behavior of individuals and groups and "their interpretations in a cultural context, aiming at explaining the social and cultural conditionality of media production" (Miletić 2012, p. 159). "Within audiences of the same content, there are subgroups with their cultural repertoires and symbolic resources" (Ninković Slavnić, 2016, p. 93). Therefore, unlike traditional media, the Internet has made audience activity visible, so it has been easier to scientifically and empirically define the behavior and aspects of new audience activity. When talking about audience activity, we perceive four aspects: visibility in the potential public sphere, new forms of collective activities, transmedia reception and the reception of content generated by users. Those are actually new forms of collective activity as an "interpretative strategy of audiences" (Ninković Slavnić, 2016, p. 108). A practice created by new media and new practices which influence everyday routine of individuals, social connectivity and willingness for social action are placed at the center of scientific attention. Namely, all individuals on the Internet are able to establish group, interpersonal, mass communication "so that new media as a communication mediator is no longer a separating factor of all-powerful communication centers and passive members of mass audience, a one-way distributive, allocutionary channel, but rather a possible point of balance for the limitless number of communicators who can at the same time be broadcasters and recipients of messages distributed via computer networks" (Miletić, 2008, p. 41). Informationalism and technology have created a possibility for the development of the network organization of society where "the logic of that structure surpasses partial interests," that is, "the power of flows overpowers the flows of power" (Castells, according to Ninković Slavnić, 2016, p. 108). Therefore media convergence, the sublimation of communication practices and the organization of social functioning around them, the alternating nature of the roles of senders and recipients all create a vast amount of data. Digitizing content and globalization as a consequence of the network model of social functioning form a new media environment as a virtual space which has all qualities of an online local, national, regional or global community. The new practice does not break tradition with classical media because digitization can transform all types of content into a digital form and distribute a vast amount of data regardless of the space-time determinant. Namely, diversifying and converging media content does not eliminate television, radio and the press out of everyday life, but moves them into a digital online form. We call new media "metamedia," so we are faced with intertwined practices *everyone with everyone* through the relations of interpersonal – mass, production – consumption, distribution – reception, public – private. In that sense, converging content means moving content of mass media on the Internet.

2. The significance of social networks for political campaigns, participation, and public opinion

A political campaign is the sum and cross-section of cultural and political activities and the result of complex processes of political communication which is directed at shaping and garnering support of the voters. "Parties and candidates fighting for power, their programs and ideas are promoted through election campaigns, the most pressing issues are put into motion and possible solutions are crystallized" (Slavujević, 2007, p. 123). A campaign is a strategic and political communication process which cannot exist without the relationship between the state and society. In the traditional sense it means a linear direction of distributing communication propagandistic activities from the political options to society as its political audience. "They encourage the recruitment and promotion of leaders, gain voters and motivate them to vote for a certain party or candidate. They are used to including citizens in politics, form political opinion, prepare the public for certain political decisions or secure support for decisions already made" (Slavujević, 2007, p. 123). "Although the effect of advertising is not easily measured, it is also difficult to procure evidence that parties or candidates can win very encouraging national competitions through advertising" (Hague and Harrop, 2014, p. 287), but "the campaigns always have the potential to be decisive" and are necessarily directed to media as the channels for political message distribution. As Castells used to say, "forums for debate and network information on the Internet have become organizational tools essential to modern political campaigns" (Castells, 2005, p. 274). Traditional media offered the candidates promotion through a one-way "mobilization of voters support" (Slavujević, 2007, p. 123). "Television is undoubtedly the most significant means of promoting parties and candidates. Kepplinger and his associates (1989) write about instrumental actualization, i.e. garnering the attention of media by stressing the problems where the candidates competence lie, that is, where their opponents' weaknesses lie" and, also, that "media and politics are not separate entities, that media are not merely a reflection of politics, but politics itself" (Slavujević, 2007, p. 146). Since the traditional media do "not only cover political and electoral campaign, but that they are the campaign itself" (Slavujević, 2007, p. 147), it can be assumed that media are actually rulers from the shadow, which have a key role in "assigning status and forcing social norms." And "for those candidates who want to assert their autonomy over traditional party bureaucracy, the Internet provides a platform to reach voters and activists bypassing the political machine" (Castells, according to Bimber, Say, Castells, Howard, Chadwick, 2005, p. 275).

Mass media assign status to certain topics, issues, problems, individuals or organizations by speaking more or less about them, or not mentioning them at all, which establishes a hierarchy of their status by the order, width and form of messages, as well as the editorial interventions" (Miletić, 2008, p. 342). Such functions of traditional media produce the Agenda Setting Theory which explains the phenomenon that mass media represent new governments "which structure the world of events in advance and thus form the institutional ideas of reality" (Miletić, 2012, p. 343), and a simplified version of reality. With the appearance of computer networks, political communication through all the functions has changed significantly.

The disproportionate distribution of political power made by "refined forms and abuse of media aimed at promoting parties or politicians" as "an attempt at a direct institutional and non-institutional control over them, even in countries where democracy is developed" (Slavujević, 2007, p. 147), is not excluded, which is why the Internet and social networks represent a new possibility for free campaigns and promotion. The possibilities of the Internet for developing democratic political communication are great, since the Internet offers vast possibilities of citizens' participation in the political life. Social practice created around the media produces interpretative communities and social navigation, thus influencing the individual reception of political content, the motive for political participation, and the strengthening of alternative opinion currents, by assigning importance to certain topics. "Many domestic companies and political parties think like this: there are three million Serbs on Facebook, and 300,000 on Twitter, which is negligible compared to Facebook, so they do not deal with Twitter at all."[3]

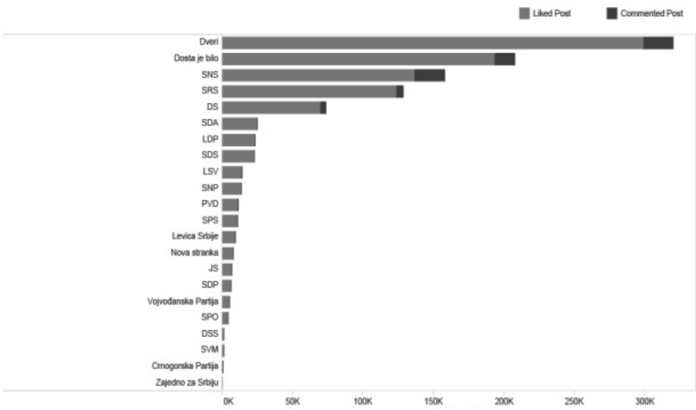

Image 1.[4]

[3] http://www.istokpavlovic.com/blog/razlika-izmedu-fejsbuka-i-tvitera-zasto-tviter-korisnici-vrede-vise/

[4] https://labs.rs/wp-content/uploads/2016/06/Oline-media-pregled2-061.jpg.

"We can see here that likes (probably because of practical reasons) are the most frequent form of interaction, while a significantly larger occurrence of comments stands out with regard to *Dveri* and *SNS* compared to other parties."[5] Out of the total number of analyzed profiles in Serbia, "the community of the movement *Dveri* with over 300,000 different types of interactions was the most active one on Facebook. According to the number of different activities, the community of the *Dosta je bilo* ("Enough is enough") movement comes in second. These two movements represent different values, but they gather the largest share of Facebook users who have in some form of the aforementioned activities participated in the campaign on social networks."

"In other words, these profiles serve (even more than their websites) for official, semi-official announcements, for action and communication with activists and other participants on the said social network, and in public."[6]

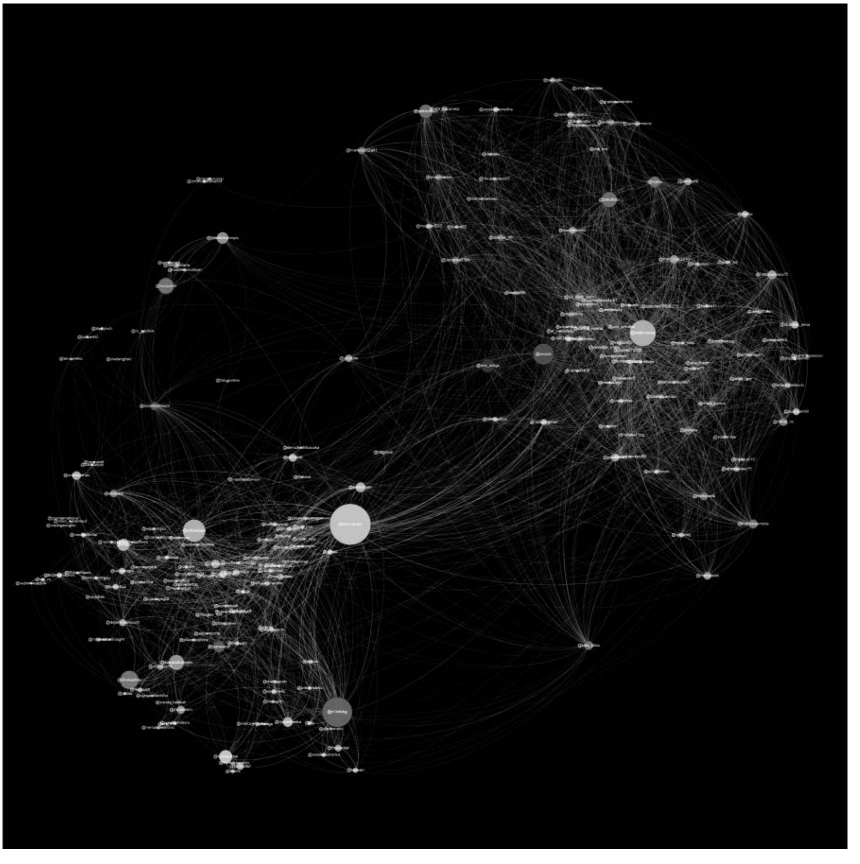

Image 2.[7]

5 https://labs.rs/sr/analiza-onlajn-medija-i-drustvenih-mreza-tokom-izbora-2016-u-srbiji/.

6 https://labs.rs/sr/analiza-onlajn-medija-i-drustvenih-mreza-tokom-izbora-2016-u-srbiji/.

7 https://labs.rs/wp-content/uploads/2016/06/TwitterSNA1-011.jpg.

Image 2 represents the analysis of the activities of political leaders on Twitter, which emphasizes the visibility of interactions gathered around a party or the thematic markers "#Tag". The research points to activities of certain parties which attack aggressively with Tweets members of other parties, and their activists. "The analysis has shown a specific polarization of communities on Twitter regarding the aforementioned marker during electoral activities. On one side, there is the Serbian Progressive Party and the community of users gathered around it. Practically all other parties, which are highly active on Twitter, find themselves on the other side. The colors represent individual parties and their spheres of influence: 1) *DS* is marked in yellow 2) *SNS* is marked in blue 3) *Dosta je bilo* movement is marked in green 4) *Levica Srbije* ("Left of Serbia") movement is marked in pink and 5) SPS is marked in red. In relation with the number and types of interactions with the main nods, the analysis software grouped and colored other users who used the thematic marker (the so-called hashtag) #izbori2016 (#election2016)."[8]

A phenomenon arising from the profiles of political leaders is the insufficiently determined border in understanding the private and the public. Namely, their profiles serve as more or less the places where in legally regulated frameworks of behavior of their public political position they still have the liberty to create their own marketing package. They do not need an institutionalized and normatively restricted media organization. "More specifically, opposing propaganda appears on the public scene. So no propaganda can count on the institutionally protected monopoly, exclusivity and unquestioning general acceptance. With new goals set by new conditions, the political propaganda needs to develop more refined ways of persuading the people to respect their political subjectivism. As much as it forms, it must respect real and artificial needs and wants of people, which opens up new possibilities for propaganda." (Slavujević, 2007, p. 38). Under the influence of the world wave of democratization and on the verge of postcapitalism "where the new media have become the basic element of structure of the most developed countries in the world" (Miletić, 2008, p. 41), Serbia is also being surrounded by "a new characteristic of social conditions and political frameworks in which political marketing as a new type of rule functions, based on 'the rule of public opinion' and with it, 'a new type of leadership' " (Slavujević, 2007, p. 39). In the theoretical approach to the process of political communication, the appearance of social networks draws a demarcation line between political propaganda and marketing, actually, between *psychological coercion* and, as some authors believe, *political persuasion*. The Internet and thematic platforms in political promotions make the biggest change in the treatment of the public opinion and the understanding of the public.

Public informing is "a system which is secured by positive legal regulations and other legal norms, which binds media organizations to inform all members of a certain social community on all aspects of reality of public importance." Therefore, political communication and "public action are not possible outside of the public sphere" (Miletić, 2012, p. 107). Political propaganda in new conditions represents a "constitutive part of every

8 https://labs.rs/sr/analiza-onlajn-medija-i-drustvenih-mreza-tokom-izbora-2016-u-srbiji/.

political act, a moment of actual politics" (Slavujević, 2007, p. 14). "The great principle of democracy is created by negating politics as authoritative will" (Slavujević, 2007, p. 39). Thus, political propaganda as the basis of every political campaign is "directed at the public opinion" (Slavujević, 2007, p. 40). Since the public represents the principle of social and political order, "a form of social control, that is, responsibility of the bearer of power in a society" (Slavujević, 2007, p. 40), changes which can be perceived in the ways of legitimizing power, gather around the treatment of the public opinion on social networks. With the Internet, such treatment shifts from convincing the public of the correctness of political decisions as classical propaganda, to a "stuffed politician" who "offers the public what they want to hear" because of marketing (Slavujević, 2007, p. 40). "Instead of governing, politicians are being governed by the researched opinions of the public" (Slavujević, 2007, p. 41). The Americanization of the campaign gives less and less meaning to party context and the topics the party will deal with, and centers the election, and even the permanent campaign around the leader. The Internet has brought many possibilities of organizing political tactical campaigns. Its space has a particular meaning since the degree of censorship is low and the possibility of free promotion high. "With the direct total political marketing in the USA, which appeared in the early eighties and is tied to a systematic application of developed computerized technologies in politics, and the shift of election into permanent campaigns during Ronald Reagan, a radical change of attitude towards the public opinion occurs in the subject-object relation. Due to the constant listening to public opinion, the politician stops being the subject of politics and becomes a mere executor of the mood of the public" (Slavujević, 2007, p. 40).

Political leaders on social networks are the administrators and creators of their own marketing package. The profiles of political leaders represent a digital equivalent which will communicate with different groups and individuals of the digital audience through all symbolic and sign systems. The pages and all denotative and connotative content on it communicate with the voters with the equivalent and the fragmentary image of its material original.

In this way, by using all types of signs in verbal, non-verbal and audio-visual messages, the leader builds and remodels his image "as a devised activity of systematic accentuation of certain characteristics as relevant identity determinants" (Slavujević, 2007, p. 81). The political campaigns are organized around their image as "fragmentary representations," which represent the politics of executive or legislative authority, "structured institutional representation with compatible (although in different amount and manner combined) cognitive, emotional, evaluative and motivational elements, established as 'organized representations' " (Slavujević, 2007, p. 79).

Therefore, during the 2016 parliamentary elections many *fan pages and profile pages* of the candidates participated in the electoral race, *SNS* and *Dosta je bilo* stood out with their different strategies and their activity on social networks. There was a mix of almost all types of political marketing, which are deemed polyvalent due to the characteristics of the Internet and the quantity of its audience. Attention is paid to "the compatibility of different "platforms" and the fact that in a political strategy, which aims at universality, nothing must be taken away from a significant segment of society when it comes to the possibility of achieving the basic principles" (Slavujević, 2007, p. 88).

3. Comparative analysis of political strategies on social networks

In this paper, we observe the basic types of campaigns: pre-election, election and post-election campaigns in the 2016 parliamentary elections in Serbia. According to the comparative advantages of the political subject in relation to their competition, two candidates stand out: Aleksandar Vučić, the leader of *SNS* and Saša Radulović, the leader of the *Dosta je bilo* movement. These two leaders led strategically completely different campaigns. Aleksandar Vučić's activity on the social media complemented the permanent television campaign, while Saša Radulović's campaign was conducted on the principle of guerrilla marketing, with shocking and compact political action in the pre-election and election period. Saša Radulović used *programmatic campaign* which is "led in the field of specific offered solutions for certain problems of the society" (Slavujević, 2007, p. 135) or the so-called "issue-oriented campaign." It can be said that both candidates led personalized campaigns, specific for larger electoral systems. Taking into account the different positions of the candidates, we can say that the fact that Aleksandar Vučić was already the President of the Government of the Republic of Serbia was reflected in the campaign by constant and permanent announcements of his results at that position. Social networks can be very important for that kind of promotion, which is evident on Aleksandar Vučić's profile, where the activity of expressing his political results and the interactions with such announcements increased extremely in the election period. Those announcements were put out on a daily basis, but they were not overly aggressive.

Saša Radulović took a different role in the campaign, that of the "challenger", "who is in the position to apply the so-called strategy of the *outsider* campaign, since they are, as a rule, less known and less accepted in public than the candidate in office" (Slavujević, 2007, p. 136). The basic characteristic of this strategy is going on the offensive. His campaign was based on the educational function of political communication with the electorate and was reflected in criticizing every political decision or move of the opponent in his position of power. Such a strategy is manifested through the journalistic analytical genre. There is a high frequency in activity; sharp critical comments and interpretations of all television and newspaper announcements of Vučić's actions. "The challenger is constantly raising new issues, those where the candidate in power has not achieved expected results, or does not have adequate responses" (Slavujević, 2007, p. 136). On Radulović's profile, a typical "cat and mouse game" is evident.

According to the cognitive aspect of the strategies of promoting the leaders, there is a rational and irrational type of campaign. Due to the influence on the "the deepest layers of cognitive identity and basis of existence" (Slavujević, 2007, p. 137), the differences in the vividness of the simplified world image as a collage of reality are sharply emphasized. Social networks are vital for such a type of campaign, precisely because of the sum of many technical achievements which are shown in the end outcome as the interface[9] on a social network page and enable a personalized appearance and choice of content displayed on them. With both Saša Radulović and Aleksandar Vučić, an irrational impulse with a strong emotional aspect in verbal and non-verbal messages is evident. Aleksandar Vučić does not advocate change, but the need for support and integrating the electorate "for the continuation of the truly or allegedly started processes of social transformation" (Slavujević, 2007, p. 138). The profile and the statuses were filled with pictures from all levels of political gatherings and from various rallies with a large number of party supporters. As the leader of the opposition party, Radulović employs the strategy of "an explosive movement destructive to the existing system" (Slavujević, 2007, p. 138), which is evident in the party's slogan and name: *Dosta je bilo* ("Enough is enough"). The profile is filled with calls for support and rallies. However, its name is reflected through verbal and non-verbal messages which always carry a negative connotation about the dominant political current. This type of campaign is typical for the opposition and "the fight 'against' dominates over the programs 'for'. The support is based on an open confrontation of interest" (Slavujević, 2007, p. 138).

Segmented and non-segmented campaigns specifically refer to the choice of media and the choice of political audiences according to individual differences and audience segmentation. "Segmentation stems from the opinion that members of the same social, functional, professional, age, ethnical and other groups have certain joint characteristics, so an adequate campaign strategy is determined for each of these target groups in order to increase the efficiency of the effect of propaganda" (Slavujević, 2007, p. 139). Since groups on social networks are divided into segments according to individual differences, the existence of such groups makes it much easier for political leaders to segment their campaigns. Paid digital Facebook marketing is enabled by tools which filter digital audiences into target groups a certain message or sponsored campaign is meant to reach. Paid promotion through SEO organization[10] and tools of managing advertisements[11] divide the audience into types and distribute the message to each individual of

9 „The user interface is the way in which program (in this case the operating system) to communicate with the user", http://www.webnstudy.com/tema.php?id=korisnicki-interfejs.

10 SEO counseling and a tailored strategy of appearance on social media are the solution. You have to be where your buyers are, and they are on social networks (Facebook, Google+, Twitter, LinkedIn,…)
http://www.seorevizija.com/marketing-na-drustvenim-mrezama.

11 Ads Building
https://www.facebook.com/ads/audience-insights/activity?act=299260660187475&age=18-&country=US
Campaign tools on Facebook.
https://www.facebook.com/ads/manager/account/campaigns/?act=299260660187475&pid=p1

a group.[12] Therefore, there are groups the individuals join and there are paid marketing algorithms which, through management of the owner of the Facebook ad, segment the audience with the aid of certain parameters.[13]

The duration of a campaign also translates into different strategies. Pre-election campaigns can be short-term and "last-minute" campaigns (Slavujević, 2007, p. 139). However, guerrilla marketing campaigns,[14] which have been studied and developed since the eighties, act fiercely through "the increase of familiarity, improvement of image, promotion of specific events" (Slavujević, 2007, p. 139). But, the campaign which aims at intervening with voters opinions, with "changing the fundamental opinions of voters, adapting citizens to the thorough changes of the system and relations, etc., can be conceived only as a long-term campaign" (Slavujević, 2007, p. 139). When it comes to Aleksandar Vučić, there is a constant presence in reports on state affairs. Saša Radulović's activity on social networks was noticeable even before the elections, but compared to the other candidates, his activity increased tenfold and became very aggressive in the weeks up to the elections. "Voters cannot be influenced merely during the official election period" (Rose, according to Slavujević, 2007, p. 139). No vital change of voters opinion can be made in such a short period. In the new millennium, due to the advancement of marketing techniques and development of specific disciplines, mixed campaigns become more common. They combine "long-term and short-term campaigns, that is, they consist of conceiving long-term strategies which include a whole set of short-term campaigns (so-called propaganda blows)" (Slavujević, 2007, p. 139). Therefore, the significance of the Internet during the campaign is reflected in the fact that the campaign can be started independently of the televised official[15] forms of promotion from the moment the election is called. The Internet, as new media of new technical qualities and out of reach of the state, is not under control and the institutional conditions for *presence marketing*.[16]

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http://www.marinanikoliconline.com/kako-napraviti-reklamu-na-fejsbuku/.

12 http://www.seorevizija.com/marketing-na-drustvenim-mrezama.

13 http://marketingitd.com/2013/facebook-oglasavanje-postavljanje-oglasa-ciljna-grupa-i-cena/.

14 Guerrilla marketing can be used in an independent campaign or as support to classical marketing campaigns. Guerrilla marketing includes three main elements: the surprise effect, the prevalence effect and low-cost effect. Jay Conrad Levinson was the first to introduce the term "guerrilla marketing" in 1984, to explain the unconventional methods of advertising which aimed at achieving maximum results with a minimal budget.
http://ekako.info/zanimljivosti/kako-je-nastao-gerila-marketing/.

15 More in Political marketing, (Slavijevic, 2008, p. 160).

16 Presence marketing or permanent marketing lasts longer and is not tied to a specific election campaign or a specific political action, but to the promotion of a certain institution or a certain politician who is set on doing politics for a long time. The so-called state marketing falls into this type of political marketing (Slavujević, 2007, p. 26).

During the parliamentary elections of 2016, Ambassador Geert-Hinrich Ahrens, the Head of OSCE/ODIHR observation mission stated that “the public media ensured equal time to the participants of the elections so they could present their election platforms in accordance with legal obligations.”[17] However, the announcement states also that the activities of the government and the ruling party were a dominant topic in new reports on the election campaign. Observers estimate that the analytical and critical reporting on influential television channels was limited, partly because of the censorship which is the result of political control over the media sector.[18]

The Internet offers a possibility of a personal action of leaders under the principles of presence marketing much sooner than the beginning of television presence marketing “in relation to the preparation for election, such as the process of candidate nomination” (Slavujević, 2007, p. 140), and officially regulated promotion of the political program.

By mixing the conceptual strategy of “guerrilla marketing” and digital marketing, social networks influence the change of the theoretical concept of “presence marketing” as well as “rose garden”, or the so-called “enclave”[19] strategies of state marketing. Also, they produce a new paradigm of guerrilla marketing, which is based on merging the traditional principles of guerrilla marketing[20] and tools and possibilities of digital marketing, and introduce it to the field of political communication in election processes.

For Saša Radulović, the Internet had an importance in the post-election campaign, which was far more intense than the pre-electoral and electoral campaigns. In countries under developed democracy, it is customary to be practiced in an election campaign with a special function, “creating the impression of huge victory and marginalization of the opposition” (Slavujevic, 2007, p. 140). Saša Radulović post- campaign ran through the display of his defeat, which was the result of election irregularities, and the distinct intention of impact on the audience with a message “that the party in power stole election.” That is a goal of “thefting of a party in power” (Slavujevic, 2007, p. 140). If we set the fact, “the most important postulate of each of liberalism: freedom is only possible outside the field of government action” (Miletic, 2008, p. 86). Taking into account the different aspects of control of the media, there is a fear that the *fourth pillar of society* either in Serbia or the global political environment is under the question.

4. Threats to the processes of democratic communication and potential authentic public on social networks

Digital revolution has changed the business world and political advertising, promotion and sale. The political *market* becomes a place of the potential audience, where

[17] http://www.nedeljnik.rs/vesti/portalnews/oebs-izbori-nisu-bili-fer-zbog-kontrole-medija/.

[18] http://www.nedeljnik.rs/vesti/portalnews/oebs-izbori-nisu-bili-fer-zbog-kontrole-medija/.

[19] “Rose garden” strategy of state marketing, (Slavijevic, 2007, p. 159).

[20] Guerrilla marketing tactics – viral and stealth guerrilla tactics. http://www.clicknjoin.in/blog/guerrilla- marketing-and-seo/.

political image, position, participation and legitimacy are discussed and traded. Voters once again create the public opinion and become the “subjects of political processes” as important participants through political communication processes. Such a treatment of public opinion urges political leaders to a permanent promotion, dirty campaigns and a specific treatment of the electoral body. Have we ever wondered how political leaders got so many interactions, likes, comments, tweets, tags? The visibility of the activity of the digital audience and interest groups on social networks present a way of assigning publicity to certain topics. “The guards on the gates are no longer editors in media companies, but rather algorithms of the organization of thematic Internet search engines and filtering algorithms” (Ninković Slavnić, 2016) of the audience with a certain given operations visible as interactions among users.[21]

Buying likes is no longer a secret on Facebook digital-marketing tools. The averting of media attention with the quantity of interactions on politicians’ profiles or on their statuses brings about the danger of manipulating the image of digital public opinion. “Many brands measure their influence on Facebook by the number of fans. […] Because size indicates success. Because of that, various marketing experts often resort to buying fans, whether on their own or under the pressure of their clients.”[22] Members of political audiences do not know whether the enormous amount of fans, interactions, likes and other publicity indicators comes from material visitors or robots, i.e. “bots” and fake profiles. Scientists are also showing more interest in order to further define the process of digital communication and warn of the manipulations which appear in the world of algorithms and network programming. “Emiliano De Cristofaro from University College London and a few pals around the world provide the first systematic investigation into the nature of like farms and how they operate. Their approach is relatively straightforward. These guys begin by setting up 13 Facebook pages about ‘Virtual Electricity’ but without any content. In every page description, they included the sentence ‘This is not a real page, so please do not like it.’ ”[23]

[21] EdgeRank is a Facebook algorithm which basically determines which posts will be shown to which fans. It works by measuring the level of interaction of the fan with the page. The more they interact, the more frequent the content is.
http://menet.me/vodic-kroz-kupovinu-lajkova-na-fejsbuku-i-deo/
EdgeRank is the Facebook algorithm that decides which stories appear in each user's newsfeed. The algorithm hides boring stories, so if your story doesn't score well, no one will see it.
http://edgerank.net/.

[22] http://menet.me/vodic-kroz-kupovinu-lajkova-na-fejsbuku-i-deo/.

[23] Emiliano De Cristofaro from University College London and his research team, also used four “like farms” to generate visits to the remaining eight pages. These like farms were BoostLikes.com, SocialFormula.com, AuthenticLikes.com, and MammothSocials.com. With each of these like farms, they targeted worldwide, or US users. These services charged between $70 and $190 for 1000 likes in 15 days. https://www.technologyreview.com/s/530961/the-hidden-world-of-facebook-like-farms/.

The evidence of guerrilla marketing, where the accent is often placed on marketing outside of advertisement regulations, is the cooperation of Serbian political leaders with the Romanian agency for digital marketing called Kondiment.[24] The agency's founder, Lucian Despoiu, boasted on a lecture, "We have done election campaigns in countries like Albania, Ghana, Serbia, Romania, the USA. And, after all these years, from the development of strategy to tactics, I can conclude only one thing: digital power is political power." On a debate on the abuse of the Internet, a statement on bots was issued where it was said that they, as "phenomena on social networks in which anonymous representatives of a certain policy, ideology, company, mislead the public, actually represent abuse and are wholly undemocratic."[25] By the returning of small democracy, and "by eliminating the intermediary of political decision making" (Miletic, 2008, p. 49), in addition to virtual agora, the Internet opens new kinds of problems. One of them is "political abuse of all kinds" (Miletic, 2008 p. 49).

Dosta je bilo!	DAČIĆ: Delim stav s Vučićem, niti moli, niti molim	mirko	n1.rs
	DAČIĆ: Vučić i ja sutra možemo biti na suprotnim stranama	Dejan	kurir.rs
	Dobacivanja na mitingu SNS-a: "Gladni smo!"	prle	kurir.rs
	Dosta je bilo: Vlada omogućila nezakonitu otimačinu zemlje	Goblin	n1.rs
	Jovanović: Neću odustati od jedinstvene Demokratske stranke	Sara	kurir.rs
	Ljajić: Mogu da pobede ako umrem, drugačije ne	Mladen Mladenović	b92.rs
	NEĆU DA DAJEM LAŽNA OBEĆANJA, POMOĆI ĆEMO KOLIKO MOŽEMO: Vučić o..	Sasa	n1.rs
	PROGLAŠAVAMO VANREDNU SITUACIJU U SRBIJI, AKO KIŠA I DALJE BUDE P..	simbad moreplovac	kurir.rs
	PROGLAŠENA PRVA LISTA: Aleksandar Vučić - Srbija pobeđuje!	Marko	kurir.rs
	Šešelj pokušao da uđe u Viši sud, pa iz protesta zapalio zastave EU i NATO	Iziritirani građanin	n1.rs
	SPS PRIGRLIO UNUKA SLOBODANA MILOŠEVIĆA "Mali Marko je porastao, račun..	~Alexdj :	blic.rs
	Šta piše u programu SNS za Vojvodinu?	Zelje	b92.rs
	Vlada Srbije USVOJILA ugovor o INVESTIRANJU u ŽELEZARU!	Jaaaaaa	telegraf.rs
	Vučić naslikan uz Svetu Petku, most i dve fabrike	dokona	b92.rs
	VUČIĆ U PANČEVU: Mnogi u svetu žele slabiju vladu da bi se igrali sa Srbijom, ne d..	Nikola	kurir.rs
	Vučić: Neka priča ko šta hoće, rejting Srbije je sve bolji	Rambo na grani	telegraf.rs
	Žena vikala da je gladna, prekinut Vučićev govor	Deja	n1.rs
Da je simpatican - nije.	B92 i CESID: Srbi za Rusiju, ne žele u EU i NATO	WakeUpSheeple	b92.rs
	DS: Vlast ima nameru da krade izbore	Može biti samo je*an	b92.rs
	Istekao rok, rekordnih 17 izbornih lista	mica	b92.rs
	Vučić naslikan uz Svetu Petku, most i dve fabrike	sumadinac	b92.rs
	Vučić: Nemamo mi nikakav spor s Hrvatskom	Dragisa	b92.rs
	Zavetnici: Mi smo trenutno ogledalo građana Srbije	Neko iz mase	b92.rs
SNS do pobede!	Lazanski: Vučić ima viziju, ne vidim ništa bolje od SNS	Filip	n1.rs

Image 3.[26]

In Image 3 we can see how a piece of institutional news was taken over from the Facebook profile of media companies and political parties who had caused most diverse reactions from Facebook users. The same news was repeated many times by the "activists," as a way of diverting media attention and assigning publicity to a certain post.

[24] http://rs.n1info.com/a223886/Vesti/Vesti/SNS-Internet-tim-specijalaca-iz-Rumunije.html.

[25] http://www.blic.rs/vesti/politika/ko-su-i-cemu-sluze-stranacki-botovi/gx2bmlh.

[26] https://labs.rs/wp-content/uploads/2016/06/Oline-media-pregled2-091.jpg.

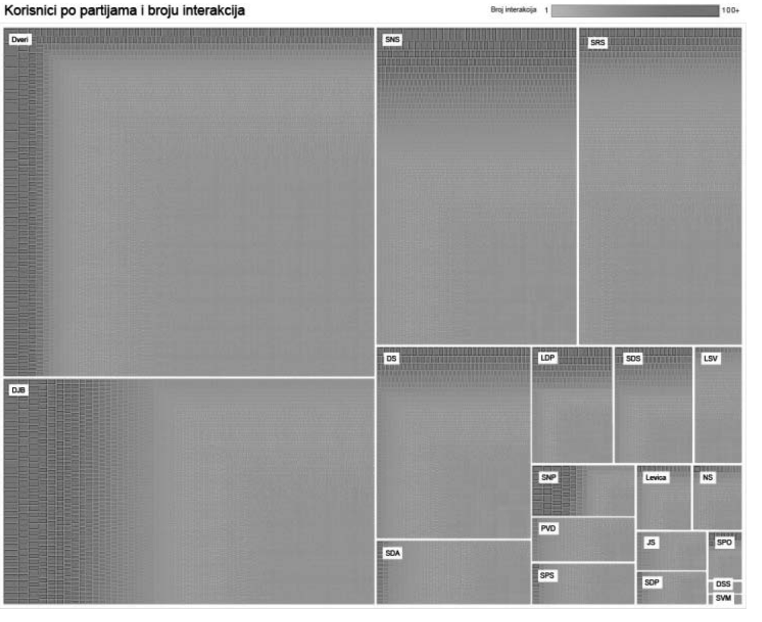

Image 4.[27]

At a meeting organized by the Media Center in Belgrade in 2015, experts and scientists viewed the presence of bots as "an army which misleads the public with its comments on social networks, because they were ordered to create the impression that the whole world is determined and supports one opinion, which is not actually personal, but targeted."[28] Sociologist Vesna Pešić stated: "Parties have been using that form of propaganda for a long time, since it is a well-organized and important instrument in campaigns. It is meant to promote, destroy or ridicule a certain idea, person, with the impression that it is the opinion of a regular citizen. It is a systematic manipulation and deception of the public, and parties should not be given money for it. It is an immoral occurrence, which is so intense that we need to get rid of it as soon as possible."[29] By including bots in the tactics of political campaigns, political leaders create a new paradigm of controlling the public, which is commonly referred to as *bot division*, which, often very aggressively, mobilizes the "virtual agora"[30] and intervenes with the opinions of all neutral participants of political communication. Such an act of planned social navigation in virtual agora could comparatively be treated as the effect of the cogni-

27 https://labs.rs/wp-content/uploads/2016/06/Heat-011.jpg.

28 http://rs.n1info.com/a223886/Vesti/Vesti/SNS-Internet-tim-specijalaca-iz-Rumunije.html.

29 http://rs.n1info.com/a223886/Vesti/Vesti/SNS-Internet-tim-specijalaca-iz-Rumunije.html.

30 More in "Reseting of reality" (Miletic, 2008, p. 45).

tive dissonance theory[31] at the individual level and the effect of the spiral of silence[32] at the level of the sum of individual censorship processes in the public. We perceive an individual opinion on a political subject, status, the announcement of a political leader through the practice which was created around the central power. So we view the danger of the effects of the hypodermic needle in the model of the active audience, where we can easily find ourselves trapped by "the illusion of direct knowledge" in a sea of interpretative and generated content created by users because "the radical reflexivity" of primary news on current issues "help people understand their environment", or we can find ourselves in a vortex of robotized digital marketing.

Image 4 can precisely be proof of a planned increase in interactions and reactions to the announcements of political leaders on Facebook, and not a natural number of organic reactions to their posts. "The public sphere *per se* is no guarantee for democracy," and Dahlgren said that " while the major political actors may engage in online campaigning, lobbying, policy advocacy, organizing, and so forth, this perspective underscores that there does not seem to be any major political change in sight (Dahlgren, 2005, p. 154).

Conclusion

While acknowledging the existence of the theory agenda of the mass media and institutional guards of the gates, we can see that the Internet and all its possibilities, which grow exponentially each day, change the theoretical approach to traditional definitions of political marketing. Although actually not free, egalitarian and democratic, social networks still instigate a process of changing the monolithic image and institutional idea of the pre-election, election and post-election processes. They do so in an environment where traditional media are still the dominant source of information by extracting from the shadows opposition candidates who are not in high positions and lack the presence in the media space. In that way, they enable diversity in communication political practices and ensure a healthy political participation.

However, due to the digital nature of new media and the ever-developing digital marketing of social platforms (particularly Facebook), authentic public, public opinion, social navigation and political participation are in danger of manipulation and the creation of a simplified fragmentary image of the legitimacy of a political leader as a product created by the digital public.

31 Cognitivne dissonance – unease created by clinging to logically uncoordinated information on opinion topic or the disharmony between conviction and behavior regarding the opinion topic. (Trebješanin, Lalović, 2011, p. 218).

32 The theoretical concept of Elisabeth Noelle-Neumann, whose starting point is that the individual will avoid stating his opinion in public if he deems that he is overpowered (Miletić, 2012, p. 321).

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II.
INFORMATION REVOLUTION, NEW MEDIA AND CHANGES IN CULTURE, EDUCATION AND ART

UDC 324:316.472.4(497.11)

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THE EFFECTS OF SOCIAL NETWORKS ON SOCIAL COMPARISON: WHY ARE OTHERS MORE BEAUTIFUL, HAPPIER, MORE SUCCESSFUL AND INTERESTING THAN US?

Abstract: The theory of social compar*ison explains our innate tendency to compare ourselves with others so that we could develop a clearer idea of our self, including self-evaluation, due to the lack of objective referential indicators. The very design of digital social networks inevitably intensifies and multiplies social comparisons. Hyperconnectivity, interactivity and dominant contents of these networks engender and feed dependency on them in building self-perception and self-evaluation. This is especially true of teenage intensive users of social networks whose identity is still not defined and stabilized. The problem is largely due to the gap deepened by comparisons of the real (rather than idealized) self, with embellished and fictionalized versions of others. In other words, there is a confusion between two levels, as the real "me" is measured against unreal others. The aim of this paper is to show that this confusion, as a sort of attribution bias, exacerbates the urge to compare oneself with others (who are perceived as prettier, happier, more successful and interesting, etc.) and consequently strengthens dissatisfaction with one's self, one's life and the so-called social network depression.*

Keywords: *DIGITAL SOCIAL NETWORKS, SOCIAL COMPARISON, EMBELLISHMENT AND FICTIONALIZATION, ATTRIBUTION BIAS, SELF-PERCEPTION AND SELF-EVALUATION.*

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1. Theory of Social Comparison

Festinger's social comparison theory (1954) was initially developed to reveal a tendency in all of us to compare ourselves with others in order to develop self-awareness in interpersonal communication or in groups, in order to assess our opinions and competencies, and in the most beneficial form the objective is self-improvement attained by emulating positive models of behavior. Social comparison is a fundamental psychological mechanism that helps us perceive the validity of our opinions, attitudes, values and behaviors: in short, of our identity. We invariably use this mechanism so that we could find out more about ourselves and so that we might be able to position ourselves more precisely in relation to others. We are not doing it out of mere intellectual curiosity, but in order to preserve, nourish or improve our self-esteem.

Festinger developed several hypotheses concerning the vertical and horizontal comparisons, models reflecting the negative and the positive impact of social comparisons on one's self-esteem, sense of self-worth and self-confidence. Festinger starts from the assumption that there is a drive in human beings to evaluate their opinions and abilities. He then further assumes that when objective, non-social means are unavailable, people evaluate their opinions and abilities by comparing them respectively with the opinions and abilities of others. In many instances, maybe even in most cases, whether or not an opinion is correct can not be immediately determined by reference to the physical world. Similarly, it is often not possible to accurately assess one's ability by reference to the physical world. One could, of course, test the opinion that an object is fragile by hitting it with a hammer, but how is one to test the opinion that a certain political candidate is better than the other, or that war is inevitable? ... Also, we can determine how many seconds it takes someone to run a certain distance, but what does this mean with respect to their ability — is it adequate or not? For both opinions and abilities, to the extent that objective physical basis for evaluation is not available, subjective judgments of correct or incorrect opinion and subjectively accurate assessments of one's ability depend upon how one compares with other persons (Festinger, 1954, p. 118).

Festinger, therefore, starts from the premise that we do not always have an objective basis for an assessment, i.e. that we can not always refer to "physical reality" in order to evaluate our opinions or some of our abilities. In this case, the only reality that we can refer to is "social reality," that is, the consensus. If others around us share our opinion, we conclude that it is valid. The same way, if our abilities are appreciated by others (or if they are directly related to the abilities of others), we will conclude that they are satisfactory. For example, in order to assess his ability to write, or his intellectual abilities, or the validity of his opinion on any topic, the subject can not refer to the physical world (as he might with respect to his ability to break a piece of wood). He will try to gather opinions about his work in order to evaluate its relevance (Enyegue, 2013, p. 23).

2. Conforming and Differentiating

One of the fundamental principles of Festinger's theory is that *individuals look for similarities with others and, in most cases, have a tendency to conform*. However, some social psychologists like to emphasize that there is also another psychological drive in people that makes them challenge the tendency towards uniformity, that is, to modulate it. For example, Codol (1975) argues that although individuals tend to conform, they are also motivated by the desire to be different from others. He decided to explore how an individual might resolve this conflict, and that is how he came up with the "Superior conformity of the self to the group" concept. Codol came to the conclusion that it was the only way an individual might feel that he or she was different from others, and yet conforming to social norms. "The point of departure of his reasoning was as follows: 'How can a person remain a loyal (conformist) member of a group and still claim at the same time his or her specific individuality?' Codol's insightful answer to this question resided in the concept of 'superior conformity of the self to the group': The self claims to respect the group norms better than the average member. The results of 20 experiments illustrating the workings of this principle were published in the European Journal of Social Psychology (1975) and ever since its publication the article has become a classic reading. Having established this P.I.P. (Primus inter Pares) effect, Codol then began to inquire into its nature. Rather than asking his participants to render merely categorical judgments (e.g., 'Am I a better or an equally good member'), he had them now rate their similarity to and their difference from others. For methodological reasons, he also turned the question around, asking his research participants to what extent others were similar to and different from the self. Surprisingly at first, the results did not fit a Euclidean space model, because others were rated as more similar to the self than the self was rated similar to others. Also, the self was viewed as more different from others than others were perceived different from the self. This was the start of his research on the 'egocentric point of reference.' "[1]

To test his hypothesis, the author carried out a series of research studies that took place in two phases (which are randomly placed in order 1-2 or 2-1).

1. In the first questionnaire the subjects were asked to select among the characteristics that are presented, those which are normative of their own group or social category;

2. The second questionnaire had the same characteristics as the first one, but the subjects were invited to evaluate themselves by these traits.

The results of Codol's research show that the more a trait is considered as normative in a social group, the more subjects tend to declare that this trait characterizes them more than other members of the considered group.

[1] Leyens, Jean-Phillipe, Jean-Paul Codol Medals. Biography of Jean-Paul Codol (1944-1989). http://www.easp.eu/about/awards/jean-paul-codol-medals/. Retrieved: 15th Novembar, 2016.

Lemaine (1966) also disputed Festinger's claim that when resorting to the process of social comparison, an individual automatically restricts the comparison to those he considers similar to himself, the consequence of this being the phenomenon of uniformity. Lemaine believes that a comparison with others can also be made with reference to different individuals and give rise, in certain cases, when an individual feels threatened at the level of his identity, to an accentuation of differences. He carried out an experiment over a few days in a holiday camp, involving two groups of five between 11 and 13 years of age who competed in building the most beautiful hut. In short, the results of his experiment showed that, when one of the two groups is placed in a disadvantaged position in the beginning, the other group will try to overcome the initial inferiority by introducing a new evaluation criterion which will give them advantage. This result lead Lemaine to develop the concept of "social differentiation" (Jamous, Lemaine, 1962).

3. Three types of social comparisons

Festinger has identified three types of social comparisons respective of different contexts: the lateral, ascending and descending social comparison.

1. *Lateral social comparison* is a process by which we compare ourselves with a group or a person that are similar to us in the field we are comparing in. It is relevant in instances when we want to evaluate our performance and come out above average in the reference group. For example, in order to assess our performance level in half-marathon, we do not compare ourselves with a world champion or an eighty-year-old (Friedmann, 2011). If we want the stakes to be realistic, and if we want victory to make sense, we will choose competitors from the same "league" (taking into account their age, gender, skills...). Only a representative sample will evoke admiration by others and result in self-pride. There is a proverb that illustrates this: "Better to be first in a village than second in Rome."

Lateral social comparison has other advantages. It can corroborate the "accuracy" of one's own opinions. Being for or against nuclear power, privatization or education reform implies taking a stance in the absence of a single, objective truth. "People tend to construct their own versions of reality and behave as if they were 'real' " (Stojnov, 2007, p. 19). The world "can not be comprehended beyond the boundaries of people's experience, outside of the referential frame whose purpose is to enable people to learn" (Stojnov, 2007, p. 21). Unable to directly "grasp" the reality outside of us, faced with fundamental uncertainty, each of us tries to develop and to legitimize our perception of reality. In the process, one compares one's views with the views of those one deems qualified (friends, colleagues, relatives, depending on the circumstances) and if their opinion coincides with one's opinion, it is considered to be "true". Thus, "every human can be perceived as a *scientist*, as someone who constantly generates hypotheses and then tries to verify them" (Stojnov, 2007, p. 22). The realization that one has "allies" enables one to feel stronger because one's perception of things becomes legitimate.

Lateral social comparison also affirms an individual's tastes and choices. There is no other way, for example, to know whether someone's outfit is suitable for the office or for theater, or is it age appropriate, or whether it is inappropriate, unstylish or hilarious. The lateral social comparison enables us to feel that we are “worthy” members of our communities, which in turn yields satisfaction and self-pride (Friedmann, 2011).

2. *Descending social comparison* is a defensive tendency aimed at raising one's self-esteem (“I'm smarter, happier, healthier,” etc.). Hardships one goes through in life can undermine his or hers confidence and the sense of security, and jeopardize self-esteem. Take, for example, the situation where someone loses their job, which is nowadays a widespread occurrence, either factually, or as a potential threat. A person who was just fired will not feel any benefit from being a part of a group of people with a similar problem who are looking for a job. Comparing oneself with friends and acquaintances who have a job is even more painful. That person will seek solace and a foundation for preserving at least some degree of positive self-evaluation by comparing himself with those who are less fortunate then he is. Among the unemployed you can always find a sub-group of those who are even more pitiful – for example those who are fifty or over and haven't had work in years, or even worse, those without a degree or qualifications, who are on the verge of becoming homeless. A study with cancer patients showed that these patients, even when their condition was critical, considered themselves happier (or less unhappy) compared to other patients (Taylor, Lobel, 1989).

The descending social comparison helps raise morale and cope better with whatever life throws at you, but it is not a mechanism that can motivate one to resort to self-transcendence and fight for onself. In fact, when the researchers asked cancer patients to asses their chances, they compared themselves with the sick who managed to get well, so that they would be motivated and remain optimistic (Friedmann, 2011).

3. *Ascending social comparison*. Social comparison is called ascending when an individual compares himself to those he deems superior to himself in the realm of comparison. This boosts ambition and desire for self-improvement and self-advancement (“I am capable of that too”), but it can also lead to the drop in self-esteem (“I am dumber, clumsier, uglier, poorer”, etc.). The ascending comparison is particularly evident in business environment dominated by career advancement mentality. The ascending comparison also boosts self-esteem because, even when someone is not superior to others, they think they have the potential to reach that level. One identifies with a positive model that one strives to attain, which creates a feeling that one is already above the average, which brings great satisfaction. However, it is not necessary for an individual to strive to become equal to or surpass his role model; he can also reinforce positive self-evaluation vicariously, not having to simulate the actions of a model. This is the conclusion of a study that explored the ascending social comparison among married couples (Pinkus, et al., p. 2008). We often think that the spouse at the lower end of the comparative scale suffers because of it and/ or gets into the rivalry game. It turned out this was not the case. If empathy is strong, the ascending comparison does not necessarily have to be bad. On

the contrary: a success of one partner makes the other happy and proud. A woman is going to be proud to have a handsome husband, a man is going to be proud to have a successful wife, each spouse perceives the other as part of themselves, and they see their life as part of their life together. The same may apply in friendship. A person feels important when they can brag about the achievement of their friend. This is particularly evident in individuals who brag about their friendship (or even just acquaintance) with a “star.” However, the sense of self-worth that feeds on the success of others is possible only when the person in question doesn't harbor any aspirations in the same domain. If that is not the case, then envy, jealousy and frustration prevail (Friedmann, 2011).

4. Situational factors in social comparisons

Social comparison activities usually occur in social settings that are themselves permeated with norms and values. The way people evaluate themselves and the way they feel in view of that assessment is at least partially determined by the social context. The so-called “Frog Pond Effect” is the theory that individuals evaluate themselves as worse when in a group of higher performing individuals. It has mainly been highlighted in the school environment and it reveals that the image that a pupil will have of himself depends on the “pond” in which he evolves (Davis, 1996). “Individuals who perform well within an unsuccessful group have more favorable reactions than equally capable individuals who perform poorly within a successful group. This frog-pond effect appears to occur because people focus on their relative performance standing within their group rather than on their group's overall performance level” (McFarland, Buehler, 1995, p. 1055). Obtaining the score of 13 will tell our student-frog that he is smart, that is, if class average is 10 and that it is zero if it is 18. The same applies in many fields. For example, getting 1.500 euros is a source of satisfaction if one’s coworkers are on the minimum wage, but getting “only” 170 times the minimum wage is a failure for the boss of a big company. This shows that there are no absolute reference criteria. But it is easy to imagine that in order to satisfy the need to nourish one’s self-esteem, the process of social comparison can not go in all directions. Depending on the circumstances, one will carefully select the people he/ she wishes to confront (Friedmann, 2011).

Thus, the strategy of ascending comparison is used, as we have mentioned, in social settings dominated by the norm that valorizes the competition. Faced with a threat (illness, failure, etc.) individuals use the descending comparison. On that note, we have to remark that there is actually a significant difference between these two directions of comparison. In a competitive setting, or in a society that highly values, promotes and imposes individual success, continuous advancement and competition, it seems that the tendency towards the descending comparison is much rarer, i.e. that people do not resort to this strategy as spontaneously as they do with regard to the ascending comparison. Resorting to the descending comparison requires a cognitive effort (consciously reminding oneself of worse things that might have happened, or we are reminded of it by someone in our surroundings, someone who is trying to comfort and encourage us). Also, when we find ourselves in a difficult situation, we are compelled to resort to the descending social comparison as a way of maintaining our homeostasis. In any case, the descending comparison has a functional value, an instrumental role in helping people to cope with the urgency of the problematic situation. It therefore appears when we feel threatened.

Hence, an individual is prone to make social comparisons that give them a sense of satisfaction and superiority, through, thanks to, or on account of their surroundings. However, there are circumstances when an individual is not in a position to choose who they are going to compare with, when the confrontation is imposed on them. An experiment conducted by Nicole Dubois,[2] professor of social psychology at the Nancy II University showed that the experimentally induced (i.e. unselected and unexpected) ascending comparison destabilizes the subject and momentarily directly impacts the level of his self-esteem.[3] In the presence of a very handsome, charming, elegant and confident subject (experimenter's associate), the respondents' self-confidence was on the decline, whereas, in the presence of unattractive, sloppy and unmotivated associate, respondents' self-confidence was on the rise. Of course, the level of positive self-evaluation varies from individual to individual. If we look at the extremes on the scale of self-evaluation, persons who are generally insecure in most situations of social comparison feel inferior and worthless, while others who are overtly self-confident feel self-satisfied and are full of confidence even when it is not substantiated.

However, if we exclude these extremes, the described experiment reflects the situation in everyday life that we are all familiar with. Generally speaking, people react to such events in their surroundings by trying to buffer the “blow” to their self-confidence and overcome it. They use different strategies to preserve or “patch up” the shaken perception of themselves the best they can. For example, if someone’s results are worse than of those he regarded as similar to himself in the view of abilities and skills, he will find a convincing explanation or excuse so that he wouldn’t feel too inferior. Someone else will try to diminish the success of a person who performed better in the domain they were comparing in by discrediting him in some other domain. People often resort to relativizing other person’s merits, attacking their personality, “defamating” them, in order to restore or boost their self-esteem (Friedmann, 2011). There is also the phenomenon of false consensus (Ross, Greene, House, 1977), when lateral comparison with a group of people similar to the subject does not affirm his own opinions, the subject distorts their views so as to make them more in line with his own. Finally, people also often resort to the strategy of avoidance. For example, a leader will have a tendency to

2 Inspired by the earlier experiment of Morse Stan and Gergen, J. Kenneth (1970), “Social comparison, self-consistency, and the concept of self,” *Journal of Personality and Social Psychology*, Vol 16(1), p. 148-156.

3 See: https://www.canalu.tv/video/les_amphis_de_france_/les_effets_de_la_comparaison_sociale. 3079

choose associates who have competencies complementary to the ones he has, but not the same ones, in order to prevent any comparisons that might endanger his perception of himself (Garcia, Song, Tesser, 2010).

Depending on who someone is comparing themselves with, he can be satisfied with himself, have a feeling he belongs to a group that verifies the validity of his values, opinions and behavior, or that, as an individual or a member of a group, he is superior to people in his surroundings. The flipside of this coin is the constant threat of a “bad” comparison causing frustration and undermining one's self-esteem. It is therefore not advisable to constantly resort to social comparisons when forming a perception of oneself. An individual who keeps comparing himself with others is in a constant external locus of control, which makes him much more vulnerable and helpless than the individual that has developed internal criteria and uses social comparison in a moderate and constructive manner.

The degree to which we resort to social comparison, the intensity and the content of that comparison depend on the basic existential attitude toward others and ourselves. With people who have low self-esteem and are insecure, there is a greater incidence of depression and social anxiety, of neurotic tendencies,[4] and the frequency and intensity of social comparison is greater. In those cases, ascending comparison is demoralizing, discouraging. Also, with those whose personalities are still developing, such as children and adolescents, situations of comparison are in most cases perceived as threatening (causing negative self-evaluation), rather than as a motivating and positive. People with strong self-determination and self-esteem use social comparison to acquire information on their standing in dimensions according to which they are comparing themselves (Ryan, Deci, 2000). They resort to the (realistic) ascending social comparison in order to improve themselves (self-enhancement). The ascending social comparison has a motivating effect on them.

5. Social comparison and social networks

Social comparisons have escalated in modern times through everyday, conscious or unconscious comparisons with different “public selves,” “personas” of social network users, who often disseminate false, distorted messages about their lives through photos, statuses, “check-ins” in expensive restaurants or other posh places.

Years of research on a sample of 425 active and long-term Facebook users revealed that subjects tend to perceive others as happier, and life as unfair (Chou, Edge, 2012). Users who spend multiple hours per week on Facebook and who have a long list of “friends” on the network are more inclined to believe that these others have better and more interesting lives than they do. Another related research shows that people tend to underestimate other people's negative emotions (Jordan et al., 2011). In other words, people who have emotional or life's difficulties tend not to recognize other people's inner

[4] According to the transactional analysis, it is the basic existential position.

struggles, which intensifies their sense of isolation, loneliness and inferiority. Researchers believe that this is because people portray themselves publicly as happier than they really are (Jordan et al., 2011). The problem, therefore, lies in the fact that they compare their intimate and private self with the public selves of others. Furthermore, the space-time in which we realistically, physically live in has three spatial and one temporal dimension that we subjectively experience as duration (marked by different quality in relation to the state we are in, our mood, our circumstances). We compare that real, physical experience of duration and continuous self-awareness with separate and fixed two-dimensional segments of life. Considering that users present themselves in the best light on social networks, perceptions their friends have of their happiness and satisfaction are subject to distortion. Research has shown that an increased social comparison, which is directly related to the time spent on Facebook, leads to an increase in depressive symptomatology among users (Steers et al., 2014).

An unexpected and interesting finding of the research is that the relation between social comparison, affective responses and subsequent (dis)satisfaction with oneself *doesn't depend on the direction of social comparison*. Affective responses may be independent of the social comparison direction which suggests that the very act of frequent social comparison with others, rather than the direction of the comparison, is associated with the appearance of destructive emotions in the long term (White et al., 2006). As soon as they log on, Facebook users are exposed to a continuous flow of information (status updates, outline of newly posted photos, friend's posts on the walls, likes to status updates of other people). These Facebook activities act as stimuli and "triggers" for automatic, unconscious engaging in frequent ascending and/ or lateral social comparisons. The more often one logs on and the more time one spends on Facebook, the more will they be susceptible to these automatic responses. This can be explained by the fact that by spending more time on Facebook or checking it more frequently, users are showered with opportunities for spontaneous, automatic social comparison with others, which is actually associated with the emergence of depressive symptoms on a daily basis.

The aforementioned studies, which corroborate the correlation between the time spent on Facebook and self-deprecation, feeling of being disadvantaged, feelings of frustration and inferiority, are an indicator that what is happening on social networks is similar to the developments in the previously described experiment by Nicole Dubois. Regardless of the fact that the user has at his disposal various possibilities of restricting and filtering contents and "friends", he nonetheless does not have as much choice, control and say with regard to which individuals or groups he will compare himself as he would in real life. If we broaden the scope of research from various social networks (Facebook, Instagram, etc.) to the Internet on the whole (portals, blogs, etc.), we are faced with the multiplication of imposed "targets" for social comparison. The difference with regard to the aforementioned experiment is to the detriment of regular and passionate users of social networks, inasmuch as they are exposed only to interesting posts and attractive images on their monitors.

5.1. Lateral-ascending social comparison

There is something else that differentiates between the phenomenon of social comparison on social networks and the same mechanism in real social surroundings. We propose it be named the "lateral-upward social comparison." We have seen that Festinger had established that people compare themselves with those who are similar to themselves by the *dimensions that are important to them*. We will strive to excel in our reference group. A significant difference in the level of capabilities and achievements does not allow for identification and imitation, and thus does not initiate a mechanism of social comparison. However, a different principle rules on social networks. The users we "follow," "friends" we compare ourselves with, whether we know them personally or not, are generally individuals who belong to our social stratum and surroundings, so lateral comparison is in place. However, at the same time they (just as we do) publish only the nicest and most beautiful things about themselves.[5] The lateral comparison, however, doesn't turn into the ascending comparison because of this, but occurs simultaneously with it, causing even greater degree of frustration: people who are supposed to be similar to us, are nevertheless superior to us.

Social network users forget or are not aware of the fact that they are in the public zone, a different social situation, so "social mask" they put on does not necessarily have to be a false self, but a reflection of social intelligence and social literacy. There are users who are honest when they write their statuses on social networks, describing exactly what is happening to them, but it is important to understand that each social network profile is a reflection of the "public self", which might resemble the "private self", but never and in no way can it resemble the "intimate self". Even in the life outside the internet and its derivatives, "private self" into which we include those closest to us, disclosing our secrets to them, is always different from the intimate, exclusive intrapersonal self, because it unavoidably involves filtering inner monologue, reshaping it and selecting appropriate content in accordance with what we have learnt through socialization. Therefore, instead of the term "public self'", maybe it would be better to use the term "offline and online self" because internet as a medium has different regularities than real life.

6. Technological properties of digital social networks

Another reason for the intensification or overstimulation of social comparison on social networks is inherent in a more direct and less controllable way to the very structure of the Internet. Using the Internet activates brain areas related to the swift, imme-

5 "I'll wear a fancy dress and pose for photographs. Then, I'll open Photoshop or different makeup Android apps, add filters, rotate the photo, remove dark circles under the eyes, adjust lighting, widen the smile, bleach the teeth and then share my brilliant selfie right away on Instagram or Facebook, with the 'adequate' description – 'Viva freedom!' or some 'adequate' quote from a popular song," 24 year-old student.

diate gratification. It has been observed that it stimulates the release of dopamine and serotonin. Just as it is the case with gambling, addiction develops without the use of any chemical substances (Achab, Zullino, Thorens, 2013). It has commonly been assumed that the mechanisms causing addiction (due to instant gratification) are tied to the availability of the Internet 24/24, minimum cost, high speed (instantism), momentary interactivity and feedback, the possibility of being anonymous or being able to create an identity. "Virtual networks.... certainly *represent a supreme object of fascination to hundreds of millions of people throughout the world* [...] The analysis of the phenomenon leads to the conclusion that those networks are least often used for utilitarian purposes, and are most often the subject of obsession, and can even cause serious addiction that requires withdrawal therapy" (Vasić, 2015, p. 197). According to this author, the problem is that users are fascinated by the medium itself, not its contents, that is, with the very institution of cyber networking, as a completely new phenomenon that human race has had no previous experience with. "Every event in the electronic media is fascinating in itself, because our senses and our brain are bombarded by a hyper quantity of data too large to be cognitively processed, interpreted. Therefore, banal situations transmitted through the powerful medium of the Iinternet all of a sudden become significant in their own right thanks to technology" (Vasić, 2015, p. 206). The author remarks that at the same time "no one is aware that others are not admiring them, but the media that is promoting them [...] Electronic social networks enable media launch of everyone's banality wrapped into high technology, and transmuting it into an object of fascination [...] The effort involved in seducing and mesmerizing is needless on, say, Facebook: as we have explained, the technology that is fascinating in itself takes care of that" (Vasić, 2015, p. 207-208).

In other words, even with confident, integrated personalities who do not have any major life problems, comparisons on social networks may cause unpleasant feelings of insecurity and inferiority, as well as envy and jealousy. Internet technology itself makes it difficult for us to distance ourselves and become aware of the fact that we are in the online space, where we cannot indiscriminately accept everything that is served to us as true and unadulterated. Even when we are devoid of materialistic/ consumerist preoccupations, educated, skilled in critical thinking and committed to spiritual values, if we share some of our achievements, art works, a composition or a text, and that post does not get a sufficient number of 'likes' (no number of likes is ever enough), we can easily "slip" into a worse mood and diminished sense of self-worth.

We can assume that such automatism is set in motion because on the Internet we take the "low road," to use Daniel Goleman's metaphor (Goleman, 2006). Goleman describes how brain provides two routes, what he describes as the "high road" and the "low road". The high road runs through the neural system that works more methodically and step by step, with deliberate effort. The low road circuitry operates beneath our awareness, automatically and effortlessly.[6] On social networks, the *excitation* of the

[6] Schofield, Alistair. Social Intelligence http://www.extensor.co.uk/book_reviews/social_intelligence/ social_intelligence.html. Retrieved on 21th December.

nervous system with numerous visual and auditory stimuli and sensations is combined with the intellectual and emotional disengagement, i.e. *passivity.* It is precisely because of this combination that users fall into the grip of automatisms. If even mature personalities are not immune to automatic, almost unconscious reactions of the "low road", it is not hard to conclude what happens with the self-perception and self-esteem of insecure teenagers who are still developing a sense of self-identity. In adolescence, which is classified by psychology as one of the developmental crises, there is an increased need for approval and recognition by the peer group, as well as a need to demonstrate that the identity has been acquired. Due to the aforementioned technological features of social networks, the normal intensified developmental need in adolescence turns into the addiction to other people's approval as means of developing self-image and self-worth. In other words, the need for social comparison, due to overexcitability of the nervous system caused by technologically designed and "discharged" stimuli, becomes a compulsion.

7. Concluding remarks

Due to the way they were devised and structured, that is, due to their technological features and potentials, social networks invariably multiply social comparisons and intensify the need for them. With their regular users, particularly those whose identities are not completely defined and unstable young people, this induces and intensifies dependence on social networks in developing self-perception and self-worth. The problem of negative self-evaluation and low self-esteem is caused by the comparison process occurring between two incommensurable realms, because real "self" is measuring up to unrealistic – idealized images of others, and the real duration in time is juxtaposed with frozen moments. That is why others seem more beautiful, happier, more successful and more interesting than us. This confusion is additionally enhanced by the attribution bias which implies underestimating the difficulties and problems of others, i.e. attributing and overestimating positive traits. The consequence of excessive stimulation of the need for social comparison with others is dissatisfaction with oneself, one's life and the so-called "social network depression".

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SPECTACLE IN DIGITAL ART

Abstract: *In the text that follows, we shall analyse different approaches in digital art that destabilize everyday routine and common understanding of different practices that appear as manifestations of contemporary life. This approaches are interpreted as a specific usage of spectacle as the concept that is inherited from the twentieth century.*

Even though we can agree that "spectacle" is the term that cannot be understood literally as a visual manifestation, but rather within a broader notion of alienation and separation, our approach to this concept does not exclude analysis of its manifestations. Nevertheless, if we accept that totality is an important concept in Debord's theory, we cannot approach to the society of the spectacle as a part of all its manifestations and practices that maintain it.

With its political, often anarchistic background, spectacle is still frequently used by artists and theoreticians. In contemporary approaches, this concept is barely recognised as the entity that art opposes itself to, but more often as a cultural product that can be interpreted in different ways. At the turn of the twenty-first century, the spectacle is transformed into ready-made. Whether we are dealing with an inverted spectacle, replicated spectacle, impossible spectacle or work of digital art that is interpretation or critique of the spectacle, we are always faced with works of art that explore usage of an inherited concept. A concept where contemporary usage is far from its historical one, but which in works of digital art still questions our relations to (new) humanism.

Keywords: *ART THEORY, CONTEMPORARY ART, DEBORD, DIGITAL ART, NEW MEDIA, SPECTACLE.*

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In January 1979, Debord wrote that with *The Society of the Spectacle* he intended to bring a theoretical foundation to Situationist International (Debor, 2003, p. 7). Although the book was first time published in 1967 in Paris, yet it has become widely known thanks to occurrences that have shaped socio-political situation during the next year. In the following years, the book has been translated in different languages and has become widely cited by theoreticians, academic thinkers and philosophers, as well as by political activists and anarchists. This popularity has brought a wide spectrum of interpretations, often with misunderstandings of Debord's work.

In his analysis of Debord's *The Society of the Spectacle*, Tom Buynard underlines that this book is, at its root, a book about history (Buynard, 2011, p. 14). However, as he continues, "Debord's theory has been largely misunderstood by the prevalance of academic works that have linked this book to mass media, [...] and which pursue its possible relevance to visual cultural concerns" (Buynard, 2011, p. 14). We can mostly agree with Boynard's observation. Debord certainly has no attention to write manifesto that is no more than a critique of mass media, and his book is so complex that one can hardly assume that is the main concern of his analysis.

Even if we leave this misunderstandings of Debord aside, we are still questioning what Debord has actually suggested using the term spectacle. What is the real meaning of his *society of the spectacle*? Buynard writes that a huge misunderstanding of Debord's theory lays in literal interpretations of Debord's visual terminology that reduce the true scope of his work (Buynard, 2011, p. 18). And indeed, those interpretations are quite common in academic literature. It is not rare that authors refer to Debord's text conflating visual terms with visual phenomena. Many of those, following postmodern approaches, connect the spectacle to the theory of simulacrum and concept of hyperreality.

On the other side, there are many successful interpretations of Debord. Hussey connects Debord's society of spectacle to alienation (Hussey, 2002, p. 217). Dauvé tends to identify the spectacle with entertainment and fashion (Dauvé, 1979). Jappe underlines relations between Debord's theory and Hegelian Marxism, focusing especially on the influence of Lukács (Jappe, 1999), whereas Buynard recognises roots of the spectacle in Hegel's notion of *Vorstellung* (Buynard, 2011, p. 21). As Buynard claims, the self-separation as a primary Hegelian theme that can be found in all aspects of Hegel's work, formulated in terms of representative detachment, is particulary important for Debord (Buynard, 2011, p. 21). Buynard explains that like Bakunin, the early and the late Marx, Debord was inspired by Feuerbach's interpretation of God as the mirror of man. Hence, the term spectacle is a result of these specific interpretations of reflection and speculum. Being the *material reconstruction of the religious illusion*, the spectacle is at the same time a body of ideology and concrete social practice, it is, as Buynard explains, the process that transforms the life itself into *image* (Buynard, 2011, p. 22).

Even though we can agree that spectacle is the term that cannot be understood literally as a visual manifestation, but rather within a broader notion of alienation and separation, our approach to this concept does not exclude analysis of its manifestations.

Nevertheless, if we accept that totality is an important concept in Debord's theory, we cannot approach to the *society of the spectacle* a part of all its manifestations and practices that maintain it. In the sixth thesis of his book, Debord says: "In all of its particular manifestations – news, propaganda, advertising, entertainment – the spectacle represents the dominant *model* of life. It is the omnipresent affirmation of the choices that have *already been made* in the sphere of production and in the consumption implied by that production. [...] The spectacle also represents the *permanent presence* of that justification, since it monopolizes the majority of the time spent outside the production process" (Debord, 2005, p. 2). This *dominant model of life* is the phenomenon inseparable of everyday practice. Routine, common sense, performative acts of everyday life, are all mechanisms that maintain the alienation of life. In this regard, we shall understand the first thesis of Debord manifesto, in which he says, "In societies dominated by modern conditions of production, life is presented as an immense accumulation of *spectacles*. Everything that was directly lived has receded into representation" (Debord, 2005, p. 1) as a critique of modern separation between one and his/ her real being. In the text that follows, we shall analyse different approaches in digital art that destabilize everyday routine and common (common sense stated) understanding of different practices that appear as manifestations of contemporary life. This approaches are interpreted as a specific usage of spectacle as the concept that is inherited from the twentieth century.

One of the early digital art works which questions spectacularization of reality is Jeffrey Shaw's *The Legible City* (1988-91). The early version of the work was presented in 1988/89 in Het Postmoderne aan kinderen verklaard: Bonnefantenmuseum Maastricht, Belgium and in Museum van Hedendaagse Kunst, Antwerp, Belgium (jeffrey-shaw.net). This computer graphic installation, designed as wire-frame graphics that were interactively operated by a joystick, was a prototype for later versions that use more advanced computer visualisation methods and replace a joystick by a bicycle as the viewer interface.

In the next period, three versions of this work were developed: the Manhattan version (1989), the Amsterdam version (1990), and the Karlsruhe version (1991). In the developed versions, Jeffrey Shaw uses the ground plans of these cities to construct virtual streets that provide a variety of trajectories in a virtual tour one can take part in. Using the stationary bicycle, the visitor is able to ride through a simulated city that are showing in front of him/ her. The computer-generated image appears simultaneously as a video projection onto a large screen, and as a digital image on a small monitor screen in front of the bicycle, that shows a simple ground plane of the city, indicating the momentary position of the cyclist.

The city's architecture is replaced by textual formations written and compiled by Dirk Groeneveld (jeffrey-shaw.net). Using the bicycle, the visitor takes interactive control over direction and speed of travel. Cycling through virtual streets with computer-generated, three-dimensional letters instead of buildings, visitor passes by different words and sentences which meanings can be followed or changed by spontaneous shifting of juxtapositions and conjunctions of words. In the Manhattan version, Jeffrey Shaw combines eight separate storylines that appear in different colours. Each story is fictional, given in the form of a monologue by Frank Lioyd Wright, ex-Mayor Koch, Donald Trump, a tour guide, a confidence trickster, an ambassador and a taxi-driver (jeffrey-shaw.net). In the Amsterdam and Karlsruhe versions, the texts are largely derived from archive documents that describe historical events in relation to these places. Those two versions contain letters scaled to the architectural appearance of these cities.

In 1989, Jeffrey Shaw introduced one more version of the work – *The Distributed Legible City*. This network installation combines previous experiences with a new multi-user possibilities. In this version, two or more visitors can simultaneously enter the virtual environment. The software provides them to meet each other on virtual streets and to see others abstracted avatar representation. If bicyclists come close enough to each other, they can even verbally communicate. With this version, the artwork changes from being merely a visual experience, into becoming an environment for social exchange between participants (jeffrey-shaw.net).

While in *The Distributed Legible City* Jeffrey Shaw explores relations between virtual environment and new forms of social interaction, in previous versions he was completely focused on the representational side of virtual worlds. Despite this differences, the work emphasizes the general impresion one has while facing contemporary spectacle. By numerous installations Shaw has challenged conventional concepts of space, and in this project his preoccupation is on the very same line. He faces the viewer with the simulated space of the transformed city. Two worlds – the world of physical reality and representational one, are quite clear separated, but during the aesthetic experience that work provokes, those are merging. The bicyclist stays somewhere in-between, in some kind of a border zone, where reality and simulation are at the same time present and absent. And this very duality is one of the major characteristics of the spectale. Choosing the relationship between reality and simulation, imagination and experience as a central theme of his researches (Media Art Net), in this work Jeffrey Shaw artistically reconstructs one of the predominant strategies of the spectacle by which reality is transformed in its image. Even though this work does not develop critical approach, it thematises mechanisms of the spectacle, underlying its presence as an important part of modern/ contemporary life.

Much explicit and more radical reproduction of the spectacle is reached in artistic event the *Time Capsule* by Eduardo Kac. On November 11, 1997, at Casa das Rosas Cultural Center in Sao Paulo, Kac performed the event by which the very essence of the spectacle was reproduced. In front of the cameras, invited reporters and commentators, Kac conducted his work in a manner of media events. As some kind of a press-oriented performance, the whole event was broadcasted alive on the national television in Brasil, and was also streamed on the Web. Using a special needle, Kac inserted into his leg a microchip with an identification number. The migration of the microchip was prevented by a thin layer of connective tissue that has formed around it. During the event, Kac placed his leg into a scanner. The scenning process generated a lowenergy radio signal that caused a transmission of a unique numerical code, which was shown on the scanner's screen. After demonstration, Kac registered himself in a Web-based animal identification database. He was registered both with a status of an animal and its owner, which was the first time that any human had been added to the database, that was originally designed to help in finding lost animals.

Christiane Paul considers the *Time Capsule* as a kind of Orwellian dystopia come true (Paul, 2008, p. 173). She interprets the work as artistic problematization of microchips usage. Even though implementation of microchips has become acceptable in medical usage, technological development in this area opens questions of possible future usage and its consequences. Are we dealing with common practice that is yet to come? Is microchip technology similar to this going to reshape our future? Maybe in this work we can recognise an imaginary demonstration of some kind of passports or identity cards of the future that allows the identification and tracking of the individuals, opening new possibilities in a field of security (Paul, 2008, p. 173), but also in a sphere of monitoring and control. On the other hand, this work opens a whole branch of ethical questions. It brings into focus a relationship between technology and the body.

But there is also another aspect of this work that is in our special interest. It is its relation to the media spectacle. The whole event was imagined and realised as a kind of a press-oriented performance. The demonstration of the radical technology application was performed as a dramatized scientific presentation of one presupposed futuristic scenario; with a huge difference, though. This presentation was not scientific, and it was also not a demonstration of an experimental phase of some program that has been officially approved. What we have here is broadcasting of an event which looks exactly like a mediated spectacle, with a difference that it is not. The whole scenario, artistic demonstration, presence of reporters, live broadcasting and internet streaming, are a part of the same work of art. The whole event, even real, seems like being transformed into the spectacle. But what we are dealing here with is not a spectacle, but its replica.

By using the methodology of mediated spectacularization of reality, Eduardo Kac reproduces models of representation, organisational management, journalistic approaches in framing interpretation, bringing to media consumers an image of media spectacle. This image is constructed by the patterns and reduplicated approaches in the media spectacle production, but it replaces the spectacle with something real, with an authentic artistic vision. This real replica of the mediated spectacle brings authenticity instead of falseness. The whole event is the inversion of media spectacle into art, realised by reproduction of the spectacle itself.

Another artist whose work can be easily linked to the inverted spectacle is Usman Haque, with his work *Sky Ear* (2004). *Sky Ear* was launched for the first time during the *Belluard Bollwerk International Festival* (Friburg, Switzerland), on 4th July, 2004. After that, the work has had several more presentations – at the National Maritime Museum in Greenwich Park (London), on 15th September, 2004, and also during the *Transmedi-*

ale 0.5 (Berlin), on 3^{th} February, 2005. The work was also awarded at the *Japan Media Arts Festival* (2004) in the Art category.

Sky Ear is a cloud-like installation that allows visualization and sonification of the electromagnetic spectrum. The instalation is set as a hudge carbon fibre structure of 25 metres in diameter that contains thousand helium-filled baloons. Each balloon is equipped with a sensor that detects different levels of electromagnetic radiation according to different frequencies, and six light emitting diodes (LED) capable of generating millions of colours. The wave-activated sensors react to the changes in the electromagnetic environment, that can be caused by factors such are weather and mobile phone signals, by changing the colour of the balloons. The whole installation hovers 60 to 100 meters over the ground for several hours, tethered by six cables.

Inspired by several twentieth century artistic projects, in his installation Usman Haque explores possible approaches to the new media. As artistic predecessors of this work, Haque mentions *Skyline* (1967) by Hans Haacke – a work that was established as a line of helium balloons floating in the sky; *Silver Clouds* (1966) by Andy Warhol – an environment made up of pillows drifted in the gallery space; and Panamarenko's artistic visions of flying machines (Perron, 2005). Besides these references, Jacques Perron underlines connections between *Sky Ear* and Land Art projects of the 1960s and 1970s, and also the works of Otto Piene who invented the term *Sky Art* (Perron, 2005). And indeed, his projects seem like direct predictors of Haque's work, such is *Light Line Experiment* (1968), that was presented at the Center for Advanced Visual Research of the Massachusetts Institute of Technology (MIT), and that involved a thousand tubes of helium filled polyethylene and two projectors.

This Usman Haque's work is also deeply linked to the contemporary artistic investigation of mobile technology usage. The *Sky Ear* is conceptualised as a participatory-oriented installation that allowed the public to cause variations in color by calling the auto answer mobiles, placed in a cloud. Not only by colour changes, but also by changes in sounds, this work establishes specific, spectacle-like relations to the spectators on the ground.

The *Sky Ear* occupies a public space as an artificial cloud, connected with the public by mobile technology. The whole event is highly interactive, allowing to public not just to see and hear electromagnetic waves, but also to play with them. The major artistic interest is focused on interrelations between the public and hertzian space. He provokes the changes in the non-tangible and non-physical environment – consisted by sounds, heat, colors, and especially in connection to this work, the radio waves. This changes can be seen as a specific changes-in-process of a *softspace*. In contrary to *hardspace*, defined not only by geography but also by architecture, with its physical, static forms and whole set of regulations, ideological manifestations and implemented politics that in a large scale enclose us, the *softspace* is more liberating. The *softspace* is unstable, more ephemeral, and defined by interactions that form our experience of space. In this work, Haque uses technology to initiate public response to urban space, and to initiate its reconsideration of the social production of space.

As a very essence of Haque's project, Perron underlines the recognition of *the sky as a creative space*, which is furthered "[...] by the fact that this creativity is no longer perceived as the sole province of artists but as a common resource to be shared" (Perron, 2005). In addition to this observation, it is very important to emphasize critical dimension of the work that encourages spectators of the event to become participants, and to rethink their relations and connections to the environment they live in.

Another powerful tool in spectacle inversion is irony. Alexei Shulgin is a Russian-born artist who uses a humorous approach to organise semi-spectacle events. Through his work he questions patterns that shape contemporary performative practice. He is one of the Net art pioneers, and also the co-founder of the Moscow WWWArt Centre which is, according to the artist's statement, a web site devoted to "the higest possible level of art/ life uncertainty". In his early projects, we can recognise the Pop art sensibility that emerged fully in *386DX* (Tribe and Jana, 2009, p. 84). Probably led by this sensibility, Shulgin inverts mainstream culture into his work to emphasize alienation of contemporary performative practice.

The *386 DX* is an ongoing artistic project in which he manipulates an antiquated computer to perform digital renditions of popular music hits. On his web site, Shulgin described this project as "the world's first cyberpunk rock band". Yet his *band* excludes other performers, instead of whom Shulgin appears on the stage carrying one computer, supplied with an Intel 386 DX processor running text-to-speach and MIDI (Musical Instrument Digital Interface) software. In his rock-star-like appearance, Shulgin changes an electric guitar for the computer keyboard that he wields on, during his performance of synthesized versions of familiar pop songs, such are *California Dreamin* by the Mamas and the Papas, or Nirvana's grunge hit *Smells Like Teen Spirit*. Even though he performs a concert-like spectacle, his versions of these popular songs sound like a mixture of robot singing and early video game soundtracks (Tribe and Jana, 2009, p. 84).

Shulgin performed his concerts in a variety of places. He took a part in different exhibitions and events, such as: Le Musee d'Art Moderne (Paris, 1999), Royal College of Arts (London, 1999), California Institute of Arts (Los Angeles, 1999), Jutland Academy of Fine Arts (Aarhus, Denmark, 2002), etc. Beside those, he also organised the 386 DX concert at the San Diego/ Tijuana border on December 18, 1999. Shulgin was invited to present his work at the Tijuana Media Center. Due to complicated immigration bureaucracy and strict visa regulations, Shulgin split his band between border lines. While he was placed in the USA at Border Fields State Park, his computer was transferred to Mexico at Las Playas de Tijuana (El Saro). The public from both sides was called „to witness the start of a new era in which computers are replacing humans at all levels, with or without borders" (easylife.org). Placed on two sides of the border, the event symbolically united the public from the US and Mexican side, but at the same time emphasized the whole political apparatus that separates two sides. The event turns to the *impossible spectacle*, questioning the relationship between public and their understanding of regulation that link them to a specific country.

The work was also presented without Shulgin, as a computer-solo concert. Replacing the street musicians, computer was placed at different locations (Arbat Street, Moscow, 1999; streets of Graz, Austria, 2000, street of Malmoe, Sweden, 2000), while passers-by were provoked to leave monetary tips. In 2000, Shulgin published *386 DX The Best of* as an enhanced CD. Besides the compilations of 15 popular songs, the disc includes the software he used to produce tunes from his repertoire, as well as a bootleg copy of Windows 3.1 (the operating system the software runs on).[1] On his official presentation, Shulgin invites public not only to listen to the tunes, but also to reconstruct the *386 DX* on their computers by booting it from the CD (easylife.org).

Another artist who applies artistic approach to question the spectacle is Mark Napier. In his work *Shredder 1.0* (1998), Napier deconstructs graphics of the web. The work is established as a participatory interface that allows the public/ participants to enter a web address in the location field, or to choose one of the pre-selected URLs. After the choice is made, the interface deconstructs the original site, bringing abstract images as a result of this process. Even though these images are composed of original site elements, its graphics is completely changed, so neither its images nor its textual messages are no longer recognizable.

The work uses the Perl script, a rudimentary programme, written by Mark Napier. This programme rearranges the original code of a chosen internet site before handing it to a browser. The Perl script is written in such a way that transformation of sites results with visually similar images. Tribe and Jana comment this as "[...] the signature style of the algorithm that produced them" (Tribe, Jana, 2009, p. 70). As they continue, the graphics of recomposed images reflects Napier's background as a painter, and even though they keep some fragments of texts or destroyed logos, the shredded versions are more close to the non-representational paintings of Hans Hoffmann or Gerhard Richter than to original sites (Tribe, Jana, 2009, p. 70).

With this work, Napier questions both the imaginarium of the Internet, and our approaches to this new world of images. In one artist's statement Napier wrote that this work is some kind of a reaction to the conventions of ownership and authority (Tribe, Jana, 2009, p. 70). But for our purpose another Napier's statement is highly relevant, published on the site *Potatoland.org.* Answering the question why to shred the web, Napier says: "The web is not a publication. Web sites are not paper. Yet the current thinking of web design is that of a magazine, newspaper, book, or catalog. [...] But behind the graphical illusion is a vast body of text files – containing HTML code – that fills hard drives on computers at the locations all over the world. [...] The *Shredder* presents this global structure as a chaotic, irrational, raucous collage. By altering the

[1] The *386 DX The Best of* CD contains the songs herein listed in the following order: 1. California dreaming, 2. Jumpin' Jack flash, 3. Should I stay or should I go, 4. House of the rising sun, 5. Rock'n'roll, 6. Light my fire, 7. Anarchy in the UK, 8. Don't cry, 9. My generation, 10. Purple haze, 11. Imagine, 12. Smells like teen spirit, 13. I shot the sherrif, 14. Satisfaction, 15. Layla.

HTML code before the browser reads it, the *Shredder* appropriates the data of the web, transforming it into a parallel web. Content becomes abstractions. Texts become graphics. Information becomes "art" (*Potatoland.org*). It is quite clear that work reveals the structure and processes that stay beyond this *world of information*. This world is not some pre-given reality, but a technologically developed machinery. So what do we see? Napier sugests that it is just a kaleidoscope of phasades that turns to something more familiar to us. Chaos over order, irrationality over rationality, pastiche over purity of stile, are just approaches that reflect a different paradigm. The paradigm that makes our sleepy being uncomfortable, that forces us to question what is behind the images that make our world. To think once more about Debord's words, "*What appears is good; what is good appears*. The passive acceptance it demands is already effectively imposed by its monopoly of appearances, its manner of appearing without allowing any reply" (Debord, thesis 12).

But what happens when images become alienated? In a well-known project *ASCII History of Moving Images*, Vuk Ćosić turns classic films and television shows into barely recognizable images that seems like having been made for a computer watcher. As Mark Tribe and Reena Jana have noticed, Ćosić renewed antiquated technologies to bring at the same time "[…] a critique of the utilitarian logic that underlies new media development and a celebration of the purposeless" (Tribe, Jana, 2009, p. 38). The ASCII (American Standard Code for Information Interchange) is used first in 1963. The code was invented to allows computer users to exchange texts between different computer systems using a set of numerical equivalents for typed letters and symbols. Early computer users explored ASCII characters to produce drawings on screen. During 1990s, it became widespread practice among Internet enthusiasts to use ASCII drawings, made either manually or by using conversion software, to decorate the ends of their email messages (Tribe, Jana, 2009, p. 38).

Inspired by this practice, Ćosić appropriates selected parts from classic films and television shows, converting them into short animations. His clips include film footages from the Lumière brothers, Sergei Eisenstein's *Battleship Potemkin*, *King Kong*, *Blow Up* [sic], Alfred Hitchcock's *Psycho*, the pornographic movie *Deep Throat*, and the sci-fi series *Star Trek*. Using software to transform each frame of the original works, Ćosić *technifies* them by putting ASCII characters as the main constituent element in the representation of objects, figures and shadows on the screen. Finally, the original work is re-animated by playing these frames in quick succession.

Technical reproduction, the new form that has announced modern times (Benjamin), at the turn of the new century reveals spirit of the past. An echo of the great modern vision still present in photography and film, in the era of digital technologies and new media looks like noise that distracts the *perfect harmony* of days that are yet to come. So, if new times are coming, the new symbolic forms are needed. But the question is for whom? Maybe for a new *technically improved human* or just for the machines, inhabitants of a future *perfect* tech-society. Ćosić project looks like one step forward.

And because of that, when we look at this moving images we can not stay indifferent, we are questioning ourselves whether this world, with all its achievements and great inventions, is slipping between our fingers, leaving us behind.

During the twentieth century, an engaged, participatory art was focused to activate audiences, to turn the public away from a passive spectatorial position. Art was seen in a direct opposition to what Boris Groys called "the passivity of masses paralyzed by the spectacle of modern life" (Groys, 2009). Social engagement in participatory art was led by the desire to emancipate the public from a state of alienation, induced by a dominant ideology (Bishop, 2011, p. 2). Beginning from this premise, as Bishop noticed, participatory art has taken a task to "[...] restore and realize a communal, collective space of shared social engagement" (Bishop, 2011, p. 2). Tendencies like these had different outcomes. Futurists celebrated war as a collective catharsis. Constructivists, on the other hand, gave their support to the Bolshevik society, while Parisian Dadaists experimented with a more nihilistic approach. In the postwar period, a new range of participatory strategies appeared, tied mostly to the leftist policies. But during the 1970s, everything was about to change. As Bishop noticed, "from an agitational force campaigning for social justice (in the early 1970s), it [the community arts movement] became a harmless branch of the welfare state (by the 1980s): [...]" (Bishop, 2011, p. 3). And so we find ourselves today faced with different artistic practices that are participatory, but that necessary do not criticize dominant ideology. This does not mean that these works of art are not bringing any critique, but their critique is not a part of a some modernists-like revolutionary movement for a new society. And this is especially so in digital art, where the participation is more a matter of fully used medium potentials than a result of alternative approaches that oppose to conventional taste. Even when digital artists refer to the spectacle, relations that they make are quite new. In the time of contemporary thought shaped by postmodern theories, the spectacle is nothing but modernists' concept, even with almost unique status within art and criticism. With its political, often anarchistic background, this concept is still frequently used by artists and theoreticians. In contemporary approaches, this concept is barely recognised as the entity that art opposes itself to, but more often as a cultural product that can be interpreted in different ways. At the turn of the twenty-first century, the spectacle is transformed into ready-made. Whether we are dealing with an inverted spectacle, replicated spectacle, impossible spectacle or work of digital art that is interpretation or critique of the spectacle, we are always faced with works of art that explore usage of an inherited concept. A concept which contemporary usage is far from its historical one, but which in works of digital art still questions our relations to (new) humanism.

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CULTURE OF SOCIAL MEDIA AS A GLOBAL TREND

Abstract: *Having in mind the numerous definitions of culture, it is possible for this phenomenon to be widely examined through its components. Thus, the cultures are not necessarily viewed from the perspective of national or ethnic groups, but there are other communities that can be defined as the bearers of a particular culture. This paper analyzes the culture of social networks and tries to define it precisely through these components. Also, the paper talks about the influence of this culture as a global phenomenon on the national cultures, or better yet trying to explain in which segment, and to which extent, members of different ethnic cultures could belong to the culture of online social media.*

Examining users behavior on social networks, this paper tends to prove that members of different national cultures have adopted behavioral patterns, symbols, customs, and even the "language" of the online community. Hence, it can be said that the new culture has been generated and became common for most of the users of social networks. Also, the research presented in this paper serves as a basis for further study of the cultural pattern of social networks on the Internet.

Keywords: *CULTURE, SOCIAL NETWORKS, SOCIAL MEDIA, MASS MEDIA, INTERNET, SOCIAL MEDIA CULTURE, WEB 2.0.*

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Introduction

It is already common knowledge that the today's concept of social media has changed a lot since it was introduced to the public in 1997 with sixdegrees.com[1] website (Hendricks, 2013) and other similar platforms that followed. As a phenomenon that has become part of people's daily life, it hasn't been evolving only within its perimeters, but it also changed the concept of the Internet as a communication infrastructure in general. Social media platforms like Facebook, Instagram, Twitter, Snapchat, LinkedIn, and Youtube are now a considerable part of everyday life and routine for most internet users. Whether it is sharing news, photos, ideas, feelings and important moments of our lives or merely playing online games, it is clear that social media is shaping as well as influencing our perspective of the real world. This change in communication over the Internet is – as a matter of fact – considered as one of the major factors of Web 2.0[2] emergence. The fact that there are almost 2.5 billion out of 3.5 billion Internet users[3] who are active on different social media platforms creates the wide spectrum of different excuses for research. In that sense, behavior of social media users could be observed from several perspectives, one of which is the cultural one.

Common sense observation tells us that most people who spend time on social networks are embracing similar patterns of behavior, same customs and habits while spending time on social media. This could mean that a new type of culture has emerged covering both real and virtual world since it has an effect on both of those realms.

When we talk about the culture in the current era, we recognize that the second half of the 20th century was the time of traditional media which had great influence on society and culture. Newspapers, radio and television created a fusion which Marshall McLuhan acknowledged, and anticipated the world as the global village, a place where information moves instantaneously to any part of the globe. Having that in mind, we can say that mass media "is a significant force in modern culture. Sociologists refer to this as a mediated culture where media reflects and creates the culture. Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, to name a few. These messages promote not only products, but moods, attitudes, and a sense of what is and is not important."[4]

1 Even though Friendster and MySpace, which were founded in 2003, are widely known as the social networks that predated the most popular social media platform – Facebook, and are considered as pioneer networks, actual roots of social media go all the way to 1997. The very first social network was SixDegrees.com, which was based on the web of contacts model. Although the website still exists, this network was active until 2001.

2 Web 2.0 is the term that describes the second generation of the World Wide Web, which is more focused on user-generated content, collaboration and sharing information.

3 Recent information was retrieved from the website Statista: https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/.

4 https://www.cliffsnotes.com/study-guides/sociology/contemporary-mass-media/the-role-and-influence-of-mass-media.

With the beginning of the new century and the new millennium, the Internet and social media, as a great part of Web 2.0, have accomplished even more in a sense of cultural changes. Internet users in general, especially the young generation, are showing a similar cultural transformation all over the world.

1. World of Social Media and the Rules of its Existence

In order to comprehend the world of social media as a part of the parallel universe to the real one where the human kind exists, there is a need of making a simplified comparison between two of those.

If we look at each social media platform as a kind of a country within the social media world, we can recognize several similarities to the real ones. Each social media platform has the rules and groundings which it is based and founded upon. Every one of them has its own administration and laws that have to be honored. In that sense, users of a certain social media network could be seen as citizens of that community. Each of those platforms, therefore, could be considered as a society of itself.

In order to continue with this analogy, we have to look into a definition of the term. On the website sciencedaily.com, this concept is described as “a group of people involved with each other through persistent relations, or a large social grouping sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations. Human societies are characterized by patterns of relationships (social relations) between individuals who share a distinctive culture and institutions; a given society may be described as the sum total of such relationships among its constituent members.”

Furthermore, taking the term community as a synonym to society, by examining the structure of Facebook, one of the most popular social media in the world, Fuchs says that “some communications that take place repeatedly result in something more than just social relationships – they involve feelings of belonging together or friendship. Communication turns this form of the social into community. A certain share of the communications on Facebook is part of communities of personal friends, political activists, hobby or fan groups” (Fuchs, 2016, p. 5).

Not to neglect the starting point of this chapter, we are obliged to define the other term that was used here – country. According to the Oxford dictionary, the term stands for “a nation with its own government, occupying a particular territory”, where we relate to the territory as a part of geographical terminology. However, it doesn’t have to be the case universally. In 2013, Emma Green addressed the spatial organization of the Internet as internet geography, or cybergeography as a subdiscipline of geography that examines the Internet from social, economic, cultural, and technological perspectives. In her article, she talks about the work of John Kelly, the chief scientist at Morningside Analytics who spends his days mapping the “cyber-social geography” of the Internet, analyzing who is talking to whom and what they are talking about. While many web analytics companies focus on the users who are the most influential across the entire Internet, Kelly said, his data shows who is influential in small, specific communities. This helps uncover a few interesting trends about who really gets heard in the public sphere of the Internet (Green, 2013). Having that in mind, we can no longer ignore the fact that with the emergence of Web 2.0, the Internet became the virtual, parallel universe that, unlike the science fiction idea of a multiverse, interacts with our real world on a daily basis and that in its social structure resembles the physical world more and more.

Therefore it is no longer strange that we talk about the virtual society and its culture as a valid concept.

2. Influence of Social Media on Real Life Culture

Like with any other (mass) media emergence, the Internet in general, but Web 2.0 and social media in particular, had their part in social changes, such as in opinions, attitude, behavior, cultural changes and other social actions and interactions. While explaining how social cognitive theory is related to mass communication, in his article Bandura is stating that "human behavior has often been explained in terms of unidirectional causation, in which behavior is shaped and controlled either by environmental influences or by internal dispositions" (Bandura, 2001, p. 265). He says that "people do not live their lives in individual autonomy. They have to work together to secure what they cannot accomplish on their own" (Bandura, 2001, p. 270). Therefore, "Much social learning occurs either designedly or unintentionally from models in one's immediate environment. However, a vast amount of information about human values, styles of thinking, and behavior patterns is gained from the extensive modeling in the symbolic environment of mass media. A major significance of symbolic modeling lies in its tremendous reach and psychosocial impact. Unlike learning by doing, which requires altering the actions of each individual through repeated trial-and-error experiences, in observational learning a single model can transmit new ways of thinking and behave simultaneously to countless people in widely dispersed locales. There is another aspect of symbolic modeling that magnifies its psychological and social impact. During the course of their daily lives, people have direct contact with only a small sector of the physical and social environment. They work in the same setting, travel the same routes, visit the same places, and see the same set of friends and associates. Consequently, their conceptions of social reality are greatly influenced by vicarious experiences—by what they see, hear, and read— without direct experiential correctives" (Bandura, 2001, p. 271).

He also says "because the symbolic environment occupies a major part of people's everyday lives, much of the social construction of reality and shaping of public consciousness occurs through electronic acculturation" (Bandura, 2001, p. 271). Coming from the mass-media society, a vast majority of Internet users came into the online community with a certain image of the virtual world in the first place. In that sense, his observations could be extended from mass media to the Internet and social media in particular.

However, he thinks that "the actions of others can also serve as social prompts for previously learned behavior that observers can perform but have not done so because of insufficient inducements, rather than because of restraints. Social prompting effects are distinguished from observational learning and disinhibition because no new behavior has been acquired, and disinhibitory processes are not involved because the elicited behavior is socially acceptable and not encumbered by restraints" (Bandura, 2001, p. 282). Therefore, social media users are more likely to adopt the patterns of behavior of others since the virtual world, in this case, does not impose all the rules of cultures from the real world.

In support of this argument the article[5] from Gulf News, a Middle Eastern newspaper website, which refers to the case of Saudi Arabia youth activities on social networks makes the valid point. It says that in a country with strict gender-segregation rules, unmarried men and women who mingle can face harassment or worse from the religious police. While cautiously Saudis have long challenged their society's traditions by using the Internet to flirt and chat, many say social media networks give them a relatively safe place to find potential spouses. Users of social media networks in this country find that this type of communication offers far more opportunities and greater anonymity. Smartphones seem ubiquitous among almost all age groups and income levels. Surveys have shown that Saudi Arabia, a nation of 22 million citizens, has one of the world's highest rates of Twitter and YouTube users. This article clearly indicates that the rules of one country or culture clearly cannot be imposed to the fullest on an online world.

Having said that, let us go back to Bandura's ideas while he talks about social media. He says that one of the major factors "that affects the diffusion process concerns social network structures. People are enmeshed in networks of relationships that include occupational colleagues, organizational members, kinships, and friendships, just to mention a few. They are linked not only directly by personal relationships; because acquaintanceships overlap different network clusters, many people become linked to each other indirectly by interconnected ties. Social structures comprise clustered networks of people with various ties among them, as well as persons who provide connections to other clusters through joint membership or a liaison role. Clusters vary in their internal structure, ranging from loosely knit ones to those that are densely interconnected. Networks also differ in the number and pattern of structural linkages between clusters. They may have many common ties or function with a high degree of separateness. In addition to their degree of interconnectedness, people vary in the positions and status they occupy in particular social networks, which can affect their impact on what spreads through their network. One is more apt to learn about new ideas and practices from brief contacts with casual acquaintances than from intensive contact in

5 The article was taken from Washington Post and published on Gulf News website in March 2016. http://gulfnews.com/news/gulf/saudi-arabia/saudis-looking-for-love-find-it-on-social-media-1.1692757.

the same circle of close associates" (Bandura, 2001, p. 291). He also claims that "there is no single social network in a community that serves all purposes. Different innovations engage different networks" (Bandura, 2001, p. 291) which brings us to the development of different platforms that serves different purposes. In this case, we can point out the examples of social networks such as Linkedin, Academia.edu, Badoo and Tinder, Foursquare, Photobucket, TravBuddy, Classmates, and others.

3. Concept of Social Media Culture

Social media users have gone a long way from being members of a tiny community by having the limited shared interests towards multi-player online games, for example, to being members of a global culture of social media networking trough connected platforms.[6] Bearing in mind that the culture is defined as an expression of society and that it encompasses areas of ideology, set of values, beliefs as well as conventions, or social practices associated with a particular field, activity, or societal characteristic,[7] we are safe to say that social media has outgrown any notion of small and separated online community that was a starting point two decades ago. Facebook, Instagram, Twitter, Snapchat and other social media platforms' users have been developing and adopting a certain behavior as well as other characteristics of a cultural pattern that can also define social media culture. From checking (more than one) account during the day, through posting about daily routine and having the language unified through emojis and hashtags to "notorious" selfies, with the term "digital natives" on our hands, we gained products of that culture as well as cultural patterns which could define this new online society.

Getting back to definitions, we can say that a cultural pattern develops through a society's perception, interpretation, response and expression to its surrounding environment and that they represent examples of adaptive behavior. Cultural traits are units of understanding or learned behavior often passed from generation to generation and that differentiate one group of people from another. For instance, the significance of offering water to the sun in Hindu culture has no meaning in Western culture.[8] However, when we talk about the Internet and social media most of the customs performed in that virtual area are known to everyone connected no matter which part of the world they are coming from.

In the real world shaking hands, tipping hats, white clothing at weddings, walking barefoot, growing a beard, touching feet, kissing cheeks in greeting, drinking water on idols or eating from brass bowls are additional examples of cultural traits that became

6 The last stage of social media development shows the connection between different platforms, so the user of one network i.e. Facebook can use the same identity and/ or share the same information across the Internet with other ones, such as Instagram, Snapchat, Twitter, Google+, Academia.edu, LinkedIn, and others.

7 Definitions found at: https://www.reference.com/world-view/difference-between-culture-subculture-66c90a38bfcd070#; https://www.merriam-webster.com/dictionary/culture.

8 https://www.reference.com/world-view/example-cultural-pattern-4646f05e8d3e161b#.

part of cultural patterns.[9] On the other hand, within the virtual world society of social media, we can talk about liking, sharing, leaving comments and other similar activities as expected behavior to be a sign of cultural patterns in the online community.

In the article published on Academia.edu, Hedi Enghelberg (2014) talks about social media culture as a new concept that is about to be adopted since the changes in the society come from common people who connect trough the Internet. He doesn't advocate in favor nor against this new concept but merely considers its existence. He says:

"Social media had an unrestricted, unlimited and universal reach, due to multiplication and broadcast power: for the messages and the content generated by each individual. The old Western cultural model is under pressure. The 'pop culture' is a new process now, under developments dictated by the social media and speed-changes than in previous historical period, with a special reality and an accelerated dynamics. The industrial changes, the free market, availability of access of each to each to each individual are the catalysts of this process. We all now participate, one way or other, willing or unwilling to the new social media culture: at once by all, not in a sequence dictated by few. Internet offers no restrictions, to the good and to the bad ideas, the fight between good and evil (because the evil is connected to internet as well). There are few protections of the good against the bad, across the board. Safety and privacy measures are few and timid. But the focus is on new technologies and maybe in the way we interact with the 'matrix', the social media culture. [...] The 'new media' (us with a smart phone) is imposing new standards and demands on the 'old media'. Millions of apps change our view about our families, friends, colleagues, distant people and enemies. While a teacher in the university aula is debating ideas, students, in the same aula are posting messages in the social media – text, content, pictures- of all kinds of good, bad and ugly. As the social media creates new types of culture, with the same token, can tarnish reputations, individuals defame, harass and abuse people, not like before internet. Many Social Media posts are with a message, with the aim at a change, about a new culture, but some are destructive, with intent to create harm. [...] We have to note the power of social media and its popularity into mobilizing people, to the same goal or target. It is like the 'swarm theory', when one cell or individual leads many cells, or a group or a heard to one destination, good or bad. This mobilization is fast, in real time and with important consequences, good or bad. As almost 7 billion people have phones – many of them smart phones – internet access in many places is free and English is dominant as a language, this cultural phenomenon, an observable occurrence on a global scale. As a consonance is a sound pleasant to most people, social media is a cultural concept. Social media is in consonance with us, with our egos, as we evolve to what we are, humans communicating with other humans. Social media will re-define our traditions. Internet is not anymore just a dry university/military concept or an isolated phenomenon, a dry experience. Internet surrounds us. Like a public utility, internet can get the things done, satisfy the needs for everyone, many and help advance knowledge, economies, health, finances and culture. What gives a straightforward concept to the social media, in the context of the actual technology, is life itself: modern,

9 https://www.reference.com/world-view/example-cultural-pattern-4646f05e8d3e161b#.

contemporary, simple, easy, global, affordable, fast and interchangeable. A community is made of individuals. It is very good to be member of a community, but we have to bring our individualism to it. Social media is a tool for an individual to be a member of not only one community, but many, at the same time. The standards of learning (SOL) are being adapted to this new technologies and even social media. The students are learning now with new techniques y new tools, many of them, electronic tools. The measurement benchmarks and tests, our culture, is now judges with electronic tools. Teachers, student, schools, libraries are all on a revamping effort to adapt to electronic media, computers use, internet access and Social Media: all is not based on new policies. Our culture evolved, is evolving to electronic media, many of them portable, mobile electronic media. Many of the technologies of the internet and social media empower people and organizations, many companies, governments to post all sort of art and project culture. Communications of the cultural institutions are greatly made easier and they can reach far more people, a larger audience, due to technology and social media. Many museums are gone digital and virtual, for a very small fee or even for free. Robots as some museums will take on a virtual and private tour during the night hours. An Opera presentation at the NYC Met can be projected on many hundreds of cinema screens, at the same time, in digital format. Only for a cinema ticket price, spectators can watch the same presentation, all over the world, in real time."

The traditional concept of culture has its groundings in a long process of acceptance and adoption of different values and other characteristics. However, the technology which was invented by mankind and serves us on so many levels today demands from us to reconsider terms such as time and pace. The rituals that we are adopting at the moment do not take as much time as they used to, and make us change our way of living on the global scale.

3.1. Social Media Culture in Numbers

To clarify why we talk about the culture of social media, in this paper we present some research findings discovered in an ongoing survey[10] which was the starting point of this research in the first place.

The survey was released in October 2016, and it is being conducted with the idea to get samples from all around the world. Geographical segmentation is made according to the continents because this research tends to show a global trend. So, after a generalization is made, we can dig deeper into smaller regions. The only region that was isolated from its continent was the Middle East because of its specificity.

This questionnaire is disseminated only through the Internet and social media and it involves social media users only. Otherwise, those who are not using any social media platforms could distort the research.

[10] The survey is a part of the research on social media culture, which represents the starting point for Ph.D. thesis. Author of the survey: Ivana Ercegovac.

Also, it includes subjects who are 18 years old and above, since this research tends to monitor the conduct of the adult population.

By now, approximately 800 people answered the questions. Unfortunately, there are only few responses from South America until now.

The survey at this point shows several interesting facts. First of all, the level of education among social media users is pretty high. Only 25.1 percent of the respondents stopped their education at high school. 45.7 percent stopped at bachelor, 26.5 at masters, and around 6 percent holds Ph.D. degrees. This result may also come from the fact that people with higher education were more willing to participate, but this issue can be addressed in further analysis through more direct interviews in the focus groups or similar methods.

To the "What social media accounts do you have?" question where subjects had multiple choice options since most of the social media users have multiple accounts on different platforms, 83.9 percent answered that they have a Facebook account, 69.1% has Instagram, 68.6% Youtube, 52% Twitter. For now, Snapchat is the fifth favorite social media outlet with 41.7%.

When it comes to the question of which ones are used more often, Facebook is still winning the battle with 68.2%, which is followed again by Instagram (50.2%) and Youtube (34.5%), but Snapchat holds 29.6% in the fourth position taking over Twitter which is used by only 20.6% of users.

In terms of the habits of social media users, almost half of the respondents are checking their accounts more than 10 times a day and 40. 8% of social media users still check their account daily, but they say it is less than ten times during the day. This fact indicates that for around 90% of users spending time on social media represents an everyday routine and more than a half of that number could be considered as heavy users.

Another indicator of habits and behavior was the response to the question, "Do you share, repost, retweet other people's content?" Only 10% of examinees answered negatively to this question.

Following brands and companies that the users are interested in is also at a high level of attention. Almost 80% (77.3) answered to this question with "yes". Finding out the reasons for this kind of interest will be one of the subjects in the next phase of the research.

Also, most users, to be exact 64.1%, use this way of communication and interaction for personal purposes.

When it comes to the symbols and a kind of a language on social media which could be seen through the use of emojis (emoticons), this research shows that almost 99% uses emojis in private communication and two-thirds of users use them more or less in business communication as well.

Understanding the meaning of this specific language is at a high level in most cases with regards to easier emoticons and combinations, whereas most participants haven't deciphered the more complex ones as easily. This fact is understandable, since the use of different emojis is a kind of novelty in social media and in general, as with any other new language, it will take some time for its users to embrace it fully.

4. Social Media and Authentic Living

Embracing the social media culture is, according to some scholars, a very difficult task since the idea of exposing and sharing one's life with the online community seems too risky, especially without certain safety measures. Proper education in media literacy could eliminate the threats such as cyberbullying, cyberstalking, criminal exploitation, sexual harassment, and other interpersonal harms (Brake, 2015, p. 18-41). However, there is still a question of quality and authenticity of online life within the social media world.

Mitchell R. Haney speaks about this issue in his article "Social Media, Speed and Authentic Living" (2016) where he addresses the ethics of living trough the example of social media. He talks about living the virtual life trough different social media networking venues from MMORPGS (Massively Multi-Player Online Role-Playing Games) to most popular social media outlets on the Internet such as Facebook and Twitter. Haney is considering the concept of good life and what this notion represents in reality and its implementation into the virtual world. He compares the same idea between reality and virtuality having in mind that this term has the same meaning for both worlds (Haney, 2016, p. 40).

Referring to Peter French's view over Frankfurt's idea from "Importance of What We Care About" and how we should understand authentic living trough devotion, Haney emphasizes that caring about something as a valuable asset in one person's life takes an extended pattern of thinking, feeling and imagining as opposite to believing, wanting and desiring that can happen for only a moment. He argues that this concept can be acceptable in real life while it is not in virtual life (Haney, 2016, p. 41-42).

Haney talks about the shallowness of online social media activities ("What's on your mind?"), and even though he admits that there is a certain similarity to mundane behavior in real life, it seems like he is not ready to accept the fact that this kind of behaviour is no different than the one we practice on a daily basis (Haney, 2016, p. 44). The thing that obviously bothers scholars with a similar standpoint as Haney is that social media communication is more exposed and more visible to everyone.

While in real life we share our shallowness privately only with a person or people who share(s) the same space with us, social media such as Facebook, or any other social media platform with similar concept, gets their users to share every thought which can be discovered by anyone to whom they are connected, no matter whether that very thought is plain or meaningful.

If we know that the average Facebook user has 338 friends (Mazie) and that this person according to New York Times (Stewart, 2016) spends nearly 50 minutes per day browsing trough this social media network, it is not difficult to calculate how much that same person can be exposed to the shallowness Haney was talking about. As opposed to this fact is the real world where the same person cannot keep track of a conversation with more than approximately five people at the same time.

This math also goes for the term “instantaneous” that Haney mentions in his paper (2016, 45). Hastiness of social media users is also debatable and it can be viewed from two angles. First one goes in favor of previous argument mentioned about the shallowness, while the second one goes for those users who are planning and conducting their social media accounts carefully towards a certain goal, issue or a cause. He says, “to determine, to develop or even to sustain objects and projects toward which we may invest ourselves, about which our own existence comes to be interconnected and on which the value of our lives hangs together into a coherent pattern of thinking, feeling and acting, requires extended periods of time. It requires time for self-discovery or autonomous choice. We need to experience life, reflect on the quality of our experiences, compare experiences, and judge what it is that we want to protect and pursue in our lives.

However, the extended periods of time necessary to listen to ourselves are not on offer in the most popular forms of social media. For instance, if I wait to reflect on a friend’s post or tweet before I comment, it will quickly be old news and disappear from their update page or be lost in a whirl of novel, abbreviated postings. If I want to tweet a profound experience, I best be able to explicate it in 140 characters or less or it cannot be shared. In short, the most popular and growing social media venues lend themselves only to the entertainment of momentary impulses rather than in the development of care through listening to oneself. But, as was said earlier, impulses cannot serve as a ground of subjective well-being because impulses are fleeting and being true to oneself requires the extended commitments associated with caring about objects and projects in our lives. And, yet, ours is a culture that is ever increasingly coming to value and invest itself more and more in each individual having a presence in the metaverse of social networking. This does not bode well for human flourishing” (Haney, 2016, p. 45). With this argument, he only assumes how the majority of users behave while spending their time online, while on the other hand, we have countless online discussions on different topics all over social media that prove the opposite. People are spending time thinking and arguing various issues as they would in real life.

The strong stereotype has been already established when we think about people who use social media. We usualy see them as people with smartphones in their hands, people who are taking selfies all the time and other similar activities that are distracting them from the real life and experiences of the outside world. Even though this type of people exists, and there is a constant need for education and warning so it does not become the general case, they are only the extreme part of the online society. Most of the people use social media in a different manner. Exchangeability that derives from daily usage is what makes the real life different to the pre social media life. And as it was applicable to any other media that came along before Web 2.0, adjustment and adaptation are neccessary and need to be expected. Each type of media prior to this one has left the mark socially and culturally. Being as global as it is, social media is here to leave the biggest one yet.

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MEDIA PARADIGM FROM MEDIATION TO MANIPULATION

Abstract: *We can safely say that the whole history of media studies marked the three stages in the understanding of media effects. In each of them the ruling theoretical standpoint is formulated in accordance with the prevailing beliefs about the importance of communication in society. Thus, at the time of the emergence of modern media studies ruled the concept of "all-powerful media," a basic assumption of this paradigm was that mass media have an enormous and decisive influence on the defenseless crowd.*

Later, this belief was corrected: the impact of the media is "mediated," and therefore depreciated; media do not merely convey reality, they are its mediators. They are the producers of the message, and that means creators of the sense that events are attributed.

Third, most turbulent period begins by challenging the dominant paradigm. It is characterized by a reformulation of classical problems of power, influence, audience, media, etc. In the shelter of the theoretical code of the new orientation communication is viewed as the production of meaning rather than as a "transport" message; rather than recipients of media messages, the audience is an active subject.

The power of the media has therefore long been known in theory and practice, but in the modern world it received unimagined power. This social practice and the reality is changing, but is also created thanks to the mass media, from the moment when he understood the manipulative power of the media as well as roles in creating a paradigm. Both electronic and print media can no longer be a "mirror of reality," as they have a number of reasons, selective in the choice of the information published, but also the way they present. For all these reasons, today more than ever necessary is media literacy, which implies both computer and information literacy.

Keywords: *MEDIA PARADIGMS, MEDIATION, MANIPULATION, MEDIA, RECIPIENTS.*

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Introduction

Although with quite some certainty we can accept the assertion that media have a significant influence on everyday life of the society and the individuals, still there is no agreement among critics, scientists and audience about how exactly media accomplish their influence. Two most important scientific questions – how does media affect people and how people use what media offer them – in spite of numerous scientific explanations, still remain unresolved.

Thanks to the media and propaganda, many social movements have been created or destroyed, wars have been justified, financial crisis induced, and even the phenomenon of media as a creator of reality within collective psyche has been established.

Media represent social reality, but also have an impact on creating reality through the selection and favouring of certain topics, events, genders, attitudes and values, worldviews, etc. As the media have been developing, their power and significance grew simultaneously by dizzy speed, so at one moment a famous floskula (lat. *Flosculus*, a small flower, saying, phrase) had to ensue: What hasn't been published, it didn't happen. Therefore, what can be heard, seen or read throughout the media becomes a part of reality, equaly real and important as a subjective perception.

In the opinion of the British media theoretician, Denis McQuail, the main function of printed press as well as all other media is "to manipulate the masses in order to accomplish political and economic goals" (Mek Kvejl, 1994, p. 34).

McQuail indicates that printed press (and media generally) dig under the cultural and educational standards, because they put an accent on entertainment and sensation. Also: the printed press, in its own way, corroborate violence, crime and inactivity in society, putting their executors and protagonists to the forefront.

Media have not become the instrument of gathering and sharing the information that others produce but the producer, the controller and the owner of the informations (Torlak, 2013, p. 576).

Of course, media are one of the fields that national capital and interest participate in and in which they are actively involved. However, it would be wrong to bring the media down to this level. They sometimes outvie the frame of business and politics, so the apologetics and criticism are the service of authorities and business, but just as well their opposition, realistic reflection of life and deviation of reality. It is such an instrument that observes itself as a force that uses all others and everything else as instruments to govern over society (Zinovjev, 2002, p. 32).

"Too much information kills the information", says Francis Balle in his book *Le Mandarin et le marchand: le juste pouvoir des médias*, also known as "The Power of the media". By giving its attention to what global media moguls offer, mass audience inebriated by the quantity of information does not notice their one-dimensionality, manipulativeness and intoxicating nature, nor the fact that informations are often designed to serve the goals of the media masters and not the needs of people.

If violence and sex are being sold well in the terms of market competition, they will be represented in the programs, although their consequences could be harmful to society (Herman, Mekčesni, 2004, p. 203). The linguistic and cultural barriers are also bypassed with frequent scenes of erotics and blood, with the imperative but also the tension of ratings which seriously threatens potential contribution of media to education or objective, opportune, true and serious informing.

The aim of media is hidden in enervation, more precisely in diverting users' attention that, bombed by the information, becomes susceptible to imposed symbols. When we take a look of us and our friends, we see those who constantly chase the money, fame, gastronomic delicacies, passionate love, people whose beliefs are based on culture itself... sick society, society that values money and luxury more than spiritual health (Nussbaum, 1994, p. 103).

Media manipulate by exploiting differences between perception and reality. They are able to do that because the audience has been recognizing them as a trustworthy source of information for a long time. This myth created about reliability of media is torn down nowadays. However, the old pereceptions have remained. If by any chance some text on a blog was as half as reliable as an article in *New York Times* which the editor or multiple editors have checked out, that was already twofold less reliable. Therefore, the manipulators (including myself) play a game with the unverified news, half-truth, rumours and facts. We know how to combine them and generate them. Online readers will assume that where there is smoke, there is fire and the unreal becomes real and lie becomes the truth – wrote Ryan Holiday, a well known American media strategist in his book *Trust me, I'm lying – Confessions of a media manipulator* (Holiday, 2012).

1. Defining new terms: media and paradigm

A modern meaning of the term paradigm (greek – example, role model, pattern, model) we owe to Thomas Kuhn. The term itself has got a special new meaning since Thomas Kuhn used it in 1962 to signify a set of assumptions – derived on the basis of a certain achievement or discovery – of the direction the scientific papers will go on, of the type of discovery that could be expected and about what field of research is relevant. The paradigms are necessary to facilitate any kind of scientific work, but none of the paradigms could ever "explain all the facts that is faced with" (Kuhn, 1974).

The term "media" is wider than the term "mass media". It can be defined by several different meanings. It is expounded differently based on the scientific area or the area of social action. In communication sciences, media in general refers to technical or physical instruments that convert a message to a signal which can be dissaminated through a channel. Therefore John Fisk differentiates presentational (voice, face, body), limited on "here" and "now," because the media is the communicator; then representational (books, pictures, photos) which are used by cultural and aestethic conventions to create communication work and a certain "discourse," and mechanical (telephone, radio, television) which transmit presentational as well as representational media, and the categories are being derived based on mutual differences (Fiske, 1987).

Similar to that, Biti (1997, p. 13) suggested that the term media can be defined in at least four ways: 1. in the physiological sense, when media signify the communications: auditory, visual, tactile, olfactory, as well as their relations (intermediality), 2. in the physical sense, when media stand for an item that helps to express a new kind of message: a rock, color, tone, language, 3. in the technological meaning in which the media represent an instrument of mediation between the sign production and its consumption, and 4. in the sociological, in which the media are comprehended as an institutional and organisational frame of communication, so we talk about economy, politics, science, upbringing, etc. This is how the term media is equated in a certain way with the term of discourse (Van Dijk, 1988) which is a wider interpretation, but a possible one.

The term media is etymologically derived from a latin word *medius*, meaning "the middle one." Therefore, it represents the middle or congregation of conditions in which something happens (speaking about discourse), a person that can be the mediator between something and someone, as well as the mass communication instrument.

Mass media are social institutions that objectively, instantly and publicly mediate the informations to a large, heterogeneous and various audiences. Mass communications are interested in sources and recipients, functions and goals, channels and codes, as well as the consequences of communication, taking into consideration that every media is coding reality differently and that way it affects the content of a communicated message. The famous Canadian media theoretician, Marshall McLuhan, starts the book *Understanding Media* with the chapter "Medium is a message." This catchword holds the idea of a need to go from the content to studying entire output effect, that is, the effects of media on recipients. Dealing with the effect instead of the meaning is a basic change of our electrical era, as McLuhan suggested, because the effect implies a complete situation and not a single level of information's locomotion (1971, p. 28). Concrete recognition of the effect rather than information, by McLuhan's observation, is in the British definition of public defamation: "The greater the truth, the greater the libel!"

Every mass media contain other media (presentational media include voice and speech, representational media includepicture, and mechanical media include radio and television). Those media are forming, restructuring the primary media, like a sculptor forms and restructures the stone he makes the statue of. Private speech in the media becomes public speech and new media. Media differ by the power of expression, but also the influence on audience. Radio surpassed newspapers, television –film and radio. Although none of the new media has superseded or called off some of the earlier ones, each one of them is interesting to the audience in a different way and satisfies their needs in a different way (Fiske, 1987). However, the most used and the most influential is television.

In relation with the term media is the term "mediation". The word mediation also derives from a latin verb *mediare* (to be in the middle, between), with an adjective *medius* – the one in the middle, i.e. mediator. Mediation is an active process that affects the message itself. Régis Debray defines this transformation of meaning as an erosion, distortion, simplification, noting that every mechanical information transfer is followed by a certain loss. Media are the messengers, but also the participants in generating of their meaning. The strong development of the media in the 20th and 21st century should not be ascribed entirely to an uprising of electronic media, but above all, to expanding development of social and humanistic sciences, as well as to certain social circumstances (Debre, 2000, p. 149).

2. Media paradigms

We have said before that the history of media researches has clearly been marked off by three different stages of the comprehension of media effect. In each of them the dominant theoretical standpoint is formulated in accordance with the ruling perceptions of the significance of communication in society and has primarily been concerned by political effects of mass media.

In this paper, the selection of paradigms that have been researched the relation between text and audience, are given on the basis of influence and importance of certain research school. This is how in time the contemporary media studies have ensued, the concept of "almighty media" has dominated. First paradigm, introduced back in 1930 in the media studies, was under influence of behavioral psychology and theory of social control in industrial societies (Morley 1989, p. 16; Tudor 1995, p. 82; Abercrombie & Longhurst 1998, pp. 4-11; Glover 1985, p. 372). The main presupposition of this paradigm was that mass media have a huge and decisive influence on helpless audience. This paradigm was not in accordance with the will of both rightists and leftists. While ones considered their tradition or the influence of elite has been threatened, others suggested it created fertile ground for manipulating masses. Nevertheless, all these researches leaned on a model of the audience as the mass composed of passive messages' recipients of (al)mighty media.

The second paradigm originated under the influence of functionalism: media actually satisfy the certain needs of the audience, by which the accent was put on an individual choise meaning the same media texts can be interpreted differently and used depending on the individual. The reason why the text is understood differently is the difference among the characters of the individuals that were explained from the angle of individual psychology (Nall in Abercrombie & Longhurst 1998, p. 9), at the same time neglecting cultural and social context. This standing, also based on the more recent methodologically theoretical grounds, has soon become a target of critics. In time, the belief that media were a powerful instrument of influence on social views and behavior of audience has been completely corrected. In the best possible way, their direct influence is hard to determine and a new aproach has been quested only for immediate, direct and measurable media effects.

The audience is more often exposed to those messages that it likes to hear or see. Those the audience agrees with are followed more carefully and remembered. The influence of media is "mediated" and thereby amortized by the activities of primary groups, proclaimed specially significant for the process of socialization. Because of all that, the main conclusion of the media impact could be: media strengthen public opinions much more than it change them. Hence, media messages can change very little, or even none, in the cognitive field of an individual, but on the other hand, they help to secure the views that already exist. The insight of "minimal effects model" is based on this assertion.

With the early seventies, indications came from several different sides that it is not quite like that. The fact that media strenghten more than they change the present stances should not be considered as an argument for their minimal effects, but on the contrary: the main media effect is to preservate the *status quo*, which is primarily being achieved by securing already dominant beliefs and views.

These are all elements for the statement about media power. The theory was faced with a completely differently formulated problem: not whether media are powerful or not, but why mass media are such powerful defenders of *status quo*, why are they firming the beliefs that are already dominant and what is their role in initiating, or even inducing, the views they afterwards affirm and strengthen?

The answers to these questions have started to appear when the debate on the role of media in social construction of reality was initiated. By defining the assertion that reality is not objectively and naturally given as a series of facts, but the repercussion of specific ways of contruction/ creation, the role of media came out in a new light. In this process the media are not just the carriers of reality that exists out of their reach, but also its mediators. Media are message generators, which also implies they create the meanings ascribed to the events. The widespread metaphor of the media as a mirror of the entire society started to crack in this kind of insight under the pressure of those parts of reality that giant media mirror did not represent. The idea of reflection itself, of the media that only "represent" the reality, was called into doubt. John Fiske wrote about the "transparency fallacy."

The third, most turbulent period, started with the denial of absolute power of dominant paradigm. It has been characterized by open-mindedness to postmodern discourse, but also the new criticism towards the idealization of stable, pluralistic, modern society. Reformulation of classical problems of power, influence, audience, media, was carried out in the framework of theoretical code of the new orientation. The critical studies have contributed to the change of the basic theoretical settings: when communication was observed as a production of meanings and not the "transport" of messages; instead of social consensus, the hegemony appears; instead of recipients of media messages, the audience as an active subject; instead of "objective," media produce socially constructed meanings.

Nor the media are so powerful, nor their influence is that easily provable and visible, the theoreticians have bespoken.

3. The production of meanings and the stratified audience

The huge change in the perspective of the relation between media and audience was introduced in the seventies of the 20th century thanks to the work of Stuart Hall (1980), who has been engaged with the television matters and its ways of presentation. In his work, Hall insisted on cultural and social dimensions of the so-called production of meanings of the stratified audience. Hall's analysis of dissimilarity in the interpretation of the text is based on the assumptive existence of dominant system of values and the level to which the audience accepts or does not accept the conceptual and cultural categories.

The paradigm of active audiences has developed as a reaction to numerous approaches which the audience has been studied in, with the assumption that watching television is passive and that the audience take over meanings and messages of television without problematization. Contrary to that, the new approach asserted that television audience was not the undifferentiated mass, but that it is dealt with the isolated individuals. Watching television is a socially and culturally inspired activity which focuses on *the meanings*. In other words, the audience actively creates the meanings of television programs and the consequence is that textual meanings are not treated and accepted uncritically. The entire process develops in the context of a particular language and certain social relations. The texts are polysemous, that is, they have a multitude of potential meanings, and the public activates only some of them. Differently constituted audience will recognize different textual meanings (Torlak, 2013).

Here we can recall the term *interpretive communities* by Stanley Fish, by which reading a text always takes place in the frame of social and/ or institutional interpretive community. The processes of meaning construction and the place of the television in the routines of daily life are being modified from culture to culture, and also depend on gender and class within the same cultural community (Barker 2000, p. 270).

The television cannot even represent the reflection of social and human version of the nature (or reality, or a society), since due to numerous reasons it is very selective itself regarding what it chooses to display and the way it does so.

The reasons of that selectivity are closely linked to a country or region the program is being produced and for the type of institutional agreement for financing and supporting that particular TV station (no matter if it is national, public, community, commercial, religious, local, etc.).

Electronic sounds and pictures of televisions, their shows and their regular program schedule of news, commercials, announcements, etc., gather viewers in front of the TV screen (often during the larger amount of hours every week) and provide them the feeling who and what they are, where they are, what the time is (i.e. the morning, late night hours, holidays), whether they are safe or endangered (due to poor weather conditions, enemy attacks, economic recession, etc.), what should they feel and how to live. This is how the TV program schedule, their information and stories play a significant role in shaping what the male and female TV viewers think or feel about themselves and the world around them, including the way they think about themselves as gendered human beings, understanding mass media is mainly conditioned by the way of their perception.

Given that the entertainment is the best-selling product of media industry market relative to television, the entertainment became a "supraideology", the supreme law of all types of discourses. That prevailing ideology based on pleasure and fun is what Postman has been refering to. In his opinion, it is just one of the many possible forms of social control over individuals, because it degrades and devalues serious public discourse. Also, representing violence in a funny way degrades much of human moral and social laws and regulations, but it devalues life itself (Postman, 1986).

With the advent of global network, high speed in data transmition, and the Internet in the second half of the twentieth century, we had communications happening in the century that had an effect on the life style and the way of "communication opinion", which confirmed the MacLuhan thesis that every new media changes human awareness! With the advent of personal computers, the reconceptualisation of social and culturological communication was enabled. The reception of media content was democratised and individualized, the number of possible forms of communication (e-mail, web pages) has been increased, the data flow rate between the source and the recipients has been enlarged, but also the speed of information obsolescence. Simultaneously, along with this media vanished the trust in the media as a reliable source of information.

A personal computer emphasized the apprehension of the term media globalization because the world alltogether *de facto* became the global village. The young people are its main users, which made them become the epicenter of digital revolution.

4. Digital world and media literacy

Media are not harmful nor helpful, but they can be both. Although the public is most often dealt with the hazardous and damaging part of the media, the excessive violence, pornography, stereotypes, sensationalism and tabloidisation, they can be useful source of entertainment and information. Both ways affect socialization in a community and shape the identity of children and adults, and national identities as well.

Because of all this, in today's digital world the importance of media literacy is quite obvious. Media literacy is needed for apprehension of media content which are very heterogeneously composed and because of the growing commercialization. The modern meaning of the term media literacy has been defined on the National Leadership Conference on Media Literacy in 1992 as "the ability of a citizen to access, analyze, and produce information for specific outcomes" (Aufderheide, 1993, p. 6).

Back in the seventies of the last century, UNESCO launched the issue of media education exactly because of the importance of the media in the life of individuals and families (Grebner, 1999, p. 78).

Media literacy is most often defined as an ablility to access, analyze, value, and transmit the messages via media.

According to some authors, that is a critical apprehension of different forms of media, understanding and acquaintance of techniques, technologies and institutions engaged in media production, to have skills to decode a message and analyze it critically, to understand the complex relations between audience, message and the world, etc. Media literacy should not be equated with inormation literacy, which is a more narrow term. Information (computer) literacy represents the possession of certain level of knowledge and abilities for the efficient use of personal computers and technologies (Torlak, 2014, p. 579).

James Potter opens his study of media literacy with the statement that today most people allow media to program their habits and the worldview. The low level of media literacy allows access to the message, but not the protection of barely visible, and yet permanent shaping of life perception (Poter, 2011).

Media contents are full of stereotypes to which they form the world. The stereotypes represent the group of generalized and widely accepted beliefs and they are an important segment of media messages and contents. Because of their influence, media market puts its hopes in young consumers, children. Therefore, the regulations are very important in this segment of politics and production. Since the communication skills transform the society and affect the comprehension of ourselves, our communities and our different cultures, media literacy is the key skill for the life in the 21st century.

Conclusion

The new media technologies bring out the unstoppable changes on the media plan. They change the way of information "production", their distribution, and their decoding as well. Furthermore, the recipients have greater freedom of choice, that is, the way of receiving information, and the opportunity to participate in shaping and making of their content (Torlak, 2013, p. 379).

The new, digital age has brought the new paradigms, new insight and the use of traditional journalism. Confronted with the challenges of the new media, journalism and journalists have changed as well, that is, their way of work; in short, the media paradigms. New technologies have also changed the role of recipients, transforming them from passive message recipients to active participants (citizen journalism).

The hyperproduction of information gets to the "congestion" of media space as well as consumers. Since the news are being interchanged by the speed of light, everything is now and vanishes in a blink of an eye with every fresh news. According to Gozzini, because of the number and speed of the information interchange, the promptness is a basic law, and the absence of time a rule, therefore the credibility is not guaranteed (Gocini, 2001, p. 419-420). Except the professional journalists, the texts, photographies, videos, graphics, etc., are being put on the Internet day and night by citizens amateurs, which complicates, enriches, but also pollutes the cyberspace.

By definition, the role of media is mass information, but nowadays it shows that it has grown into mass interpretation. In other words, media will be less the means of education and communication, and more and more the means of manipulation. The prestige and the market will become the main media values, while their enlightening, educational and informational roles will lose on their significance. "In the best possible scenario, media interpret reality; in the worst – they falsify it. They always resort to setting up the scene, selection, editing, by the logics, the rules, the grammar of every particular media. Media are more and more functioning as the modern factories, the giant machines for production and processing of events" (Pizara, 2008, p. 11-12).

The development of technology in the last couple of decades has facilitated the development of communication networks, which to a large degree affect the forming of personal and public opinion of certain occurences and activities in the society and just as much reduce the distance among people so much that geographic distance has become relative and irrelevant. It has provided the ubiquity, the speed and the economy to the media industry that once could have only been dreamed about.

In short, with the occurence of new media technologies, the journalism itself has experienced not only substantial technological, but also social, economical and cultural transformation.

"We shape our tools and then our tools shape us," wrote Marshall Macluhan (in Petković, 2010, p. 14).

That the generalization is a message, as the mentioned Canadian theoretician wrote, is even more clear today when millions of recipients, young people in the first place, are exclusively being informed over the Internet which, as a multimedia, eclectically has the characteristics of all previous media.

In the same piece of work, MacLuhan has established the term "biomediation," as an extension and an amputation of our bodies at the same time. According to him, the technology has become the part of our bodies. In the first place, he has been referring to the initial electronic media – radio as well as television. And what would he say today, in this widespread use of the Internet? Umberto Eco gave the answer, "We experience the Internet as an extension of our own bodies, as a storage of our memory" (Karijer, Eko, U., 2010, p. 51).

We may say that the media had become very influental, if not the decisive factor in forming the system of social values and creating public opinion. The technology development in the last couple of decades has facilitated the development of communication networks, which in great measure have an impact on forming personal and public opinion about certain occurrences and activities in the society.

MacLuhan has suggested that society is never totally aware of the consequences that a new type of social communication brought in. At the same time, he interpreted people bonding to the level of tribal communities as a consequence of influence of media. More than a half century ago, he also inferred that interaction is an important characteristic of mass media. If today we know that the interaction without boundaries is immanent to the Internet, it is quite clear that modern communication, that is, "connected community" is more close to the tribal community than any before. In this kind of community, once almost insurmountable and inscrutable or, at least, hardly accessible boundaries and geographical disparities have dissapeared. In fact, the world has never been communicationally connected as today, and judging by the unstoppable and rapid development of technology, it's not as well connected today as it would be tomorrow.

There are different trends in the development of new media and new technologies, and the changes that are yet to come are hard to be predicted. If there is something certain and constant in the new age, it have to be the changes. The world has changed, the technology and science have changed, the media have changed, the audience have changed, even journalists change. And the change is not better nor worse, just different. It is up to us to define the way we will be using new technologies in doing our daily personal and professional accomplishments.

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THE INFLUENCE OF NEW MEDIA ON THE PROMOTION OF CULTURE AND ART

Abstract: *The aim of this paper is to show the importance of promoting culture and art through traditional and new media. Culture and art represent a specific form of human communication and often occur in specific places where something special happens. These places are theaters, galleries, museums, concerts etc. People must be informed about happenings of cultural events. Promoting cultural events through new media offers fast and individual communication and availability of information about cultural events. Managers in culture should work on the presentation and promotion of cultural events and popularization of cultural values, artistic realisation and encourage people to be in contact with culture and art.*

Keywords: *MEDIA, CULTURE, ART, PROMOTION, CULTURAL EVENTS.*

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If we take into consideration the UNESCO's statistical data that only one to five percent of the population can be considered to be theater audience, that fact alone poses major challenges to the theater management (Dragićević Šešić, Stojković, 2011, p. 130).

Furthermore, if we take into account the data from the research conducted by the Institute for the Study of Cultural Development about the theater audiences in Serbia in 2010, we can see that they are dominated by women between the ages of 19 and 30. This indicates that the cultural services market is very specific and that there has to be a strategic plan for cultural policy and that the theaters must address the positioning of their services as well as the cultural needs of audiences.

It must be mentioned that the main weakness of the social concept of culture in Serbia is the lack of a strategic plan and program of the cultural policy in all spheres of life.

Cultural policy is the conscious regulation of the public interest in the field of culture and decision making on all issues related to the cultural development of a society. There is a lack of timely encouragement of the preferences for cultural and artistic values. Cultural needs are so clearly visible on the horizon of the times we live in. The type, the character and the intensity of these cultural needs, i.e. their constitution into a certain cultural interest, depend on the social framework, on the support they get, and on the orientation they are provided by the culture. This leads to the realization that there is a constant need to create favorable conditions for the cultural needs to arise and manifest themselves (Nemanjić, 1974, p. 73).

Unless the cultural needs are created in a timely manner, cultural managers, marketing managers, and the public relations sector will have a great difficulty in motivating and attracting theater audiences.

Theater represents a venue where something is or was located, where an action, usually acting, takes place. The term theater encompasses:

- social activity, i.e. a system of theatrical life in the field of culture and art,
- an institution that deals with preparation, organization and realization of theater performances, and
- a building owned by a theater as an institution, which is intended for preparation and realization of theater performances and which has all the necessary physical, artistic, administrative and technical preconditions for doing so (Zdravković, 2007, p. 115).

In order for a theater to survive in the modern, turbulent market conditions, it has to fight for its position in the market in which it is getting more and more intense competition. One of the main requirements is to find its target audiences and establish a good relationship with them.

The modern life cannot be imagined without efficient communication. This also applies to theaters, which will have to pay more attention to analysis of communication and positioning strategies in relation to audience awareness.

Establishing a relationship of loyalty between a theater and its target groups is the primary goal of marketing communications in modern management of this cultural institution. Marketing communications are an important part of modern marketing. They represent communications of an organization and its target groups in its environment in order to create a good relationship with them and to increase sales results. Creating loyal customers can be crucial for an arts organization such as theater.

Culture (from Latin cultura=cultivate, cultivation, agriculture) is the totality of human achievements and articulation: its historical, individual and communal, practical, aesthetic and theoretical as well as mythical and religious forms of expression. The term, therefore, includes both the culture of creation (Greek poiesis) and the culture of action in the ethical sense (Greek praxis) (Ralf, 2008, p. 352). The creation of common spiritual values depends on the culture. Culture is expected to open people's horizons towards a higher, purer and spiritually brighter world. The primary goal of culture is to have an ennobling effect on people, with the ultimate goal to enable humanitarianisam as a general interest of spirituality. Since the Antiquity, theater has occupied a special place in the development of civilization. It has, in its specific ways, contributed to the humanization and aesthetic ennoblement of people. In today's conditions, with the development of the consumer society, there has been a change in the attitude towards culture and arts and their place in the life of the individual.

Turbulent environments, competition, development of engineering and technology have conditioned many cultural institutions: if they want to survive and respond to new market challenges and to be well positioned in it, they have to improve and modernize its activities.

The rapid pace of modern society requires skilled and trained marketing managers, public relations managers, and brand managers in culture, who will have a desire to improve themselves and accept the tasks imposed by the trends in the cultural services market.

Application of marketing concepts in theater is a real challenge for cultural managers. The product that theater offers in the cultural services market is intangible and does not result in the ownership of anything.

Services are the most common output of non-profit organizations. According to Kotler, "service is any act or performance that one party can offer to another that is essentially intangible and does not result in ownership of anything. Its production may or may not be tied to a physical product" (Kotler, 1994, p. 572).

We can say that theatrical performances are intangible unlike products of material or permanent nature which exist in time and space. Services appear as ideas, information, and they exist only in time. Without physical properties, a service cannot remind us of its features and qualities by its presence. Audience members who buy tickets for a play expect to have an experience, to learn something, or to be entertained.

Production and consumption of services are not only inseparable but often inverted: services are first sold and then consumed in the presence of users.

Services are activities which can be specifically identified, which are essentially intangible, which can meet the needs of consumers, and which are not necessarily related to the sale of products or other services (Milisavljević, Maričić, Gligorijević, 2009, p. 620).

Although services are inherently different, there are some basic characteristics that apply to all the services:

- intangibility - immaterial nature of services,
- simultaneity of the production process and the process of consumption - the impossibility of services storage,
- specific position of the client - the presence at the time of production of services,
- variability - the demand for services fluctuates,
- heterogeneity - fewer possibilities of standardization, and
- property - the absence of material characteristics preventing ownership.

The characteristics of services have adequate implications for marketing decisions (Palmer, Cole, 1995, pp. 35-39).

Intangibility of services means absence of material components and there cannot be any testings before its use. For example, one cannot know what the play is like before one goes to the theater. Intangibility of the theater performances creates a sense of uncertainty with the audience and makes it difficult for the theater to differentiate the product in relation to competitors' products in the cultural market.

When creating marketing strategies for the services, in order to mitigate these problems, managers add to their “products” some tangible elements. They develop tangible signs that suggest high quality services through the physical environment, personnel, equipment, promotional materials, symbols and prices (Kotler, Keller, 2006, p. 405).

Music, theater, television, films, poetry, songs, sculptures, photographs, etc., are forms of art and the basic form of communication in any society. The art can point to our deepest feelings, pleasure, it can console us in the time of sorrow, it can entertain us, it can attract us and have influence on us. It has never, as such, been marginalized. Advertising uses artistic creations. Films and music are a big business, just like the book industry. The Internet is becoming an effective transmitter for diverse artistic creations as well.

Art is:

- a special ability for creative expression through skill and imagination and for creation of a work of art,
- an activity of expression by aesthetic forms causing aesthetic impression in the audience,
- a skill and a craft of expressing aesthetic forms.

It includes a variety of media such as the arts, literature, theater, film, visual, multimedia, and applied arts. (Zdravković, 2007, p. 162).

When people talk about art, they often say "culture." Culture (Latin cultura; colere - foster, nurture) also means development, education, enrichment of spirit. It represents the overall achievements of civilization and the way of life. It marks all the creations which have arisen as a result of human activity, integrated pattern of human knowledge, beliefs, traditions, morals and behavior (Zdravković, 2007, p. 82).

It is obvious that nowadays theaters have to compete with film industries. In India, in almost every city, within the theatric sphere, groups of dedicated young people have started to make street performances covering current issues. There are almost 7,000 groups active every day. All categories of people are involved, from workers to students, from professors to professional actors and political agitators. These plays are usually performed outside the offices during a lunch break or after work. In the evenings and during holidays, festivals and fairs, street corners and open spaces become ideal venues for performing a play.

The number of spectators varies between a few people and several hundred. Performers can easily reach 400 to 500 people in these open spaces and in busy streets without using any sound system (Srampickal 1994, p. 99-100).

Managers in culture should work on presentation and popularization of cultural values and artistic creations and on encouraging people's contact with art. Despite the challenges faced, from the financial resources to winning over the audience, they are aware of the influence which they can have on their community and the world. The responsibility of managers in art is great. They are responsible for creating the atmosphere in which the artists can develop and create their visions and are also responsible for making the audience approach the artists' creations in the most efficient and effective way, and also for the audience to eagerly await such experiences.

Popular music, theater, theme parks, television, other media companies, film and music industry - everyone is looking for managers who will help to achieve the main purpose of the company (Burns, 2009, p. 19).

The decrease in financial resources that theaters get from the public budget will lead to changes in the theater itself and its attitude towards the implementation of the marketing concepts. It will also lead to change in the way of thinking of all its employees regarding the ways to promote a theater as an institution that establishes a good relationship with the audience, as its strategic partner, and that meets their cultural needs.

Before they can develop and organize the execution of the plans, the managers in art need to assess the serious problems faced by the arts organization in the 21st century. They have to analyze the environment while trying to fulfill their mission.

The biggest challenge for arts managers is dealing with change, changing conditions in the external environment, changing styles and approaches to the art of the artist, making progress in the representation and nearing the art to a fickle audience. Ever since the dawn of mankind, there has been a need of the artist to create. And in difficult times and in times of economic crises, artists still write, compose, act, etc.

The digital age influences the way entertainment is presented to the audience as well as the way the audience experiences entertainment. In the 21st century, the digital technologies allow viewers to rent or purchase programs of the opera, theater and dance performers. Radical changes and experiences in engineering and technology have led to significant modifications in culture. The numerous and diverse options in the development of culture have led to the traditional cultural and artistic values being questioned (Muždeka, Mandžuka, 2000, p. 15).

On the other hand, the Internet provides an opportunity for arts organizations to present themselves to the audience and the wider world and show them what they are doing. New technologies represent opportunities for cultural institutions and a way to market cultural products in the culture market.

Certain information must be more accessible than on the Internet sites of competitors. One of the ways in which organizations can increase the interest in the operations of a particular organization, or the demand for specific products, is to present certain people who are experts in a particular field, and thus provide the users with the ability to ask these experts questions in electronic form and to have their responses presented on a page of the website.

The creation of the website is done by web designers and web developers. Experts from different fields participate in the development of complex and serious websites. Such teams usually include: programmers, graphic designers, photographers, journalists, experts in marketing and consumer psychology, and others.

The web site must allow trade transactions. Online shopping is buying and selling products via the Internet. It includes the presentation of products and services, ordering, payment and customer support via the web.

If a particular theater uses online commerce, it clearly shows the commitment to the future and provides itself with the image of contemporary theater. The website offers the possibility of a new way of doing business and communicating with different target groups and the media.

Theaters that use the Internet to their own advantage can thus establish cooperation with the existing and the potential audience. For communication with the target groups the e-mail and Web sites are mainly used. A fast and precise two-way communication between a theater and its target groups is established through these services.

If a theater presents the information about the latest projects, the new and interesting products, performances, upcoming seminars and conferences on its website, it thus allows the media to monitor and report on everything that happens in the theater.

Internet presentations represent the possibility of establishing communication with investors, sponsors, donors and all the friends of the theater. It has to represent the theater in the best light, and it must contain information about contracts signed with other successful organizations, sponsors and all the friends of the theater and culture.

The presentation of a particular theater may include various forms to be filled and text blocks where comments and suggestions related to the theater and theater performances might be entered by the members of the audience. Interactive communication with the audience is useful because it provides marketing managers with a tool to track their impressions, thoughts, suggestions, and proposals. This information may be helpful when making decisions about the development of the products. Thus, customers become a part of the team, i.e. a loyal audience.

In addition to providing the possibility of good presentation for a theater and having an effect on its image, the website is of great importance because it provides the possibility of collecting and processing data which relates to the current and potential audiences and the overall business environment of the theater, as well as the possibility of monitoring the competition. This is very important for its development and positioning in the market.

The essence of communication between a theater and its target audience is that it, as the sender, must know which recipients it wants to include and what kind of reactions from them it wants to provoke. Also, the theater has to know how to encode messages, keeping in mind how they will be decoded by the targeted recipients.

Managers must convey the message through effective media and develop the channels of feedback and take into account whether there is any interference from any of the following reasons: selective attention, selective distortion, and selective retention.

The credibility and the image of theater as a cultural institution is closely associated with the probability that the messages it sends are being accepted by the public. In order to convey its messages, theater as a communicator has to choose the appropriate channels of communication, so that the message would reach the target segment. The cultural management will choose an adequate channel of communication based on the culture market research and on the motivations and behaviors of consumers. They can choose a personal or mass communication. Each medium is specific in its own way. The management will determine the combination of the media used based on its communication objectives, types of products, and the specificity of the consumers.

Marketing communications are a key component of modern marketing, and represent all communicational activities between an organization and its target audiences, and all this in order to increase sales. They are very important for the functioning of theater because they help inform current and potential audiences of theater products, services and conditions of sale.

Marketing communications represent a collection of all the communicational aspects of the instruments of the marketing mix, which try to influence the consciousness and behavior of current and potential customers, consumers and users. All this is aimed in the direction of their motivation for buying products and services, in order to start long-term relationships with a particular organization, based on the mutual trust and loyalty.

They include many different activities and people in the process. For all these people and activities to function, they need to be efficiently integrated.

Organizations adopt the concept of integrated marketing communications because they understand the importance of communication, the establishment of good relations with consumers, and creation of loyal customers. Organizations have realized the importance of respecting the customers, their views, suggestions and attitudes, and based on that, they create products starting with the wishes of customers. The communication serves the organizations to establish and maintain contacts with customers and establish a two-way exchange of information to their mutual benefit.

Conclusion: Nowadays, with the development of the consumer society, there have been some changes in the attitudes and opinions about the culture and arts and their place in the life of an individual.

World trends in the creation of new ways of entertainment, live or recorded, and their rise have created the development of profit and non-profit businesses whose role is to respond to the growing demands for entertainment.

Young people tend to choose the recorded or electronic media as their choice of entertainment. What the managers in the arts are wondering is where the future audiences are coming from. The profit entertainment industry is also concerned about the excessive offer of entertainment available to consumers. While the possibilities of the Internet to provide TV programmes and films on demand are growing, cinema owners have difficulties in attracting audiences. New technologies have enabled the entertainment to become more personal and miniature. Most arts managers believe that the shift from mass media to individual entertainment systems, together with the declining resources allocated for arts in schools, create audiences with different attitudes towards what they hear and see (Burns, 2009, p. 21).

The new technologies have enabled the cultural and entertainment events to become available through the individual entertainment systems. In Shakespeare's time, the play *Henry V* could be performed in the Globe Theatre - the “Wooden O”. Today, there is a social virtual world network such as *Second Life* where princes and monarchs are presented in the virtual world as so-called “avatars.” The stage can be a virtual 3D presentation of the theatrical space.

Today, it is possible to watch the ballet company from Second Life, which has regular performances in the virtual world. This troupe performs a piece titled *Olmanen*, an original love story in three acts. In discussions about the future of theater, everyone has in mind the speed of technological progress and its appeal to younger generations. Thus presented, the theatrical performances are considered to be a positive experience, but it must be emphasized that the real experience in theater cannot be transmitted into the virtual world.

Emotions are really difficult to communicate in this way. All this tells us that it is difficult to transfer theater into the virtual world but that it is not impossible. Traditional theater has something that cannot be replaced with any other medium, and that is the relationship between the audience and the actors. It should be the greatest attribute to the managers in theater to attract the audiences and create a favorable image.

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BOOKS AND LITERATURE IN THE INFORMATION SOCIETY

Abstract: *The subject of the discussion in this paper is the question what the future of books and literature in the information society is. After defining the meanings of key terms, the paper first points to new ways of reception of literary works that do not endanger literature as the classical art. However, the authors stress that the reception of literary works is less and less accessed by reading a text that is mediated by a printed or electronic book, and more by the exposure of Internet users to their image-sound reinterpretation as a kind of simulacra of already written, printed, and, in the traditional way or electronically, published literary works. In contrast to the original literary work, such a reception does not require any intellectually imaginative effort, but results in an individual conviction that, by watching and listening, a literary work is "read." This is especially true of the younger generation, who socializes or is socialized in the new media environment. It is noted that the book is increasingly absorbed by the Internet and literature by hypertext as the content inherent only to this medium. The conclusion is the claim that Internet is not a "natural" habitat of literature, as well as the hypothesis that this medium deconstructs the literary creation, replacing it by the iconic and auditory fictions that in the sensory-affective level of human existence offer quick and easy reception of not only literary works, but all other arts. In the emerging information society whose media framework is the Internet, a horizon of possibilities is open in front of books and literature, and which one will be realized - depends on the people who will live in the future already initiated.*

Keywords: *BOOK, LITERATURE, LITERATURE WORK, E-BOOK, INTERNET, SIMULACRUM, HYPERTEXT, INFORMATION SOCIETY.*

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> "*Literature began to lose its authority, and consequently its reality, at the same time that the ability to read the book, literacy, was decreasing, that audiovisual images, film, television, and computer screen, were replacing the printed book as the most efficient and preferred source of entertainment and knowledge*" (Kernan, 1990, p. 9).

Introduction

Predictions that the dominance of the Internet and the advent of e-books, as a part of hypertext, or a separate new media, will eliminate the book as the oldest printed mass media, and that a possible consequence would be a drastic change in the essence of one of the classical arts – literature, customs and practices of reading, have provoked attention, interest, and concern of both experts and traditional readers in the last few decades. Therefore, this paper contemplates the question: does the information society affect the social importance of books, literary creativity, literary production, and quantitative and qualitative reception of literary works? If it does – and so far the most widely accepted scientific postulate contains the affirmative answer, taking into account the global changes in the media sphere – what are the causes of that influence, in what ways does it affect and which consequences can it cause?

The conceptual framework of the discussion is the position of Walter Benjamin that technical innovations in the arts do not only change their technical side but also their being, or the very notion of art (Benjamin, 1974). In accordance with this Benjamin's postulate, during the past centuries, the understanding of literature has passed a long way from mimesis, i.e. the imitation of reality, through the creation of literary and artistic reality, to the beginning of the deconstruction of literary creativity in new media terms, occurred under the influence of the information revolution.

The starting point of the author is that the number of newly created and published literary works that belong, as works of art, to the so-called belles-lettres is not reduced, but the circulation of books as traditional printed mass media by which literary works were predominantly mediated to readers until the end of the last century, together with the interest in the reception of literary works mediated by books, decreases in quantitative and qualitative terms.

The existing literature abounds with theoretical conceptualization of sociological, cultural and communicational scientific research: first, of contemporary social changes caused by the ongoing scientific and technological, that is, information revolution; then, of a historically new type of society in the making, which is often called the information society; furthermore, of the development of classic mass media and the Internet; and finally, of the causes of creation of communication characteristics and social consequences the new media causes in the communication as a social practice. In contrast, there are few studies, in Serbia almost non-existent, dealing with the transformations that have occurred in the literary creativity, literary production, and reception of literary works in the emerging information society.

1. Meaning of the Concepts

A book is a printed medium of mass communication which disseminates visual, verbal, iconic or verbal-iconic messages. It was recommended by UNESCO in 1964 that a book is considered every printed publication which is not published periodically and contains more than 49 pages, excluding the cover. In its present form, it was created in the mid-fifteenth century when Johannes Gutenberg invented the printing press with movable letters and printed the first book – The Bible. A printed book was preceded by a handwritten book – manuscript, whose forerunners were bound clay tiles, then a roll of papyrus or parchment and bound wooden tiles coated with wax, in ancient Rome called codices, which shaped today's rectangular form of the book. From the 4th century, codices have been made from covered sheets of parchment and they are taken as the first manuscripts in history. The last phase in the development of a book as a medium of mass communication is the emergence of electronic books.

In literary science, *literary creation* means a creative procedure that involves the formation of *a literary work* that is a collective term for a variety of literary genres. The basic division is on poetry and prose literary genres, which have been mediated to readers, from the occurrence of the manuscript and, in particular, the discovery of the press, exclusively by printed mass media, especially books.

The term *literary production* covers the industry of publishing houses, in the social division of labor specialized for preparation, printing, publishing and distribution of books, by which literary works are mediated to readers.

The *reception* of literary works, mediated by the book, includes: a visual perception of the text, its intellectual decoding; emotional and affective experience and imaginative meaning reaching, i.e. always individual "loading" of the meaning in a literary work; on the basis of such meaning, immediate or delayed reaction to the text; and, finally, relatively permanent consequences caused by the outlined process in the axiological, aesthetic and ethical sense.

The concept of *the information society* was originally used in 1971 in a document of the Japanese government, "The Plan for Information Society: A National Goal towards the Year 2000" (Bakers, 2005, p. 61). The first theoretical conceptualization of the information society was offered in 1980 by the founder of the sociological post-industrialism, Daniel Bell, in the text of "The Social Framework of the Information Society" (1980, pp. 501-549). Explaining the information society, in different philosophical and scientific framework, directly or indirectly, was dealt with by many theorists: from the sociologists of the future Yoneji Masuda (1981), John Naisbitt (1982) and David Lyon (1988), through futurologists Alvin Toffler (1980) and Nicholas Negroponte (1995), to neo-functionalist Francis Fukuyama (1992) and neo-Marxists Wark McKenzie (2004), up to inevitable post-modernists, the most important one being Jean Baudrillard (1981).

Avoiding the ideological traps that can be found in almost every work of the mentioned, and other, authors, the information society in this paper is the postindustrial society, a historical type of society in the making, whose technical and technological basis is a new medium - the global system of computer networks, or the Internet, as well as social relations, i.e. communication predominantly mediated by it. So, it is a society that will be completely saturated with the new medium, its availability to every man, in the way that the modern society is almost completely saturated with the traditional mass media – from books to television. The attribute information in this phrase suggests that any local, regional or planetary society can no longer function outside the global system of computer networks and that in the digital form, between zero and one, it will include every cultural value and artistic work created since the beginning of man (Miletić M., 2008).

2. Electronic Books and Digitization of Literature

The rapid development of the Internet and e-books, for now, does not adversely affect literary creation in the formal sense. On the contrary, in the emerging information society, there are more and more writers and literary works. However, while the number of written, printed and published books grows, their circulation and the number of readers of literary works mediated by printed books decreases. The last ascertainment relates, in particular, to the younger generations, from adolescents to forty-year-olds, who socialize or are socialized in the new media environment.

When it comes to literary creation, as well as all the classical arts, it is an expression of actions of individuals and social groups in an effort to create a new, human, artificial beauty in all spheres of human life – beauty that is not naturally given but chosen by men; it is the creativity motivated by the effort to avoid, to paraphrase Nietzsche (1972), the death of the spirit, the spirit as the soul and not as the reason, in a collision with the natural and social actualities of a given creativity in general. Therefore, literary creation is the specificity of the human species, the term of the generic essence of man, an ability that is in the source of culture and humanity. Hence, the number of newly emerging literary works and literary production in terms of the number of published printed books is not reduced, given the size of the elderly population that is socialized in terms of the dominance of the book as the traditional printed mass media, by which literary works were mediated and are still mediated to the readers today. However, for the same reason, circulation of published books reduces due to the lack of interest of members of the younger generation in the reception of literary works by reading published books. Their lack of interest in the reception of literary works is the result of socialization, in terms of the growing saturation of the society by the Internet as the most complete of multimedia that bases its expressive possibilities on visual and sound rather than verbal and graphic narrative.

At first glance, we have a contradictory situation – the number of authors of literary works increase, the number of published literary works does not decrease, but the decline in circulation of published books and a growing lack of interest in their reception when they are forwarded by books as the printed mass media is noticeable.

A new way of reception is being developed in three directions.

The first is the replacement of the classic, printed book – by the electronic book, which is in all the characteristics similar to the classic one, except that it is not the printed mass medium, but the electronic medium of mass communication. Electronic books are produced and published in the formats of classic printed books, in order to facilitate the transition from one medium to another (in order to be able to read in bed before going to sleep, for example), but the content offer of electronic books is immeasurably richer. One of the first models of the new medium was presented by the Japanese company Sony in 2004, called Sony LIBRIe – The first ever E-Ink e-Book Reader.[1] This media has been imitating a classic book since 2006, is similar in size (126 x 190 x 13 mm), weighing 150 to 200 grams, but instead of paper, a structural element of every book as a printed mass medium, has a processor whose memory could store a library of 160 literary works, with a screen to read and an electronic stylus for possible notes on "margins" of such a book. In the market, it is sold with the contents of 100 titles from classical literature, but buyers could also make their own choice from several thousand titles contained in an, also electronic, catalog.

Since then, the number of companies that, in addition to the classic, develop the so-called electronic publishing, or are established and specialize exclusively in this type of publishing, has been growing. Their growth is followed by an increasing number of literary works mediated by electronic books and a growing income that is realized by their sale.

Another way is the digitalization of already published literary works, which had been mediated to readers for years, decades or centuries by a classic printed book. However, as the Internet usage grows both locally and globally, it is becoming more and more likely that the number of recipients of literary works that have their electronic equivalent in the global system of computer networks will increase. This is why, in most countries, the subjects of cultural policy, seeking to permanently preserve the entire cultural, artistic, and therefore literary heritage, first digitize nationally worthy literary works. The result is that classic libraries gradually become electronic libraries that provide two types of access to the existing literary works through the Internet: free and commercial access. When it comes to the access to literary works in new media conditions, it is indicated by Alvin Kernan in his work of a characteristic title – "The Death of Literature".

A computerized catalog and bibliography show that libraries are cumbersome institutions in which knowledge is related to material objects – difficult to move and prone to decay, items that require huge amounts of space and means for heating, cooling, removing or securing against moisture, connection, storage, search and taking home. It is so much easier to press a key on the keyboard and instantly get information on the computer screen or quickly check an unlimited number of combinations and possibilities, or immediately print only what is necessary. As we are increasingly getting used to this efficient way of working, it shows us more and more libraries of the future –

1 *The Evolution of The Sony E-Reader* (http://goodereader.com/blog/electronic-readers/the-evolution-of-the-sony-e-reader-in-pictures; accessed on 1.11.2016).

access to the database. It contains data that do not take up space, are carefully arranged, and are available to any user at all times, regardless of where they are located. It points us to something else: to an entire world from which an established, unified document, book or article disappears, and instead, through constant interaction, some kind of an endless supertext, within which the information is continuously collected, dispersed and again collected, appears (Kernan, 1990).

In electronic libraries, literary works can be reached by almost immediate download of a literary work from the catalog offered.

The third direction is the publication of literary works exclusively through the Internet. Poetic and prose literary genres are written and published only for the users of the global system of computer networks. This uses all the possibilities that the new medium offers – from personal websites through blogs, to so-called social networks or social networks mediated by the Internet. Not a small number of people who want to express themselves as literary creators, and are not motivated by lucrative but only creative reasons, do this using the Internet, avoiding slow and cumbersome procedures in the institutionalized, both traditional and electronic publishing. They publish a large number of literary works, from aphorisms, short stories, and poems to novels that can be read only on the Internet.

3. Literature simulacra

The real danger for literary creation, however, is not one of the specified directions of the development of the reception of literary works that are not mediated by the classic printed book. For in all three cases, new ways of reception do not change the essence of the literary work. The media that mediate literary works change, but the creative act in which they arise does not. This was long ago noted by Marshall McLuhan (1964) in the epochal work "Understanding Media: The Extensions of Man", claiming: "A new medium is never an addition to an old one, nor does it leave the old one in peace. It never ceases to oppress the older media until it finds new shapes and positions for them" (Makluan, 1971, p. 224). The book remains in the Gutenberg galaxy, and literary works are only moving to the virtual Internet galaxy.

But unlike the Gutenberg galaxy, which developed relatively slowly by the linear logic of the use of phonetic letters, painstaking stringing of words, phrases and sentences in a literary work, the virtual galaxy expands exponentially in all directions, synchronously and asynchronously, using the expressive possibilities of the mass media (not excluding, of course, a printed book), but primarily the dynamic image-sound symbol spectrum. The Gutenberg's galaxy was dominated by the culture of word; the virtual Internet galaxy is primarily based on the culture of image, as amended by printed and spoken words. Thus, as indicated by Régis Debray, letter produced logosphere, printing – graphosphere, and television and the Internet today – videosphere (Debre, 2000). Until the end of the last century, the first two enabled the transmission of culture through time. However, with total saturation of the society with television today and a clearly growing importance of the Internet in mediating social relations, culture has moved to the videosphere and dominantly persists in it, which means that the videosphere is the space of its transmission through time on the vertical: Past – Present – Future.

Therefore, the reception of literary works is less and less accessed by reading a text that is mediated by a printed or electronic book, and more by the exposure of Internet users to their image and sound reinterpretation as characteristic iconic and auditory simulacra of already written, printed, and, in the traditional way or electronically, published literature works. In contrast to the original literary work, such a reception does not require any intellectual and imaginative effort, but results in an individual conviction that, by watching and listening, a literary work is "read."

A novel, as a classic literary genre, is a very illustrative example. Although it appeared back in ancient Greece, existed in the Middle Ages, it was essentially genre shaped with the full affirmation of the press as the first mass medium in the 19th century. Empirically long ago determined declining importance of the printed mass media in social communication, from books and newspapers to posters and comics, is one of the indicators that the novel may disappear along with the printed book. The upcoming multimedia image and sound expression largely suppresses the verbality of a literary work, offering hyperbearable ease of the reception of so reshaped literary work at an unbearable rate of existence. Because, "Today there is no more scene, and no mirrors, there are only a screen and a network. No more depth, there is only an immanent surface on which activities are taking place, a smooth and fruitful surface of communication" (Bodrijar, 1994, p. 7).

4. Literature in Hypertext

No matter what the direction of moving of the reception of literary work is, the empirical fact that literature is increasingly becoming part of hypertext, the content of human communication that is only inherent in the Internet is undeniable.

It is a completely new, therefore a medium different from all the media that existed before it. Different in that it aggregates the technical and technological characteristics and expressive possibilities of all media that preceded it precisely by the wholeness of the content mediated by it, and lexically summarized in the term – hypertext. The computer network as a substantial structure, a set of conditions taken from all previous media, but significantly supplemented by the hardware and software functioning assumptions, would not be able to survive without the hypertext as one of its most important structural elements nor would the hypertext be possible outside of this medium. In other words: a new medium does not exist outside the content it mediates nor can content survive without such a medium. The computer network is a new medium also because its development increasingly overcomes clear boundaries between the content and the intermediary in communication. This is what, in relation content – medium, differs the hypertext from all other media-transmitted content.

The infinity of the new medium (the global system of computer networks – the Internet), which is the result of a constant growth and number of users and accesses, determines also the first characteristic of the hypertext as the content that is created, transmitted and received by the new medium. Unlike all the other contents of communication in all forms of communication practice that are ultimately space and time limited, the hypertext is infinite and unlimited in the extent of the infinity and unlimitedness of the very medium. This implies that on the two communication poles, numerical and personal, the number of broadcasters and recipients, designers and interpreters of the hypertext is unknowable. Therefore, the hypertext is native and dynamic. Native, inasmuch as all of its creators are not institutions that with certain socially determined, (non)lucrative motives contribute to its expansion. They do so, for a variety (both socially justified, and completely unjustified) of reasons, and all individuals and non-institutionalized social groups are accessing the new medium in the unknowable number and very dynamically, always forming a part of the hypertext. Non-identifiability of the number of the users of the new medium, the subjects of the creation and reception of parts of the hypertext, is an expression of the fact that the hypertext is not linear, but sequential, because every part of it, always – here and now, is connected with the other part/parts, has many "guideposts" towards them and new "intersections" so that the hypertext is associative and stochastic. To what extent the associative and stochastic nature of the hypertext will affect users depends on their motives to sail "the boundless sea of information," of individual characteristics, reference framework and social context in which one "sets sail to a long navigation, with or without a cognitive compass." The recipient may, depending on the above-mentioned conditionality, track some Ariadne's thread, if he accessed the virtual space of the hypertext with a predefined aim regarding which parts of it to "research," but may get completely lost in the maze of intertwined wide "roads" and narrow "paths," linking differently symbolically organized individual messages. Perhaps the most significant feature of the hypertext is its semantic openness if we agree that the cultural phenomena are the systems of symbols and that culture should be seen as a communication, i.e. the exchange of messages formed in the codes that found them (Čačinović, 2001). Conceptual openness stems from all outlined characteristics of the hypertext, but also from the socio-cultural context in which it occurs and is interpreted.

The final saturation of the society by the Internet in not so endless future will redefine literature understood in the classical sense to a possible complete disappearance of certain literary genres, and their substitution by visual and sound reinterpretation and emerging multimedia narratives that correspond to the new medium. Hypertext has, after all, already absorbed the most significant archaeological finds, folk games, and customs; museum and gallery exhibits, music and drama works, three-dimensional displays of architectural achievements; the immeasurable number of photos, newspapers, comic books, movies, radio and television shows. Alltogether, they make up a huge part of the cultural heritage of a man, or more precisely – of humanity. However, these are the cultural achievements that have already been realized, it is not the creation of new cultural values that transcend them. In everything else, cultural heritage, now as a part of hypertext, media-meaningful rhizome[2] by which it is transmitted, and itself receives rhizomatous nature, whose essential part are becoming people who are more and more referred to and increasingly dependent on this rhizome, media-meaningful and cultural structure. But...

6. Anthropocentric and technocentric approach

A reflection on the positioning of books and literature in the information society can be just that – a reflection. So not a positivist-empiricist grounded demonstration of specific, by conventional scientific arguments grounded, truth or truths.

Therefore, the empirical approach in this paper is only the encouragement and reason to raise a number of questions contained in the title of the work, not a comprehensively induced and well-rounded set of facts which can defend the definitive answers to these questions. After all, there are no definitive answers in science, that is, the answers that do not entail new questions, especially not in the new philosophical discipline – the philosophy of media. This, among other things, also because "the whole modernist concept of culture, based on the anthropologically grounded concepts of thinking, behavior, language and customs of the rules of life and material elements of culture, is being currently modified in the concept that favors different IT strategies that correspond structurally to specialized communication systems and virtual models of the existence of the modern age" (Vuksanović, 2007, p. 25). This was, among the first, pointed out by Arnold Hauser, arguing that the artistic creativity in both individual and procedural terms has always depended on many factors that originated from a specific social and historical context (Hauser, 2015).

In the famous rhomboid scheme of artistic creation (creators, work, recipients, social and historical context) at present, from which the face of the information society has already peaked, an increasingly important factor in shaping the emerging reality is precisely the new medium - the Internet. Certainly, it is the most comprehensive multimedia today; absorbing the expressive possibilities of all media that preceded it, in the future it will probably be – a unimedum; and if it becomes this, it will quite inevitably also be a metamedium. So, how can this new medium influence (of course it is not possible to answer the question – how it will influence?) the literary and artistic creativity in

2 Felix Guattari and Gilles Deleuze have used this term, which literally means underground tube or fruit, to metaphorically indicate the assembly and structure that have no beginning and no end, as the complete opposite of the tree structure (start) and the canopy (many ends, but still ends). According to their interpretation: rhizome has no center and periphery, locally it can be central and centrally local; rhizome is not a line, it is a map; any part of rhizome can be destructed, the other parts will not function without it; rhizome is antigenealogical, it develops and expands fluidly, at different speeds and in a variety of levels, not the directions ... (Guattari & Deleuze, 1980).

general in the information society? This question contains three sub-questions relating to: (1) the motivation of the creators of artistic works, (2) the aesthetic value of the works themselves, and (3) the reaction of the recipients, their experience of the work of art.

Taking a broad look at the increasing number of answers that are offered in literature, we can observe two philosophical and scientific approaches in consideration of the aforementioned problems. We will call them critical-anthropocentric and optimistic-technocentric.

The first is announcing a slow death, if not of artistic creativity in general, then of classical artistic creativity, especially literature. As perhaps the most important argument, it offers the fact that at one point all literary works from the *Epic of Gilgamesh* to the last printed novel will have its digital equivalent and be part of the boundless hypertext in the vastness of the global system of computer networks, representing a sort of the achievement of Mallarmé's poetic prediction of how the world exists to end in a beautiful book. "Will new works survive in the competition with already acquired and collected artistic creations on private machines for the reproduction of tomorrow (libraries, discotheques, videotheques, cinematheques, etc.)? The question is whether the act of art will be able to attract the attention of man preoccupied with his own individual attempts to select (collect), edit, combine and create his own "art." What will be the fate of art if huge numbers of people take advantage of the opportunity to be egotistical "artists" in terms of a conceptual approach to this sphere of culture today?" (Radojković, 2006, p. 27-28). Will man, faced with the beauty created over millennia, available at all times in a variety of expressive forms, generally feel the urge in his lonely "virtual bubble" to create a new, original, in a different way beautiful literary work, or will his need for beauty be satisfied by random roaming in virtual libraries, museums, galleries, film archives, and replace the need for artistic expression in a postmodern manner by the eclectic combination of static and dynamic images, sounds, shapes, colors, words, within the digital-laser-holographic mirages?

Technocentric oriented thinkers argue, however, that the new medium in the information society will not represent the end of artistic creation, and not even the end of the classical arts, including literature. If the artistic creativity is inherent in man as he was, as he is today and as he will be, then the Internet cannot undo the human need for beauty, it will only depict the search for beauty by precisely unlimited expressive possibilities of the medium. As it occurs in the convergence of all classic, mostly mass media, the Internet enables both conceptual and performative convergence of classical art. Computer networks already secrete a new kind of artistic creativity that the most prominent advocates of this approach are already calling - cyber-art. The Internet will not imply creators and recipients of the artwork in the information society since each of its users will be in a position to express their own need for beauty, creating beauty by the individual act of creation of the individual work of art or the intervention in an already existing work. It will not mean a denial of art, but its full democratization, and not just in the act of reception, as in mass culture, but also in the acts of creation, evaluation, and reception. And just as an aesthetically undeniably valuable work was recognized from however limited multitude of works created with artistic motivation in the classical arts, so will the largest and most beautiful trees emerge from the virtual rainforest in all new forms of cyber-art, which will inevitably provoke our senses and emotions and enrich both spirit and soul beyond the sphere of reason.

Instead of Conclusion – an Open Horizon of Possibilities

Until the configuration of the Internet, the media that preceded it were the "ingenious slyness of mind," man's attempt to outwit nature, the expression of our cognition and positivist conception of reality. From the tam-tam drums to television, the world has faced the creation of technical means making up for our physical defects, lengthening limbs and enhancing senses, but which in any case had to have the original impetus in man. Does not, however, the invention of computers, which caused the events that are metaphorically called the information revolution, with its major derivative – the Internet, represent the first real "sin of culture?"

From day to day, from year to year, members of the young generation spend more and more time in front of a computer monitor, creating different (and artistic) works on one of the so-called social networks, and less reading literature, going to the theater, even to dwindling cinema halls. They have already socially functioned as the children seen in the eighties by William Gibson when he coined the term "virtual reality" in SF novel "Neuromancer" (1984). However, the search of man for beauty has never stopped, nor can it be stopped. Also in the information society, in which the whole :brave new world: will probably reside in the global system of computer networks, the need of man to express his human essence by artistic creativity will not and cannot stop, together with the search for new forms of creating artificial beauty.

The postmodern understanding of the media sphere is an epistemological incentive because it critically transforms the modernist concept of culture based on opinion and language into a completely new cultural concept that defavors opinion and deconstructs language, and thus the literary creation, for the account of audio-visual fictions that in the sensory-affective level of human existence encourage its Internet mediated individual and social action.

The Internet will probably not imply creators and recipients of the artwork in the information society since each of its users will be in a position to express the own need for beauty, creating beauty by the individual act of creation of the individual work of art or the intervention in an already existing work. This will not mean the disappearance of classical art, but its complete deconstruction, however not just in the act of reception of literary texts, but also in the acts of their creation and evaluation.

The problem that opens up here is the answer to the question whether the Internet or the information society is the "natural" habitat of books and literature? The starting assumption is that it is not. The results of numerous studies dealing with film and serial adaptation of literary works, as well as those testing the rhizomatous structure of the hypertext, are in favor of this assumption. It is up to each hypertext to decide on how to create and/or read this, Borges-put, electronic “The Book of Sand;” not forgetting, of course, in the context of the experience of all cultural transformations in human history, Nietzsche's warning (2001) that each “human nature” which comes out as the winner of civilization will become our “true nature.”

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PERSPECTIVE OF LITERARY WORK IN THE ERA OF THE INTERNET

Abstract: *The specific weight of literature in the 21st century is evidently smaller compared to previous historical times. To that significantly contributes the fact that in computer and the Internet environment, picture and sign have become more important than the traditional verbal communication transmitted through books. The reasons for losing its former significance are primarily of technical nature. The question is what the future of literature is going to be like in terms of the rapid pace of development of mass media. Is there any sense to create literary work as we know it and read it in the traditional way, in the era of so-called post readers' generation? The need for readers, students, their teachers, and literary authors and their publishers to adapt to new conditions is more than obvious. Among other things, this work deals with pointing out to possible directions for future joint action, as participants in the current and inevitable process of transformation of books, literature and their understanding would not just become static remains of a dying culture.*

Keywords: *LITERATURE, INTERNET, DIGITALIZATION, AUTHORSHIP, POST READING.*

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Introduction

Since the beginning of the so-called Internet revolution up to the stage of its full momentum, which we are the witnesses as well as the participants, many literary authors and literature lovers have a couple of fundamental questions at the same time about the future of the written word: Does the Internet, as the most common and the most powerful tool of communication, make the contemporary literature more quality, or just easier accessible to readers; what are the possible consequences of overproduction of literary texts placed via global networks; what are the perspectives of classical literary publishing in such conditions; whether and to what extent the Internet (de) stimulates educational and students' population from reading literary works, and what are the possible consequences of such influence?

Among the other things, new media highlights the appearance of new technologies in process of writing; a milestone that we are witnessing is similar in many ways to the revolution of the Gutenberg galaxy. Changing of writing economics (Bolter, 1991) no doubt means changing of literary paradigm, just as the press announced the discovery of fixed and closed text, the institution of the author and copyright.

Digitization of literature takes place in several areas. In addition to changes related to the new technologies of writing on the computer, digitalization is the result of global hypertext systems (electronic communication and the Internet network), the emergence of new forms of narration and hypertext literature.

It has been shown that media conditioned the thinking process by forming a unified discourse. What kind of discourse allows the Internet? Considering new information to which references Nicholas Carr, the internet system destroys the possibility of composure, depth readings, and reduces it to simple viewing. The very culture designed by format, for example, some social networking services, is usually characterized by fun as the dominant characteristic (Tadic, 2013, p. 127).

McLuhan suggests changing proportions among all our senses if you introduce a technology that originates whether from the same culture or from the outside and if it gives a new emphasis or superiority to one or some other of our senses. We no longer feel the same, not even our eyes, ears and other senses remain the same. The interaction of our senses is constant; except in the state of anesthesia.

However, the author notes that each sense, if having high intensity, can act as an anesthetic to the our other senses. As an example, he mentions dentist who can use "adijak" – an induced noise - to remove the sense of touch. Hypnosis is based on the same principle of isolating a single sense for the purpose of putting other senses into the state of anesthesia. The consequence is scrambling to scale the senses, some kind of losing identity. Tribal man, an illiterate man, living under tremendous pressure of auditory organization of mankind, is in a trance (McLuhan, 1973, p. 39).

Specific meaning of literature in the 21st century is significantly reduced compared to the previous historical times, although literary works which appear in our time are not worse than those previously written. In the environment of computers and the Internet, picture and sign became more important than the traditional verbal communication transmitted through books. The reasons why literature is losing its former significance are not only in changing of the spiritual type, but also of technical nature.

1. From Gutenberg to the Internet

Thanks to Gutenberg, the book has become the first mass-manufactured product in human history; it was the printing press that enabled the production of thousands of identical items, namely the book. At the same time, we have been witnessing the realization of a great ideological and political project - the creation of modern nations and national states. In order to create a nation, it is necessary that all its members can easily understand each other. At the end of the 18th century, in the context of what is now, quite on purpose imprecisely called the French or German language, the language differences were huge; for example, a Frenchman from the South did not understand a Frenchman from the North. Literature is essential for formation of so-called literary language, or more precisely, national language, a unique language form that is essential for creating one nation. Therefore, writers have their important role in the society; they are simply comprised in a great ideological project. That job is now done, and the development of new technologies, especially television, provides a more effective means for achieving various ideological goals (Petković, 2007, pp. 283-289).

We could speak a lot about advantages of the Internet: accessibility for all, saving from oblivion - especially old books, a great possibility of choice, etc. However, too much of a choice can also be a cause for concern. On many websites, due to an overproduction of content, the editor has been completely lost. To the reader (or literary connoisseur) it will certainly not be a big problem, but if we are talking about a large number of readers, to whom the Internet (and what it provides) is a kind of guideline - recommendation for the “good book” - then we can rightfully be concerned. On some Internet websites, published books of the same or even unknown (and what is more important, bad) writer could be found, while published edition of the literary classics could also be found on the very same page. Those who have the time to gain an insight into all those books of such “unknown” authors will not need much to be convinced that those are pretty suspicious literature in the aspect of quality. When, for example, poetry is concerned, we can easily diagnose what kind of a book and poet we speak about.

In such cases, the problem is in confidence to a particular Internet website and its editor (if there’s any at all). The reader, who once spent several hours on some webpage, opening (and reading) bad poetry written by unknown authors, will rarely reach back to such website and some new unknown author.

In this context, the question is whether that is some kind of “self-publishing” and whether, among other things, the Internet serves to authors who cannot find their publishers, or an editor for publishing his book; yet, they still manage to find their way to readers, suddenly offering them everything they have written.

However, there are authors who believe that in this area not everything is bad, and that if an electronic book manages to squeeze out a printed one in the end, there are not many grounds for assuming that the time has come to remove printed books from our homes and habits. According to them, E-book will not mean the death of the book, just as the emergence of Gutenberg and his ingenious invention did not abolish reading of the codex, nor the trade of papyrus scrolls. Different technologies and habits continue to coexist, and a range of possibilities expands.

As arguments for such expectations, questions often refer to which we already know the answers: did film kill paintings, or did TV kill movies? Of course, the answer is negative, but viewed from that perspective, we should welcome all the technical achievements that allow us the access the global library through the computer monitor.

2. Disappearance of the book "sacredness"

According to Jean-Philippe de Tonnac, more important question is what kind of change will bring reading from the computer monitor instead of flipping through the pages of books. What do we get with that, but first of all, what do we lose? He expects that some habits he considers outdated will disappear, as well as a certain sacredness, which was attributed to the books in our civilization. According to de Tonnac, that specific form of intimacy between a writer and his readers will probably also disappear, because hypertextuality will inevitably hurt it. The idea of "divided space" that the book once symbolized slowly disappears, and therefore, no doubt, some ways of reading as well (De Tonnac, 2011, p. 7).

Jean-Claude Carrier and Umberto Eco consider that there is no reason for panic apprehension because the book is the perfect invention, which cannot be made better than it is. In this regard, Umberto Eco believes that book is similar to a wheel: The book is, he says, like the spoon, hammer, wheel, or scissors.

Once you have them invented, you cannot make them better. Perhaps the book will evolve its component parts, perhaps its pages will no longer be made of paper, but it will remain what it is (Carrier, Eco, 2011, p. 3).

Like the media that occurred in our lives before the Internet, he himself is causing a debate between enthusiasts and skeptics. For the last two decades, their debates are taking place and it seems that from day to day their attitudes are becoming more and more polarized.

According to Nicholas Carr's observation, both enthusiasts and skeptics are missing what Marshall McLuhan knew: that in the long run media itself, more than the content of the media, influences our way of thinking and our action. Through the window to the world, and right into us, the popular media shapes what we see and how we see it, and if we use it long enough, it changes ourselves - both as individuals and as society. "The effects of technology do not occur at the level of opinions or concepts. They change patterns of perception steadily and without any resistance" (McLuhan, 2003, p. 31).

A media magnate and one of the pioneers of radio and television, David Sarnoff, in his famous speech held at University in Notre Dame in 1955, rejected the criticism of the mass media on which he built his empire and made a fortune. He transfers liabilities for any consequences from technology to the viewers and listeners. Sarnoff says that we are too inclined to declare technical instruments guilty for the mistakes of those who handle them. Products of science are neither good nor bad; their value stems from the way we use them.

McLuhan critically declares its position, pointing out that every new medium changes us as consumers of media content. He compared the content of media with the juicy piece of meat that a burglar carries to fool the watchdog of the mind (McLuhan, 2003, p. 5).

3. The purpose of literature today

In South Slavic countries affected by the war, disintegration of the old ideological, state and social system, deep crises of all kinds, and finally, the transition, there is a change of the social function of literature. In this region, literature has no more a public role, not even a public character, that had only twenty or thirty years ago. The main question today is no longer what literature is used for, what is a social purpose of literature, but why does it still exists, and what is its poetic, ethical, political and aesthetic sense.

In near and a bit distant past, starting from the 18th century and the Age of Enlightenment, literature was socially privileged activity, and so were its creators. Not so long ago, literature and writers in the cultural system had role that today they no longer have. Over the time, the issue about them has transformed into a mythical basis for national culture, and in the meanwhile, constituted social institutions gave support for the improvement and growth of this base, starting with schools of all levels up to academies, universities and institutes, publishing houses and print media.

Today, the writer mainly turned into perpetrators order of the appropriate editorial or market mood - its role slowly transformed from the former ethical, ethnic and enlightenment into more ambitious role - into intellectualized entertainers for demanding and more educated part of the audience. He became a multiplier or a new designer of those stereotypes or myths that art market demands.

With the conquest of full freedom in literary expression, social influence has visibly decreased in all European countries, especially in its eastern and southern Slav countries, in which during the reign of communism literature had a significant critical role and a role against ideology. Under the new circumstances, when we can say or write anything, metaphorical potential of language is less used, and it becomes weaker. The social function of literature, formed in the 19th and the 20th century, is gradually changing. It is being pushed into the background or becoming completely lost in dominance of market criteria that influence the social life in overall, including the nature and form of artistic imagination.

The development of printing and electronic technology, various ways of copying the text and, in particular, writing on a computer, have caused an enormous increase in the text production and it helped that literature becomes only a fraction of the mass production of art (Pantić, 2010, p. 229).

Radical changes in lifestyle of a modern man and new cultural models that have occurred in the 20th century, whose expansion we are experiencing in our time, make literature more marginalized media. Literary form has no longer the primacy in storytelling in our civilization, nor do movies or comics. Their roles are nowadays taken over by TV shows, computer games and the Internet.

Leaving all the values aside, today we must realize that our electronic technology has such consequences for our most ordinary perceptions and habits in everyday life that restore in ourselves again mental processes of the most primitive people. We do not come to such results just in our minds or thoughts, where we are trained to be critical, but in our everyday sense life, which creates the vortices and the matrices of thought and action (McLuhan, 1973, p. 46).

4. Generation of post-readers

You could say that today we meet with the generation of post-readers, characterized by a lack of desire to integrate reading into their intellectual framework, especially in the Serbian language. People mainly read from the monitor and usually in English. This is only one visible change that has occurred with a new technological era in which analog gave way to digital technology. In the last two decades, many technical means appeared, which caused a real revolution in sound and image transmitting during the 20th century, and have vanished: LPs, video and audio cassettes and celluloid images. According to the forecasts of futurologists, but also having in mind our own experience, these technological changes will happen much faster, and they even mention the possibility that in the next twenty years we will not have the need for printing books in the paper form. Having that in mind, is it possible that some of the following stages of the development of civilization would mean disappearance of literature?

Today, many people ask this question, and it seems that it is largely literary creators themselves who are concerned. Questions that are often encountered by many people range from the purpose of writing literature – a medium which, according to some authors, is coming near to its end - over the sense of writing in "small" language that belongs to the culture in which fewer read, up to the dilemma of whether the authors should defer to some other media in such circumstances.

According to McLuhan, instead of heading towards becoming a tremendous Alexandrian library, the world has become a computer, an electronic brain, just like in a children's science fiction novel. According to his claim, while our senses come out from us, the Big brother comes into us. If we are not aware of these dynamics, we will move into a phase of panic terror, which suits the small world of tribal drums, total interdependence and intertwined coexistence. This author sees signs of such panic when Jacques Barzun who expressed himself as a fearless and stubborn Luddite in his "The House of the Intellect." Feeling that everything he is glad about has raised from the alphabet impact on and through our spirits, he suggests abolishing the modern art, science and philanthropy. According to him, once this trio is destroyed, we will be able to close the coverlid on Pandora's Box.

"Barzun localizes his problem even if he has no clue as to the kind of agency exerted by these forms. Terror is the normal state of any oral society, for in it everything affects everything all the time" (McLuhan, 1973, p. 48).

5. The need for storytelling remains

When we talk about the crisis of literature, it is necessary to delineate changes that take place in narrative as an act of communication, from those that affect the book itself in its physical form. Bearing in mind that each human culture, including ours, is based on storytelling, the existence of this form of communication should not be questioned. People were always telling each other stories and this will certainly continue, but the question is whether, in a variety of other features, it will continue to do so through literature as we know it. For its survival, a closer related question is the question of the future of printed books, which longevity futurists do not predict, comparing its future with the fate of obsolete film, photographic and audio formats. The reasons that will probably prevail and send the paper book into the history are related to how narrow millet life of modern man is; life in which there is less and less space for shelves full of books, to the destruction of hectares of forests for paper production. As there is no longer a need for literature to be written on a scroll, parchment or sheep and goat skin, not surprisingly, there will be no more need for its publishing in today's book form.

We should look on the changes of this kind, to which it will inevitably come, as the natural stage of development in human civilization. Perhaps more important than this is the question of how literature itself will transform as a result of these technological changes. History of culture tells us that technological change has always influenced the changes in literature. Thus, for example, the invention of Gutenberg's printing press caused that a novel becomes a genre that is the dominant one in literary production. Without the invention of the printing press, it would certainly not be what it is today, if it existed at all.

Bearing in mind the rule that technological inventions significantly change a person's life, habits and concerns, stultify traditional and introduce new professions, we may rightly ask how will the phenomenon of electronic books change the literature, what kind of novelties regarding forms and genres will bring this technology innovation and whether, perhaps, literary work, like video games, will have the electronic form of unwinding or its branching plot. It is not impossible to imagine that in the future, just like in the movies on DVD carriers, we will have a book with multiple endings and the available alternatives, allowing ourselves to some extent to participate in their design.

The question that is difficult to answer at the moment but which deserves special attention because it is one of the fundamental when it comes to the perspective of literature in the era of domination of electronic forms and the Internet – the question regards the possibility that literature survives the fact that it is no longer the storytelling tool of our civilization. As we have already concluded, the book made of paper has its days counted off. Under these new conditions, the question is, can a man satisfy his need for storytelling with the book dropping the linear text as an outdated form?

This issue is very delicate for all categories concerned, especially for literary authors and literature lecturers. What makes it serious is the fact that the innovations competing with books and literature today are very powerful, popular and widespread. When film began to find its place in the palette of the existing art, its biggest advantage was that it used literature to integrate basic elements of literature into its own format, such as characters, themes, genres.

Something similar is happening today with electronic games. The games take the most valuable elements from literature too, but they borrow elements from comic books and films as well. Literature borrows the voice of the narrator and the structure of the novel, and all this is implemented into a unique structure in order to produce such an incomparable feeling with its consumers.

Obviously, this is a very powerful technology that competes with traditional books and this fact that often causes concern, especially among writers and teachers, but also literature fans who got used to the paper book format.

In case literature soon entirely stops being the storytelling tool, will it become just as important as the spelling of the language itself? At the time when narration and modeling the narrative words in literature become needless, will poetry become the meaning of literature? Will poetry, that is nowadays marginalized, in a long term become tougher and more constant than fiction, which will be replaced? Or it would happen the other way round –literature (so far weaker and in a vassal position) as a medium is going to extend its life by borrowing from stronger, just in the way popular prose is created by the film, or like novels in the era of E-books could look like "texted games" (like today, more and more teen movies abandon traditional Aristotelian dramaturgy and take the logic of "at level" games). Will inflation of fiction and imaginary, alternative worlds brought by different games return literature to its factual, autobiographical, confessional, documentary issue. These are the questions that plague many writers (Pavičić, 2013, p. 11).

If we experience a reader as an ordinary consumer, and literature reduced to a narrative - then, according to visions of some authors, the thesis of the dying book is not that scary. Such book can replace a TV show or film. But the book is far more than that.

Essentially, literary work is a container for storing the meaning of life, a sanctuary where, as John Berger believes, fragile, but also the most important truths of mankind have found salvation from destruction and oblivion. Whether it is a drama, a novel, or a poem, the literary work in all these cases is a rescue from limitless cavities time. Thus understood, the book has simply no alternative (Tadic, 2013, p. 127).

6. Vulnerability of the authorship

One of the questions that appears when it comes to a role of the Internet in modern literary works concerns an endangering of the authorship in literature. Bertold Brecht pointed out the fundamental looseness in matters of intellectual property, saying that for him the idea of an authentic art work is outdated in relation to the technical possibilities of reproduction. In the field of the authorship in literature, the problems are increasing in proportion to the expansion of endless world of the Internet.

Reaching for texts that are available in large cyber galaxy, it appears that Internet users often forget that these contents are the product of someone's creative spirit and mind. Firstly, we satisfy the hunger for information, then, eventually, we make the question of how, while downloading other people's knowledge, the user did something dishonorable.

Literary critic Mileta Aćimović Ivkov considers that in the unrealistic cyber world, for which some may say that is parallel to ours, unfortunately, everything that exists belongs to the one who knows how to reach it. The way in which available information and knowledge are going to be used could be reasonably problematic, but in any case, it is necessary to decisively point the finger toward this field of possible fraud and intellectual deception.

According to Aćimović, many people are downloading from the Internet today: pupils, students, and even some of their professors. Therefore, as he points out, it is necessary to speak in advance about the information that the Internet offers, while on the other hand, pure knowledge is among the books. Since we live in the age where information is multiplying way beyond it is necessary, the question to which we still do not have an answer is: whether such race is lost in advance?

However, what we can and must do is to protect the integrity of humanistic values and knowledge. The act of using computers should make an association in users that before them many others did the same, and that he shall, as a user, consciously and responsibly use the results of their work.

7. How to get out of the virtual barbarism?

Walter Benjamin wrote about how the contemporary artwork loses its aura. Today, it often seems that everything available on the Internet has lost its aura because it is just one click on the keyboard that can change every previous row. Result of this practice is the habit of living without the positive emotions, without conscience of the heritage value and without the need for anything stable and worthwhile.

Some authors call this process of entering the virtual circle of barbarism. They consider that, in the information era, superior knowledge will remain in the hands of those who control the media, while to the rest it will offer so-called colorful picture of global entertainment. As one theorist once said, consumers will be able to be finally happy: they will not know anything, but they will have it all. It's about consumers rather than producers of knowledge in which the awareness of the value rapidly marginalizes. According to some estimates, there is a real danger that this marginalization will slowly lead to a loss of any need for value.

In the era of "the end of reading," when it comes to questions that literature lecturers are faced by, they primarily relate to the essence of lecturing in which students recognize the complex literary works in order to be praised like in some kind of a "quiz." However, the meaning should be a delay of the "death" of reading as long as possible, so that the students should get more interested for books, whose world will be compatible with their own experience and problems they encounter in life. These problems are usually of universal nature, regardless the ages that divide heroes of one novel of our time.

"In this remark one issue is important: no contemporary novelist or a modern literature lecturer can start from prejudice that literature is a God-given thing that reading has always been and always will, that literature is central point in national culture and that lecturing program reflects that eternal and unchangeable truth. Even today this is not the case, and in all probability, it will never be any more" (Pavičić, 2013, p. 12).

Bearing that in mind, we need appropriate changes for all the actors in the current processes of book and literature transformation, as well as their understanding: writers, their creativity, teachers, schools and their programs. If this adjustment is absent, there is a danger that the participants of these processes become static culture remains, who after their zenith, will experience an infamous end, and even faster than they expected.

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INTERTEXTUALITY AS THE END OF "ORIGINAL" TEXT OR ITS BEGINNING

Abstract: Star*ting from the idea that the modern artistic expression is a combination of several stylistic, narrative, genre and aesthetic premises and that general guidelines of contemporary art (as opposed to the term modern and postmodern) denotes a wider arc of synthetic postulates - from eclecticism through homage, patchwork, collage with special or spontaneous meaning, etc., until harmonized and clearly controlled stylistic mixture, kind of a "melting pot" of expression - the intention of this paper is not to demystify the process of contemporary art as a process of deconstruction or recombination of the narrative, but on the contrary, to show the complex interdisciplinary foundation of contemporary art invoices. The term intertextuality comes from the post-structuralist theorist, Julia Kristeva. However, intertextuality can be seen in the above, in the narrow sense but also in the wider, much freer sense. Critic William Irwin says that the term has as many meanings as as those who use it, since it is used both in the sense in which Kristeva presents it and in much wider implications, which should mark any impact from the side or quote in the message.*

Keywords: *INTERTEXTUALITY, MEANING, SIGN, ORIGINALITY, LYRICS, NARRATOLOGY, ARTWORK, MEDIA FILES, MESSAGES.*

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Introduction

The terminology of the aesthetics of contemporary art, both modern and postmodern, is too often characterized by newly created, hermetic and rigid parameters. On the other hand, the theory of contemporary art acknowledges that many of the solutions used by the author during the creative act arising from the creation of media or techniques that often do not have, or may not have, a foothold in the pre-set guidelines or poetic concept. It must be recognized that the creative act in a certain domain, nevertheless, presupposes instinctive selection of funds that are often stylistic or, in poetic terms, contradictory with a given frame or primary author's (conceptual) intention. This does not make them less valuable or less modern. “The avant-garde is not postmodernism but postmodernism is recognized through many mirror reflections and impressions of avant-garde. And the avant-garde shows its ambiguity in its body. Joyce's “Finnegans Wake” is just that: it is a final instance of the novel and then it is a modernist work, and it is also the novel after the novel that shows the kind of historical and psychological fragments it has been made from and then it is a postmodern work. These are nuances and structural differences. The difference between modernism and postmodernism is not rough but subtle and nuanced“ (Šuvaković, 2006, p. 3), says art theorist Miško Šuvaković, and saying that the postmodern approach to the problem, in general terms of contemporary art, is multifaceted and can not be treated as an unreserved methodological constant.

Therefore, there are works of art which will be included in the agenda of postmodern or post-postmodern work in different, post-hoc analyses, as the post-analysis could not establish that as an act which, by its structure, is valid for the postmodern but is, in a fact, eclectic “cocktail” of everything and not a conscious and articulated idea of postmodern or postmodern emission values.

First of all, interdisciplinarity - as one of the building blocks of the “new aesthetics” - should not be considered as “ism” which is a priori announced and began its creative life in the moment in which they acquired civilizational, ideological, and finally, technological circumstances. However, disciplines miraculously mix themselves and allow mutual creative play. When we speak of intertextuality, it should be noted that intertextual links represent the most appropriate analytical field to analyze the presence of the mythic matrix in artistic work.

Intertextuality primarily represents all the ways in which a text is linked to other texts. If this phenomenon, we try to analyze from the perspective of the creative act, then we vitally presence of an interdisciplinary process to spot some famous works of art that could hardly be said to be the part of the corpus of contemporary art, even in those works that are chronology placed in periods long before modern and her consequential sub-entities.

When asked what are the basic reasons for acceptance or rejection of postmodernism in one culture, Miško Šuvaković gives the following answer, “This question can be answered in a modernist and postmodernist way. The modernist answer would be as follows: a culture rejects postmodernism as a movement that belongs to the world stage, which is new or different and which has the characteristics of a fashion, and which is antimetaphysical, above all. So it is excess in the sense in which values of art and a work of art or culture are traditionally accepted. Such trend is considered to be something foreign, different, or some interruption to the usual normality of an environment, its interests, values, productions. This causes a provocation and, as such, postmodern is denied. Then, at one point, it is accepted through schools and universities in an academic approach, and in time delay of five or ten or twenty or thirty or fifty years, it is accepted as a cultural heritage. This is the modernist response. The postmodern answer would be that the rejection of the postmodernism is a matter of current strategies and interests and interest groups in a given society. For as there was no unified modernism, there is no single body of postmodernism. And that rejection is a part of the very nature of postmodernism. It questions, shows, decomposes and deconstructs the values, which it joints in. Postmodernism has this dimension that devours - wastes it environment and transform it. And it is the conflict between the postmodern challenges and normal utilitarian body of society” (Šuvaković, 2006, p. 3).

1. Intertextuality

What is intertextuality? The term intertextuality means access or text formatting model so that the essence of the given text corresponds to other texts and refers the reader to them. Permeation of texts can take place in both directions:

1) may indicate that the author deliberately introduced the motive in his article from another work, or
2) quotes and motives of another text that the reader recognizes the text that he perceives and analyzes.

With the coined term “intertextual,” Kristeva is trying to link the structuralist semiotics of Ferdinand De Saussure - the manner in which the text takes on a whole new meaning implicitly based on its structure and internal organization - with the dialogism of Mikhail Bakhtin - multiple meaning of the text, *heteroglossia*. For Kristeva, the intertextual character of a text is present whenever we find that a particular meaning in the text does not come directly from the author and is addressed to the reader, but the author is only a mediator (conductor) of a code that comes from the outside of the work area and out of the author. Intertextual approach through one which we analyze an act confirms, therefore, the idea of Roland Barthes that the meaning of a literary work does not need to look for it as much as in recepctionist and its associative horizon.

However, some theorists often consider the connection between the “intertextual” and “hypertext” which, as the analytical method on the basis of intertextuality, in every text opens the “mosaic” of citations which is, again, a part of a larger “mosaic” of texts. Thus, every text is only a part of the universal, planetary text, a kind of “text over texts” from which they come and all texts are contained in all that is written. Thus, we come to the idea that no work of art can exist by itself, that every artwork is an interpreted object. “The work of art is not merely an object (painting, sculpture), the situation (atmosphere, structure, scene) or event (a piece of music, performance, ballet, film), but also interpreted object - an object that we see hinged on the network interpretation. The first performer is the artist (after Richard Wollheim) that interpreted object or the order of sounds, words or physical acts as a creative work of art, or by placing it in the world of art and art history. All the other performers involved in the game produce differences of effects, meaning, purpose and values” (Šuvaković, 2005, p. 231), points out Miško Šuvaković.

The elapsed century, especially its first half brought the art one kind of originality dictates by which each modern art is the work for itself, not only in the style of creative expression, but also in content and substance. If the modern work is original at any price, what is all the work from the intertextual plane which communicates with the second part, or one that has a different text from your template?

“Esoteric modernism is a historic modernism based on the ideals of authenticity and autonomy of high art in relation to culture (everyday life, mass consumption), politics and religion. The term esoteric points to the uniqueness and excellence of modernist art in relation to the mass culture of entertainment, ideology and consumption. Esoteric modernism is based on essentialism, which means that it respects the outstanding specific and substantive decisions of artistic disciplines and their differences stemming from it. Esoteric modernism is defined by the ideas of masterpieces: Joyce's *Ulysses*, Eliot's *The Waste Land*, Beckett's *Waiting for Godot*, Schoenberg's *Five Piano pieces op. 23*, Pollock's *Autumn Rhythm*, Wells' *Citizen Kane*, *Phoedra* by Martha Graham, and essential nature and purified by the media... We will see that the ideal of autonomy of art... inlet to fetishes. Therefore, now we introduce the term exoteric modernism. Exoteric modernism is a complex phenomenon in the culture and art of acting in radical modernism realizations or ecstatic productions after modernism, representing a criticism, correction, application of mass consumption and its effects, effects of registration, marking” (Šuvaković, 2005, p. 235).

In this regard, there is an interesting observation by Ana Vujanović in “The devastating signifiers of performance” which emphasizes the concept of intertextuality in close connection with the terms of sign and signifying practices, and goes on to say: “Intertextuality points to the text as an area and process crossing, refraction, conflicts, new readings, challenges, neutralization, and move other texts enveloping culture among which the text appears and works. In this way, the text is brought into the intertextual position and theoretical attention, which is the relationship of the text to the case (clerk) in the previous generation of the dominant theoretical focus on the inherent structure of the text, now being diverted to the ratio of text to other texts. In other words, the dominant view is that the meaning of the text does not establish a relationship by text (stable-existing) referent in the world, but in that one text with the other texts is brought into a complex relationship with a number of the potential referents. Intertextual referential attitude is, therefore, not a direct, immediate and unmediated, but is established just across the enveloping texts of culture" (Vujanović 2004, p. 59-62).

However, the notion of intertext and interdiscourse, according to the author, explains the relation of conscious authorial itendations and the notion of the unconscious enrollment during the creative act, which is of great importance for our analysis of submitted samples: "Intertext as semantic networks, achieves active relationship with other signifying practices in culture which is being implemented. On the one hand, they define it as a practice, enabling products and entrance into it. This entrance - and this is what is crucial for the poststructuralist concept intertext - does not occur at the site of clear quotations and allusions intentional or referring a text to another text or other texts. In fact - although at first glance it seems to be a realization of the shades of the same concept - text implemented in such a way (e.g. assembly-collage-text citation) understood as an intertext, it continues to validate the idea of a stable closed static text, parts of which we can still recombine (in other texts). Intertextuality: registration, transformation, reload, crossing the texts in the text, achieved in the area of 'unconscious' of the text, on its edges, holes in its second stage. In other words, the text understood as an intertext is not a passive medium of communication nor a/an (empty, neutral, innocent) place to manifest content (stories). This is semantically a process whose elements, effects and functions (but not preceding sources): marked, actors, authors, interpretation, readers, other texts. They are all subject to and affected by the process of its extended runtime. Thus, on the other hand, signifying practices that determine the text, both transformed themselves in their expanded, unstable and erosive area... This does not mean that it is sufficient to produce a fragmented collage-mounting-text citation is more or less clear references to text are introduced in the intertextual space in which, as a practice, intervenes in its semiotic context of my, your, yours... copyright intentions. In fact, each story is already operating in the area, a conscious critical intertextuality would have to, in some way, provide some degree of control and/or prediction mechanism signifying intervention... However, produced in both text mode, unaware of the text, will arbitrarily network the text and thus uncontrollingly transform it and the semiotic context in which it operates. This means that the text, under the influence of both a current and a transient effect of 'free' labor signifier, will not (and if it is copyright intended) establish as a pliant medium of communication. An author as a scriptor can not be fully controlled, because he himself is affected in the process of intertextual production. With regard to the process of such a text derogations - disabling communicative function and penetration in their signified - sovereign unambiguous criticism in the literal sense, it is still impossible, but it opens the possibility for pre deconstructive procedure to the text and its context, and is constantly desemantisized and resemantized... Michel Pecheuh introduced the concept of the modern theory of inter-discourse in the first half of the 70s. The term occurs within the Althusserian materialist theory of society and is based on Althusser's theses about the complex contradictions of the real (asymmetric relation cause-effect which constitutes the real). Pecheuh, elaborating fundamental Althusser's concept of 'interpellation,' tries to explain an interdiscourse as the mechanisms constituting obvious, self-explanatory truths, truisms discourses that ask individuals a specific (enabled discourse and predicted) role of subjects. According to him, in all discourse is the space in which they operate paradigmatic assumptions of the previously constructed discourse: general, universal knowledge and basic syntactic rules. In this way, the new identified (e.g., new social facilities, individuals, etc.) discourse drowns in the 'universal' semantic matrix. Identification of the individual with that "transparent" interdiscursive semantic matrix constitutes and confirms the universal subject. Distancing from such identification strongholds, it steps away from the universality of the subject and sets up an individual entity. However, no individual entity, according to Pecheuh, fails to withdraw the functioning of inter-discourse mechanisms. Her/ him and in this supposedly free, interdiscursive field - which is due distancing themselves from the prepared matrix (i.e. do not respond to the interpellation) and which is trying to build some kind of conscious and critical strangers - is already waiting ready identification models covered complex and controversial totality of existing discursive formations... Thus, in the interspaces of a concrete and individual expression - in that an individual entity consciously steps away from the general testimony – necessarily, there are many unspoken, self-evident, paradigmatic assumptions that show and indicate the position and networking interdiscourse of the narrative subject. In this way, (with pseudoindividualistic and pseudofree) subject expression is a disabled real 'individuality', and updated critical position of an interdiscursive entity outside the network, and thus a directly or controlled relationship with neutral or consciously constructed beyond the discourse net. In other words, conscious and critical reading of 'transparency', or generally accepted universal interdiscourse semantic matrix of individuals (such as subject/ discourse) is not due in nondiscursive or individually configured discursive field. Instead, he/ she only enters the field differently configured (inter) discoursive formations, formations, which is also already prepared and provided in the context of socio-economic and historical-political-cultural continent determined discursive formation" (Vujanović 2004, p. 59- 62), said Vujanović.

2. Narratology

Narratology is the study of narrative text. It occurs as a structural semiotic science of the text in the context of literary theory, introducing the concept of the French-Bulgarian structuralist, Tzvetan Todorov. He canonized time analytic systems, not only its direct predecessor K. Levi-Strauss, R. Barthes, but the Russian formalists, particularly V. Propp in his *Morphology of the Fairy*. In this sense, we will use the previously cited work to try to explain the operation of the narrative in the narrative field: "Todorov, Barthes, Greimas, Genette, Bremond, and others do not have a single theoretical poetics. However, it can be said that narratology is characterized in insistence on the dichotomy witness narration (or discourse), analog and formalistic dichotomy plot summary, and the shift of emphasis to macrostructural, deep narrative organization of the text... The text, an indoor coherent system of signs according to structuralists, expresses a relatively unique meaning. The text becomes closed character-continent formed by integrating elements of systematic labeling of the lower order, which may or may not be the language. Seen in such a broad way, all the texts can observe the sign perspective plan of expression and plan content, which means they are subject to dual analysis: relationships within their levels and the relationship between them” (Glossary of Contemporary Literary Theory, Text, pp. 393-395). So set the term of the text can be applied to literature and any other artistic or inartistic text, as well as others - linguistic and non-linguistic - systems characters picture, fashion style, a myth, a piece of music, film, advertising, traditional costumes, theater performances, etc. Barthes suggests division of the text to three levels of description:

1. The level of functions,
2. The level of activity, and
3. The level of storytelling,

which are connected to the progressive integration of the “a function has a meaning only insofar as it takes in the general line of action of an reactant, and this action in turn receives ultimate meaning from the fact that it is being told, that is, entrusted to a discourse which possesses its own code” (Barthes, Roland, *Introduction to structural analysis of narrative texts*). According to this principle, the basic unit (narrative) text of the 'function'... Whole text appears on the basis of gradual hierarchical linking distribution and integration of functional units, which the text itself (its structure) leads the reader/ roughly to a position from which it can be properly read (i.e. decipher its immanent meaning). According to Greimas, the text is determined primarily by its deep structure, which then expresses the surface (with him - discursive) plan text. The deep structure of the text can be analyzed by a shematic abstract actant model in individual texts implemented in a number of different variants, but at the same (universal) structural logic.

The structuralist theory of the text is based on the specificity in the text and its immanent structure (the interconnection elements). This immanent structure - rather than external factors (author, the environment and the world, the context, the reader) - in producing the primary meaning of the text, and thus in his reading. According to Biti, insisting on the immanence, structuralists’ traditional concept of (literary) work (certain “external sources or authorities”) opposes the concept of text. According to Barthes's text *From work to text* (Contemporary Literary Theory, pp. 181-187), the text is in contrast to the work based solely on convertible set of rules shared with other texts... According to Vladimir Biti, the story is a term with which the French structuralists/ narratologist replace the concept of the plot of the Russian formalists. In their terminology, indicates the basic, time and causally linked to the sequence of events which transformed the literary discourse in three aspects: the duration and frequency of the sequence (G. Genette, *Discourse narrative text*, 1972). The story is, thus, an element of deep structure of the text, one which it is immanent and, therefore, an abstract (not a tangible discursive) structure. Performing from a particular text, narratologist ignores the physical aspects of the text: the language and style, artistic institution, as well as the specifics of the artistic media (the specifics of the film image, sound, the written word, color, speech, physical movement, etc.). Narratology time gives an opportunity to set the narrative text as a universal model transgressing all disciplinary boundaries.... narratologist so, by Biti, proclaim the universal chronology of events, normatively anchored in all human minds regardless of their temporal, spatial, historical, civilizational, and cultural to the arrangement, the logic of which is generic, discursive, and stylistic peculiarities can join only later. (*Glossary of contemporary literary theory, narratology*, p. 238)" (Vujanović 2004, p. 18-23).

3. Where is the meaning, then?

"Structuralism as a transdisciplinary theoretical thinking can be defined as an interpretive theory which deals with the analysis of social content by establishing and then applying the theoretical models of such content. So for structuralism, the central problem of analysis of any social content, understood as a whole or system, is the structure of the content. The structure, according to structuralists, is understood as the relationship between the elements of the whole, which is based primarily on the difference (contrast or opposition) between these elements. The specific content appears as a whole, the system is the effect of its structure. According to the structuralists, the meaning of a social content, understood as a system of meanings (or text), the result of its inherent structure rather than the process and the mode of presentation, impressions, observations, cognition, reading, or observations of the system in its individual manifestations that are realized in a specific context. In other words, what one sees as a unique system and what can be interpreted as its meaning (and to a relatively consistent and definitive), the result is that the semantic structure of the system, which leads the reader to a point from which you will be able to make this correct way to read. The process of structuration (connecting elements of the system in an organized structure), the semantic system is realized by horizontal connecting elements of one level of the system, then the progressive integration level (elements of the system are already connected to the horizontal level), which is derived from the depths to the surface of the system and/or text. The structuralist understanding of the text can be (simplified or transparent) shown in applying Hjelmslev model of the interpretation of the text. The text, according to Hjelmslev, can be divided into the expression plan and content plan... narratological research particularly insists on this kind of textual structure. According to narratologists, in the structure of the text as a semantic system, there are two basic plans or levels: deep and surface structure of the text, that is, stories and narrative (discourse) and, consequently, the actant and actorial structure" (Vujanović 2004, p. 220), states in her work Ana Vujanović.

However, the “narrative technique in its essence is nothing more than observing the facts of life in time, which are organized in accordance with the forms of life itself and the laws of his time. This observation always involves a choice, because the story can only enter what is similar as part of a future story”, says Emin Pobrić in the work *Rhythm of the novel*. So, then, it can be said to be a “part of the story of a narrative text that narratology defined as a text in which one instance in a special way presented the story. Here below the plot involves a logical chronological series of interrelated events, which are caused by the actors. The event is the transition from one state to another, while actors instance that guide action towards a specific goal. Performing the action does cause an event. It is time for the story of primary importance, because events always have some time and going by an order which by its principle presupposes succession in time. This order can be identical to the order of the story, and may have their differences” (Pobrić, 2006, p. 121), writes Pobrić.

The reception of contemporary art for more than fifty years, often reminiscent of the ontic blank canvas on which the entry of meaning, symbolism and ideology work end in itself. Modern invoices, of course, allow a high degree of interaction between the consumer (observer) reader through which the audience ceases to be just the audience and becomes a category congenial with the job, or the author. Aware of this fact, we kept the horizon arguments from the preset eschatological level, trying not to write a full associative arch (subjective by definition) that can be imagined in perceptions of each of these works. On the other hand, our intention was to show that even when you get away from the myth (the original texts) in the broad sense (archetype/ cult/ ritual), contemporary artists are coming back to the mythical form. Praetext is, therefore, incorporated in the expression which pleads to be transcendental: 1) as defined, or 2) in spite of (with) the authors’ intentions.

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INTERNET SOURCES: CULTURAL ASPECTS OF THE FILM FOOTAGE AND RADIO RECORDING OF THE FAMOUS PEOPLE FROM NIKOLA TESLA'S LIFE

Abstract: *The goal of this scientific and research study is to define an application of recordings of the famous people from Nikola Tesla's life, published on the Internet for cultural purposes, according to the following aspects: 1. More authentic experience of Tesla's biography, 2. Creation of dramatic characters in movies or TV series, as well as in theatrical and holographic performances about Nikola Tesla. This study brings Internet addresses containing recordings of the famous people from Tesla's life, according to the following areas: 1. Inventions and science (Thomas Alva Edison, Albert Einstein and Guglielmo Marconi), 2. Art: acting (Sarah Bernhardt and Elsie Ferguson), movie and painting (Slavko Vorkapich), music (Lilian Nordica, Nellie Melba, Milka Trnina and Ignacy Jan Paderewski), literature (Mark Twain), statuary and architecture (Ivan Mestrovic), 3. Politics (Petar II Karadjordjevic, Vladimir Hurban and Theodore Rooslvelt), and 4. Sport (Fritzie Zivic).*

Keywords: *NIKOLA TESLA, INTERNET, CULTURAL ASPECTS, RECORDINGS, FAMOUS PEOPLE.*

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1. Documentary records of Nikola Tesla

Tesla was recorded on a film tape several times and had few interviews in front of the camera; unfortunately, those records are not available, nobody knows where they are and they have never been presented to the public. I was writing in my book *Mechanical Transformation of Movement in Filmmaking* (Setalo, 2015: 9-13, 165) about this conspiracy. For this occasion, I will abstract the following:

On 10th July, 1935, the New York Times journalists and RCA representatives made an 3,5 hours long interview with Tesla in the New Yorker hotel (images 1,2,3 and 4) – reason: his 79th birthday. This interview was partly recorded with the 35 mm camera. However, these records have dissappeared, they have never been presented to the public. The topics given by Tesla on this occasion (authorized part contains 22 typed pages, non-authorized 28) were Einstein's Theory of Relativity, Tesla's theory of atoms and substance, cosmic rays and development of humanity.

Image 1: *Strong light on the wall*

Image 2: *Strong light on the wall*

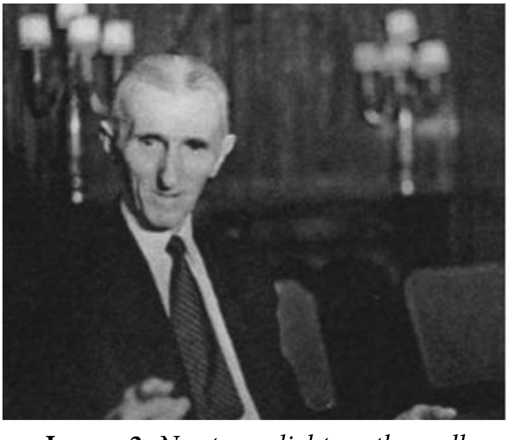

Image 3: *No strong light on the wall*

Image 4: *No strong light on the wall*

I have noticed something! Look at the images 1 and 2. There is a pretty strong light to be seen on the walls, the light coming from reflectors. It doesn't exist on the images 3 and 4 (camera was turned off – as the pause was in charge, as it can be seen from Tesla's position of body, his way of looking, as well as from position of his hands). There is an irrefutable proof that this interview with Nikola Tesla, due to his 79th birthday, was camera recorded.

Also, on the next image (image 5), there is a very strong light on the wall, coming from the reflector. This photo was made at the *White Lion of the 1st Class* award to Nikola Tesla, given by The Czechoslovak Government on 11th July, 1937, handed over by the minister Vladimir Hurban, just before the luncheon.

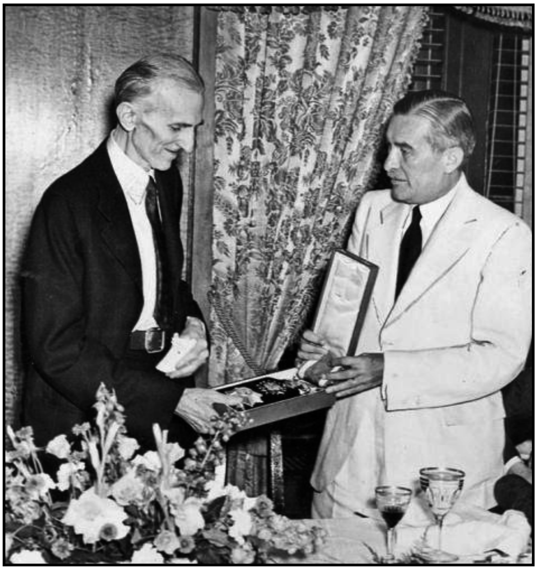

Image 5: *Sight bathed with strong light*

What would so strong light have served for if the act of delivery hadn't been recorded by film camera?

Take a look on that whiteness of the clothes, tablecloths appeared due to the light. Brightness of their faces. No shadow anywhere except between Nikola and the wall (his back and the wall, his nape and the wall). Look at the shine on Hurban's hair, coming also from a strong light, as well as the shine on Tesla's belt. A special detail: Circles on both glasses are interrupted due to the strong light. Where are all those records made on Tesla's awards delivery?

There is also information that a famous editor, director, film theorist and professor of the *Aesthetics of the Film* in South California, Slavko Vorkapich, had a 4-hour long conversation with Nikola Tesla and that this conversation was recorded with the film camera. Where is that film?

2. **Records of important persons from Tesla's life, found on the Internet**

The circle of important names from Tesla's life whose records can be found on the Internet is subjected to the following division – important persons from all over the world: 1. Invention and science; 2. Art: acting, music, literature, painting and statuary; 3. Politics; 4.Sport.

Invention and Science

Thomas Alva Edison (1847-1931)

Scenes from the Internet giving us possibility to analyze Edison's appearance and speech: *A Day with Thomas A. Edison*[1], 1922, General Electric Company presents, Bray Productions Inc. – he is interested in those records (watches the bulbs production), sometimes he is nervous, he is experimenting, can't hear properly – others are telling him something in his ear (scenes are silent); compilation of records presenting Thomas Edison relaxed and being in very good mood.[2] We can see him in the nature with close friends Henry Ford, Harvey Firestone, and others. Then, we can see him on the parade, on the memorial plaque placing, then in wriggly driving of the car (all is in silence); for his 84th birthday, Edison gave a short interview in front of cameras, where, on the question of the journalist: *"What do you think about Einstein theory,"* he answered: *"I think nothing because I don't understand Einstein theory"*;[3] there is one more sound movie – Edison, Henry Ford and Harvey Firestone appeared in that film.[4]

Albert Einstein (1879-1955)

Albert Einstein records from the Internet which I have chosen for this occasion: Einstein explains the theory of relativity, smoking his pipe (with sound);[5] George Bernard Shaw, in his speech after the dinner organized in the hotel Savoy, London, in 1930,

1 Thomas Alva Edison (1922), rare Interview documentary, available at https://www.youtube.com/watch?v=ep5NGVOi6QE (accessed on 15.7.2016).

2 Thomas Edison, Henry Ford & Harvey Firestone Camping: "Our 1916 Vacation Camping Trip," available at https://www.youtube.com/watch?v=KzuVsCfuHRg (accessed on 15.7.2016).

3 Edison Speaks at 84. Archive film 11089, available at https://www.youtube.com/watch?v=KgwY2SdRJ_4 (accessed on 15.7.2016).

4 An interview with Thomas Edison, Henry Ford & Harvey Firestone, available at https://www.youtube.com/watch?v=7PyfPfeZyVI (accessed on 15.7.2016).

5 Albert Einstein (stock footage/ archival footage), available at https://www.youtube.com/watch?v =OamFZCFfQkg (accessed on 17.7.2016).

is honoring Einstein who is sitting next to him (sound film);[6] An interview with Einstein given in Germany in 1930, with a strong German accent;[7] the arrival of Albert Einstein and his wife Elsa to the USA – the start of their emigrant life, the year of 1932 (sound film);[8] aged Albert Einstein speaks about the significance of intellectual life, learning, opinions and literature in the life of the Jewish people;[9] Einstein at the conference for journalists – the reason of his addressing to the public is the opening of the Jewish Medicine Faculty that Albert Einstein established in 1953 (Interview organized in the year of 1954, on Einstein's 75th birthday) – interesting are the moments when Einstein overtakes a model of the faculty (sound film).[10]

Guglielmo Marconi (1874-1937)

For this occasion, I have chosen these records from the Internet; ones giving us opportunity to analyze Marconi's movements and manners: in 1930, Marconi on the boat in Genoa, with the cap of a navigating officer on his head, making a connection with Sydney (silence);[11] Guglielmo Marconi in the company of Pius PP.XI on opening the new microwave station in Vatican 1931: in front of the building, there is Marconi waiting for the Pope, kneeling in front of him, kissing his hand, Marconi's speech, Pope's speech (sound film);[12] a collage of film records where, among others, we can find Marconi's work on wireless telegraph, his presence in the microwave station in Vatican, his speeches and, at the end, his funeral[13] (film with no sound).

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6 Documentary about George Bernard Shaw (2 minutes), available at http://www.nobelprize.org/mediaplayer/?id=389 (accessed on 17.7.2016).

7 Albert Einstein Interview - 1930, available on https://www.youtube.com/watch?v=-FD8VIvZEa8 (accessed on 19.7.2016).

8 Albert Einstein and his wife Elsa Lowenthal pose for a photographer, available on http://www.gettyimages.ca/detail/video/albert-einstein-and-wife-elsa-lowenthal-pose-for-news-footage/131926454 (accessed on 19.7.2016).

9 Albert Einstein (01), available on https://www.youtube.com/watch?v=l-1Z2wi2uSA (accessed on 19.7.2016).

10 Yeshiva University dedicates a new college of medicine to Albert Einstein HD Stock Footage, available on https://www.youtube.com/watch?v=LWQ-3WqRaHI (accessed on 19.7.2016).

11 Guglielmo Marconi illumina da Genova il palazzo municipale di Sidney, available on https://www.youtube.com/watch?v=JU5Dki20my0 (accessed on 20.7.2016).

12 S. S. PioXIeS. E. Marconi inaugurano la nuova stazione a onde ultra corte che college la Città, available on https://www.youtube.com/watch?v=QIW61g829ZA (accessed on 20.7.2016).

13 A tribute to Guglielmo Marconi, available on https://www.youtube.com/watch?v=IwR80bxmczg (accessed on 20.7.2016).

Art: acting, music, literature, painting and statuary

Sarah Bernhardt (1844-1923), an actress

Records of Sarah Bernhardt which can be found on the Internet: Sasha Guitry, a French actor, director and playwright, about Sarah – documentary film;[14] Sarah Bernhardt in the movie *Tosca* (1908), directed by Andre Calmettes (no sound film);[15] her role in the movie *Queen Elisabeth* (1912), directed by Henri Desfontaines and Louis Mercanto (no sound);[16] voice of Sarah Bernhardt.[17]

Elsie Ferguson (1883-1961), actress

Records on the Internet showing us Elsie expressing different emotions in the films: *Witness of the Defense*, 1919, directed by George Fitzmaurice (no sound);[18] *Scarlet Pages*, 1930, directed by Ray Enright (sound film).[19]

Slavko Vorkapich, Vorky (1894-1975)
– Director, editor, specialist for tricks, actor, theorist, pedagogue and painter –

A person already mentioned as somebody who, in the year of 1933, had a 4-hour long conversation with Nikola Tesla in front of the film camera, Slavko Vorkapich Vorky was recorded on film camera. There are the following records available on the Internet: Vorkapich in the role of Napoleon Bonaparte in the *Scaramouche* film, made in 1923, directed by Rex Ingram (no sound film),[20] Vorkapich in Belgrade, lecturing about the film theory (no sound).[21]

14 Sarah Bernhardt par Sasha Guitry, available at https://www.youtube.com/watch?v=Lj5AT1mXKw4 (accessed on 22.7.2016).

15 Sarah Bernhardt en *Tosca* (1908), available at https://www.youtube.com/watch?v=y9Oh4Zy5fPc (accessed on 22.7.2016).

16 Sarah Bernhard (of 6 parts), 1/6: 1912 *Queen Elizabeth* (Sara Bernhard, Max Maxudian, Lou Telegen), available at https://www.youtube.com/watch?v=OE33P3zfgPY (accessed on 22.7.2016).

17 Sarah Bernhardt, available at https://www.youtube.com/watch?v=PhhzdOQgbm4 (accessed on 22.7.2016).

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19 Scarlet Pages (Preview Clip), available at https://www.youtube.com/watch?v=pRwrl-9L2lc (accessed on 23.7.2016).

20 SCARAMOUCHE Rex Ingram (1923), segment Slavko Vorkapich, available at https://www.youtube.com/watch?v=Sri1p1FQj2I (accessed on 24.7.2016).

21 Vorky in Beograde, 1952-54, available at https://www.youtube.com/watch?v=OTg56JwyYIo (accessed on 26.7.2016).

Lilian Nordica (1857-1914) – opera singer

Of approximately 10 being presented on the Internet, I have chosen 2 audio recordings of the best quality (no film records of Lilian Nordica): *Love Death – Tristan and Isolde*, an opera in 3 acts, composer: Richard Wagner, year of performance: 1903,[22] *Hunyadi Laszlo*, an opera in 3 acts, composer: Ferenc Erkel, the year of performance: 1907.[23]

Nellie Melba (1861-1931) – opera singer

Many records with her voice can be found on the Internet (no film record): The Marriage of Figaro, a comic opera in three acts, composer: Wolfgang Amadeus Mozart, year of performance: 1904;[24] Song of My Mother Taught Me, composer: Antoni Lepold Dvorak, year of performance: unknown;[25] La Boheme, an opera in three acts, composer: Giacomo Pucinni, sung by: Enrico Caruso and Nellie Melba, year of performance: 1907.[26] There is one short documentary movie on the opera singer Nellie Melba where she has been shown on several locations (no sound).[27]

Milka Trnina (1863-1941) – opera singer

Records of MilkaTrnina were destroyed upon her request, because, allegedly, she was too strict to herself. However, there is one record of Milka's performance on the Internet (of very low quality): *Tristan and Isolde* – the Metropolitan Opera, date of performance: 13.03.1901.[28]

22 Lillian Nordica, Liebestod (Excerpts), *Tristan und Isolde* (live, Met, 1903, Mapleson Cylinders), available at https://www.youtube.com/watch?v=haTWZYVc0-E (accessed on 27.7.2016).

23 Lillian Nordica, "La Grande Aria" from *Hunyadi Laszlo* (1907), available at https://www.youtube.com/watch?v=tJONaCbrYKs (accessed on 27.7.2016).

24 Nellie Melba (1904), Mozart, *The Marriage of Figaro*, "Porgi, amor," available at https://www.youtube.com/watch?v=HMqJ92txdAE (accessed on 29.7. 2016).

25 Nellie Melba – "Songs My Mother Taught Me" (Dvořák), available at https://www.youtube.com/watch?v=4mJ1cXxpfxI (accessed on 29.7.2016).

26 Puccini: *La bohéme* – O soave fanciulla. Caruso & Melba (1907), available at https://www.youtube.com/watch?v=GEdMgSRqwhg (accessed on: 29.7.2016).

27 Dame Nellie Melba, History Documentary, available at https://www.youtube.com/watch?v=0r6l-tnTD7c (accessed on 30.7.2016).

28 OPERATIC GODS & GODDESSES - Jean de Reszke and Milka Ternina, available at https://www.youtube.com/watch?v=9Hhihgs9TIU (accessed on 3.8.2016).

Ignacy Jan Paderewski (1860-1940)
– Pianist and professor of piano, composer and diplomat –

Thanks to the Internet, we can easily reach the following records: *Minuet*, date of performance: 1937;[29] *Polonaise Op 53*, composer: Frederic Chopin, the concert held in 1938;[30] *Piano Sonata № 14 Op. 27 № 2* – popularly called: *Moonlight Sonata*, composer: Ludwig van Beethoven;[31] homemade record from the year of 1928.[32]

Mark Twain (1835-1910) – Writer, humorist, journalist and teacher –

There is only one film record on the Internet where we can see Mark Twain – his real name was Samuel Langhorne Clemens: Mark is taking a walk in front of his building, sitting on the terrace with two ladies drinking tea (no sound).[33] This film was made in 1909.

Ivan Mestrovic (1883-1962) – Sculptor and architect –

In the documentary film *Mestrović* (directed by: Danko Volarić, 2009), we can see all archive records available on the Internet (sound film).[34]

Politics

Peter II Karadjordjevic (1923-1970), the King

Of all film records and TV shows that can be found on the Internet about the King Peter II Karadjordjević, I have chosen the following ones: *Belgrade, An Eternal City – The Last King* (2011, screenplay and direction: Aleksandar Diklić) (sound film);[35]

29 Paderewski plays "Menuet" in G - 1937 movie, available at https://www.youtube.com/watch?v =M9IBBd-9aRM (accessed on 5.8.2016).

30 (Paderewski) Chopin Polonaise, Op. 53, available at https://www.youtube.com/watch?v=F4zFD8visl8 (accessed on 5.8.2016).

31 Ignacy Jan Padarewski plays Beethoven's Moonlight Sonata (Actual video), available at https://www.youtube.com/watch?v=idmYXaIhh2A (accessed on 5.8.2016).

32 Ignace Jan Paderewski Home Movie 1928, available at: https://www.youtube.com/watch?v=CUSo PD8P0j0 (accessed on 6.8.2016).

33 Mark Twain | Edison Film | Digitally Restored, available at https://www.youtube.com/watch?v= mqaSOw1WhjI (accessed on 6.8.2016).

34 Ivan Meštrović – a documentary film, available at https://www.youtube.com/watch?v=vdtM_WZ OY_s (accessed on 8.8.2016).

35 Belgrade, an eternal city - King Peter II Karadjordjevic, available at https://www.youtube.com/watch?v=xxn7xVVSAjs (accessed on 9.8.2016).

Regarding – King Peter II (author: Anika Živanović, 2010) (sound film);[36] *King Peter of Yugoslavia at Polish Manoeuvres – Król Jugosławi Piotr na polskich manewrach*, 1942 (sound movie, no speech and sound effects, only music).[37]

Vladimir Hurban (1883-1949) – Czech minister and ambassador –

On 11.08.1937, Vladimir Hurban handed *The Medal of White Lion* to Nikola Tesla. There is the only record on the Internet, showing Vladimir Hurban (sound film).[38]

Theodore Roosevelt (1858-1919) – 26th President of the USA –

The following records of Theodore Roosevelt can be found on the Internet: *A Visit to Theodore Roosevelt at His Home at Sagamore Hill, Part 1 of 2, 1912* (no sound);[39] *A Visit to Theodore Roosevelt at His Home at Sagamore Hill, Part 2 of 2, 1912* – very interesting are those scenes in which Roosevelt is chopping woods (also no sound),[40] Roosevelt's speech (sound film) (May 1916).[41]

Stanley Baldwine (1867-1947)
– Prime Minister of the UK in 3 mandates –

There is one of his numerous speeches available on the Internet.[42]

36 Regarding - King Peter II, available at https://www.youtube.com/watch?v=itIIubBHYk0 (accessed on 9.8.2016).

37 King Peter of Yugoslavia at Polish manoeuvres - Król Jugosławii Piotr na polskich manewrach, available at https://www.youtube.com/watch?v=ifcEzOdKg0Q (accessed on 9.8.2016).

38 New York Aka Czechoslovakia's United States Minister (1939), available at https://www.youtube.com/watch?v=fRaaw6s4J3k (accessed on 12.8.2016).

39 Theodore Roosevelt at his home in Sagamore Hill, Oyster Bay, Long Island, in 1912 - Part 1 of 2, available at https://www.youtube.com/watch?v=8_WPh1j2gD0 (accessed on 17.8.2016).

40 Theodore Roosevelt at his home in Sagamore Hill, Oyster Bay, Long Island, in 1912 - Part 2 of 2, available at https://www.youtube.com/watch?v=3tBF0tVYbsY (accessed on 17.8.2016).

41 President Theodore Roosevelt on Liberty, available at https://www.youtube.com/watch?v=HYn5FJnvrZk (accessed on 17.8.2016).

42 Baldwin appeals for support for the National Government, available at https://www.youtube.com/watch?v=0UL5AOgqWLQ (accessed on 22.8.2016).

Sport

Fritzie Zivic (1913-1984), a boxer

Nikola Tesla was a good friend with the brothers Zivic, 5 boxers of which Fritzie Zivic was the most famous, of course. He was the world champion in welterweight and his real name was Ferdinand Henry John Zivcich. There are the following fragments from his fights available on the Internet: Fritzie Zivic and Sammy Angott Rare (no sound)[43] and Fritzie Zivic and Tony Marteliano[44] (also no sound).

Cultural aspects
More authentic experience of Tesla's biography

Due to the stated film records and audio records of famous persons from Nikola Tesla's life, we experience the parts from his biography more authentic.

Example 1: A dispute between Tesla and Edison

Analyzing Edison's movements in different situations (in laboratory, on excursion, etc.), his mimicry, a way of watching the stuff, emotions in relaxation or anger moments, his speech, we can see and hear the dispute between Edison and Tesla being completely different, more vivid.

The first problem between two of them appeared when Thomas Edison did not want to pay out his younger colleague (50.000 USD), telling him: "*Tesla, you don't understand an American sense of humor.*" Nikola Tesla left him the same moment. Four years later (in 1888), he signed the contract with George Westinghouse on AC generators and motors production. With this, a conflict between Tesla and Edison became deeper. Tesla's AC became a leading topic between scientists; that made Edison feel jeopardized, so he started a propaganda war against Tesla and Westinghouse. That period of time is known as *Currents war*. During this incredible clash, Edison was even killing animals in the public in order to show how dangerous is AC which Tesla and Westinghouse want to standardize in the USA. All culminated on 6th March 1890 with the death of William Kemmler, the first man sentenced to death, by the first electric chair constructed by the professor Harold Brown.

Edison expressed his nervousness in the period of time of *Currents war* in a similar way, for example, in the documentary film *A Day with Thomas Edison*[45] – see how

[43] Fritzie Zivic vs Sammy Angott Rare fight boxing, available at https://www.youtube.com/watch?v=EIDRehienoQ (accessed on 27.8.2016).

[44] Fritzie Zivic W 10 Tony Marteliano, available at https://www.youtube.com/watch?v=vsLEfzaUlnU (accessed on 27.8.2016).

[45] Thomas Alva Edison (1922), rare Interview documentary, available at https://www.youtube.com/watch?v=ep5NGVOi6QE (accessed on 9.9.2016).

grumpy Edison nervously dangles with his hand (times: 4:20-5:11, 5:43-6:04). Due to the Internet records, we can see Thomas Alva Edison in different moods, but not angry. Let us observe now the situation when Edison did not want to pay money award he promised to Tesla. We can imagine Thomas Edison smiling and telling Tesla: "*Tesla, you don't understand an American sense of humor,*" and then, after a short break, he adds "*Go to the Hell.*" Edison's nervousness is very familiar to us because they have been seen on all those records I have just mentioned. In order to make this scene completely authentic, we need one more of Edison's moods, just to see how he is laughing. Therefore, take a look on scenes from the documentary film where he is shown accompanied with his close friends Henry Ford and Harvey Firestone (times: 2:14-2:21, 6:38-6:41, 6:48-6:54).[46]

We can notice on the Internet records that Edisoncould not hear properly in his old age. He could hear so barely that his interlocutors had to speak to him directly in his ear. Under impression of records on which his difficult communication with other people has been recorded – previous 2 films as we stated above and the third one,[47] recorded on his 84th birthday – we can experience *The Current War* in a little different way, actually, as a historical event built up with some leaps in the future, i.e. into those years when Thomas Edison had serious problems with hearing.

Example 2: A dispute between Tesla and Marconi

Guglielmo Marconi, copying the Tesla's wireless transfer system and resonance application (Tesla's coil), became famous in the year of 1901, due to radio signals transfer over the Atlantic Ocean. Although Nikola Tesla initiated litigation against Marconi, the Supreme Court of the USA attributed the patent to Tesla, in June 1943, five months after Tesla's death.

Under impression of records where we can see Marconi, the following fragment from the interview between Nikola Tesla and Dragoslav Lj. Petkovic, published on 27th April, 1927, in *Politika* under the headline of *A visit to Nikola Tesla*, becomes more vivid: *Marconi is a donkey of the year* – were his first words about this Italian inventor. "I remember him when he used to come to me, asking me to explain him the function of my transformer for transferring forces on a large distance. After my explanation and my exposure on all application of that principle of mine, mister Marconi said it is not possible. Later, Mr. Marconi used to come to America to give a lecture on the fact he had been the first one who had sent signals around the globe. I went to listen to his lecturing, but suddenly he got sick and postponed this event, so it still has not been performed" (Kljakić, 2016). On all those records, Marconi seems to be a person completely not inter-

46 Thomas Edison, Henry Ford & Harvey Firestone Camping: "Our 1916 Vacation Camping Trip", available at https://www.youtube.com/watch?v=KzuVsCfuHRg (accessed on 9.9.2016).

47 Edison Speaks at 84. Archive film 11089, available at https://www.youtube.com/watch?v= qT9nu I1X2aM (accessed on 9.9.2016).

ested in anything, always with the same face expression, only sometimes showing a smooth smile. Contrary to Guglielmo Marconi, Edison was different, spirited, energetic; he knew how to laugh deep down from his soul, but also how to get angry.

Film, TV series, theater and hologram performance – the actors choice and roles preparations

A successful realization of a biographic movie or TV series on Nikola Tesla, as well as theater performances where Tesla represents the main character, is mostly subjected to the choice of actors and preparation for their roles. Beyond these challenges, records of famous persons from Tesla's life available on the Internet represent very valuable help. Therefore, before realization of a biographic movie, TV series, theater or hologram performances on Tesla, it is very important to perform extremely serious research work which does not consider only detailed analysis of the scenario or dramatic text, biographic data on Tesla and famous persons from his life, photos of dramatic characters of the future fruition, but a detailed analysis of their film and sound records. Of course, under condition that such material exists and that is available. The review and crosspoint of archive material should be extremely studious, and such approach must be made also by the director and all actors.

Notwithstanding I deeply respect the author part of the team working on TV series *Nikola Tesla* (1977, Nikola Tesla: Rade Šerbedžija, screenplay: Ivica Ivanec, directed by: Eduard Galić) – mostly because exactly those episodes made me become so interested in Tesla's life and his work – I cannot resist expressing one observation. Tomas Alva Edison (role played by Boris Buzančić) in this TV series has no behavior of Edison recorded on the archive records; he is not nervous; he is not laughing like real Thomas Edison – simply, he is steady too much. But Edison (role played by Dennis Patrick) in the film *Nikola Tesla's Secret* (1982; Tesla: Petar Božović; screenplay: Ivo Bresan, Ivan Kusan, Krsto Papić; directed by: Krsto Papic) is more true, much closer to Thomas Edison recorded on archive films.

Conclusion

My conclusions made during this research are the following:

1. *Statistic data*: During my Internet research, I have found records of 16 famous persons from Tesla's biography (film and sound records, only film records, only sound records). Total number of records amounts to 40.
2. *Sources*: Over 90% of records are from Youtube.
3. *A significant number of the persons from Tesla's biography have no records on the Internet*: I am going to list just some of them from the world of science and inventions: William Thomson, 1st Baron Kelvin (1824-1907), Sir William Crooks (1832-1919), Mihajlo Idvorski Pupin (1858-1935), Wilhelm Conrad Röntgen (1845-1923), George Westinghouse (1846-1914), and Walter Bowman Russell (1871-1963). From the art world, there are: Jovan Jovanović Zmaj (doctor and poet, 1833-1904), Antonín Leopold Dvořák (composer and bandmaster, 1841-1904), princess Vilma Lwoff-Parlaghy (1836-1923), and Robert Underwood Johnson, diplomat and writer (1853-1937).
   We must not exclude that Tesla's case is not the only one, that records of other famous scientists have been sheltered from the public.
4. *A content of the famous persons' certain statements that are very suitable for some scenario or dramatic text*. A scenario for the film or TV series or some dramatic text for a theater piece or hologram performance about Nikola Tesla can be supplemented with interesting speeches of some important persons from Tesla's life.

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THE NEW MEDIA OF MASS COMMUNICATION AND APPLICATION OF NEW TECHNOLOGIES IN THE DRAMA CURRICULUM FOR THE "VOICE TECHNIQUE" COURSE

Abstract: *Integration of new mass media and new technologies facilitates and enriches the teaching of Voice Technique course. Some of the new educational "tools" that enhance teaching are: computers, mobile phones (android), lap-tops, iPod, iPads, tablets. New media used in teaching are: social networks, such as Facebook, Twitter, Instagram; vlogs such as YouTube, and search engines such as Google. The teaching process uses new channels of communication such as Skype, Viber, Messenger and WhatsApp. During the Voice Technique course, the drama students are first being introduced to the anatomy and physiology of the vocal apparatus, and in further education they gradually fall within the scope of musical theatre. The course is mainly based on oral lectures and demonstrations by educators. Photos and video clips which can be found on the Internet are of great significance. They can be recorded using new technologies and shared using social networks and communication channels.*

Keywords: *NEW MEDIA OF MASS COMMUNICATION, SOCIAL NETWORKING, STUDENTS OF ACTING, VOICE TECHNIQUES.*

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Introduction

During the last decade, the use of new media of mass communication and new technologies has increased significantly and found its place in the educational system in addition to traditional ways of learning. The datum from 2013 indicates that social media and websites for sharing information such as Facebook, YouTube and Twitter are among the most visited sites on the Internet. More than 1.8 billion visitors were recorded that year (Lawler, 2012; Facebook, 2013; Bernhardt et al., 2013). Since then, their use has expanded even more and the number of visitors has increased.

The integration of new media and technology makes the learning process easier, and it enriches and brings diversity in education. Today's *Net Generation* students have access to sophisticated new technologies, and it could be said that the digital language is now a language that facilitates communication. Their “native” language is the language of computers, video games and the Internet (Prensky, 2006). Some of the new educational “tools” that enhance teaching are: computers, mobile phones (android OS), laptops, iPods, iPads, tablets. The new media of mass communication that are used in the teaching are: social networks such as Facebook, Twitter, Instagram; vlogs, such as YouTube and search engines such as Google. The teaching process uses new channels of communication such as Skype, Viber, Messenger and WhatsApp.

1. Acting and new technologies

Although acting requires the “analogue” approach, new technologies are greatly helpful when it comes to acquiring new knowledge. The question is, how can new media contribute to the improvement of the Voice Technique course?

As a part of the Voice Technique course, drama students are first introduced to the anatomy and physiology of the vocal apparatus. Vocal apparatus, that is, the human voice is the oldest hidden instrument. Given the fact that the process of creating the voice is not visible with the naked eye, having photos and video clips from YouTube and Google is of great significance, mainly because of the structure of the classes which is based on the oral presentations and demonstrations by educators. Furthermore, these photos and video clips can be downloaded from the YouTube and Google and used online and offline.

In further education, according to the curriculum, drama students gradually fall within the scope of musical theatre. In most cases, students do not have a formal, classical education, consequently the songs from different musicals are taught by ear (and not by using the musical texts, i.e. score). Having said all this, the new technology and new media in the classrooms and outside the classrooms are of great help in mastering the material, and providing a self-assessment during the semester and beyond.

For example, mobile phones can be used in several ways: demonstrations of individual recordings of songs of other artists, audio or audio-visual InVivo recording during classes (thus we can indicate the positive and negative elements after recording). By doing this, students themselves are involved in the analysis, thus they become self-assessors. Recordings can be analyzed in the context of teaching with educators outside the class, and with peers. In addition, through social networks (e.g. Facebook), students can form groups and discuss, exchange ideas, educational materials and forward content related material to specific performances - concerts, shows - with the possibility of including the lecturers. The task of an educator is to select and offer adequate facilities, to arouse interest about the initiatives, to instruct students to independently research and develop inventiveness, creativity and aesthetic experience.

2. Using video clips in the classroom

Over the past decades, the studies on multimedia strategies in education have been accumulated. The term "multimedia" refers to the presentation of the material in two forms: audio-verbal and visual-illustrative form (Mayer, 2001; Berk, 2009). Multimedia incentives contribute to the memory improvement and facilitate the adoption and understanding of the course materials. Using video clips within the teaching process represents the most appropriate, the most useful and most important teaching tool for learning and mastering the complex educational content.

The value of the use of video clips is manifested in several ways: it attracts the students' attention, increases their concentration, prepares and facilitates the implementation of the exercises, stirs the imagination, enhances and accelerates the process of learning, connects students with other students and teachers, improves memory, affects the understanding of the material, inspires and motivates students, makes learning fun, gives the possibility of expressing oneself freely, reduces the feeling of insecurity and anxiety when processing new and unknown educational materials.

Video clips have a strong influence on the human brain and senses. While watching video materials, a variety of emotions is evoked, such as laughter, anger, excitement, boredom, sadness, and others. These reactions are caused by verbal/ linguistic stimuli by the performers (actors, singers), visual and spatial elements of the scene and/ or music (rhythm, melody, harmony). These three elements form a unity and make the intellectual profile of an individual (Gardner, 2000; Berk, 2009). The brain processes the contents of video clips and facilitates learning as follows:

- Verbal/Linguistic: the learning process takes place through reading, listening, discussion.
- Visual/Spatial: learning through seeing, imagination, creating mental images.
- Musical: learning through seeing, mumbling, listening to music, performing, and rhythm recognition.

The left hemisphere of the brain is primarily responsible for logic and analytical way of information processing (the logic, the language), whereas the right hemisphere of the brain is creative, emotional, intuitive, non-verbal, empathetic, and it focuses on the images, colors, art and music (Polk & Kertesy, 1993; Jourdain, 1997; Berk, 2009). Video clips engage both brain hemispheres. The left one handles the rhythm, words, dialogue, whereas the right one handles sound effects, visual images, melody and harmony (Hebert & Peretz, 1997).

3. Feedback

New technologies allow both interpersonal feedback - which involves interaction between people - and intrapersonal feedback, that is, self-assessment during the learning process. Two types of interpersonal feedback are present during classes: professor-student feedback, and vice versa, and feedback from other sources, which allows the use of new technologies. Feedback can be auditory (hearing), visual, tactile, kinesthetic, and vestibular (Gabrielsson, 2003; Welch et al., 2005). While the interpersonal feedback requires more people being involved in the learning process (particularly emphasizing the interaction between professors and students), the intrapersonal feedback indicates its own commitment, self-motivation and self-learning.

4. Google, YouTube, Facebook, Viber, WhatsApp, mobile phones

Surfing the Internet (the Web) is a modern module of discovering new horizons and rapid dissemination of information. Google, a search engine, has an exceptional value for use both in the teaching process in the classroom and outside the classroom. Features that can be found on it are colorful, ranging from fun to informative, from older to newer. During the Voice Technique course, Google search is of great importance because it offers a wide range of information in the form of texts and pictures of anatomy and physiology of the vocal apparatus. Using new devices and methods allow the students to examine and familiarize themselves with the ubiquitous, yet hidden instrument- the human voice. Being topical teaching tool in the classroom and outside of it, YouTube vlog can be used both online and offline. By using video recordings, professors and students can follow world trends, see and hear the news, but also they can communicate and master teaching material with more ease. Caution should be exercised when selecting video clips, since on the "market" there are many amateur, semi professional and professional video clips.

At the beginning of the studies, drama students are first acquainted with the anatomy and physiology of the vocal apparatus. Given the fact that the process of creating the voice is not visible with the naked eye, video recordings facilitate the teaching since they provide audio-visual image. Therefore, what is hidden becomes clear, understandable and applicable consciously. Although the process of creating an active voice engages the whole human body, for methodological reasons, this process is explained through three phases: breathing - respiration (inhalation, exhalation) phase, the direct creation of the basic tone – phonation phase, and final, the formation of a tone – resonance phase. By using photos and videos, students get the bigger picture of the bones, muscles, ligaments, organs and fluids which actively participate in the creation of voice. In addition, students get to know more about their part and activation method throughout the speech or singing.

Examples of recordings from YouTube that can be used in the classroom when talking about the anatomy and physiology of the vocal apparatus, that is, in the process of vote are as follows:

1. Example of respiration:
   https://www.youtube.com/watch?v=hp-gCvW8PRY
2. Example of phonation:
   https://www.youtube.com/watch?v=bBGCSMcU2Rs&list=PLjMMX16b_0ob_vMW9HDxaQPithFEW37I
3. Laryngoscopy (how to move the vocal cords):
   https://www.youtube.com/watch?v=Drns_eV9wWg&index=3&list=PLjMMX16b_0ob_vMW9HDxaQPithFEW37I

Video materials are used during classes, but also outside classes. Sharing images, as well as sharing instructions and discussions about them, is allowed by social networks and new communication channels such as Facebook, Skype, Viber and WhatsApp. Preferential side of sharing photos and recordings, and discussing about them is that they can be carried out in real time regardless of the place of residence. Students are motivated, active and they can understand the course content easier.

In further education, the drama students fall within the scope of musical theater. Most students have no formal education, music education, consequently, they learn texts by ear, especially during the demonstration by pedagogues and with the piano support, and outside classes they do it with the help of recordings. In order to spend time appropriately and speed up the process of mastering the musical material (songs), mobile phones have found their appropriate place as the educational tool. Students can individually in the class record their own or educators' performances to the assigned song. Recordings from the classes are one efficient way to save time and facilitate learning by listening to songs of existing recordings on YouTube. The recordings can be audio or audio-visual. Priority is given to audio-visual recordings, because they proved to be a great asset not only as auditory feedback, but also as a visual feedback where students can see and recognize their own stage performance - physical manifestations during the singing. Pointing out the vocal and physical mistakes, as well as the feedback from the recordings, greatly facilitates and enhances teaching and positively influences the development of students' abilities. These recordings from the classes are there to be reviewed and analyzed immediately after the recording, and they serve to correct the detected errors, if possible, in relation to individual ability and students' skills. Once the errors are corrected, the whole process is repeated: recording, playback and analysis. Very often during classes the students make several recordings. Students can re-record their own performance outside the school, record and listen to the existing recordings of songs (their own performance or the performance of others) and see the plays as a whole (musical, cabaret, operetta) on the Internet. In addition, students have the opportunity of independent research on the current performers, the existing scenes and achievements connected with the musical theater, as well as the ability to share content and discussions found, among themselves and with professors.

The quickest and easiest way of exchanging materials (primarily recordings), opinions, the current analysis and discussion among themselves and educators is allowed by Facebook, Viber and WhatsApp. Networking students and educators (forming groups on the Internet) speeds up the forwarding and dissemination of information, promotes the teaching, and develops individual abilities and talents.

Conclusion

The ubiquity of new technologies and new communication channels enables remote access, discussion, exchange of ideas, and the exchange of educational materials and videos between students and professors from the same university, from the same country, between students and professors from other countries, as well as artists, students and professors from around the world. Their integration in the learning process is very important from the aspect of practically and adequately using time during classes and outside classes. In addition, a positive effect is the expansion of horizons and the increase of educators and students' creativity, and the development of effective ways of teaching and learning.

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NEW MEDIA – NEW COMMUNICATIONS IN CULTURE
Museums in a New Light

Abstract: *As early as 1928, Pol Valeri heralded the IT age and the changes it would bring. High technologies have enabled democratisation in the use and perception of art as well as virtual communication instantly accessible to everyone on the planet. Google offers new applications whereby over a thousand exhibits from museums from seventy countries can be searched. Thanks to new technologies, digital reconstructions, as a system of preserving the world's cultural heritage and its global presentation, have been enabled. Museums are changing the ways of communication and presentation, because modern technology allows for an interactive relationship between exhibits and visitors. Virtual museums are the future of museology, where the visitor is no longer a passive spectator of the exhibition but becomes an active participant of the story that is now going on all around him the moment he steps into the virtual world. Virtual and augmented reality were first used at the permanent exhibitions of the Valjevo National Museum, the Pedagogical Museum and the Nikola Tesla Museum in Belgrade, and later at thematic expositions on the Great war, Tesla and Pupin, which are the main subject of this paper.*

Keywords: *INFORMATION REVOLUTION, DIGITAL TECHNOLOGY, MUSEUMS, INTERACTIVITY, VIRTUAL REALITY.*

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Preservation and Animation of Cultural Heritage

Thanks to new technologies the digital reconstruction - virtual/ augmented reality is enabled, the system of preserving cultural heritage of the world and its global presentation. For example, the three-dimensional reconstruction of the Syrian archaeological treasure located in war zones, and some sites and archaeological sites which were destroyed by the Islamic Army (two ancient temples in the city of Palmira under the protection of the UNESCO), are to be implemented and stored in a digital database of photos and 3D data in the contemporary project of preservation of Syrian heritage, later to be available globally on the Internet.

As in the case of Syria, scientists at the University of Indiana, in collaboration with art historians from the Uffizi Gallery in Florence, commenced a five-year project – the creation of ancient Greek and Roman sculptures virtual copies. With the development of technology, it is now possible to get 3D data on a life-size sculpture for about half an hour, while processing takes up to two hours. High precision recordings are studied from all sides, a zoom does not detract from the resolution, but reveals more details. The ultimate goal is to set up exhibits in the reconstructed digital environment, with the possibility of changing conditions. Upon completion of the operation, digital copies of the sculptures will be broadcasted on websites, accessible to the general world public (Isaković, 2016).

In Serbia, a similar project started with Felix Romuliana in 2015, inducing a modern multimedia center with the latest technology. This is the only site in Serbia included in the international project of the cultural heritage of the Adriatic region called *Hera*, together with projects from Italy, Slovenia, Bosnia and Herzegovina, Montenegro, Albania, BYR Macedonia and Greece. The idea is that these sites can become more accessible to tourists using the latest multimedia technology, where the EU and these countries invest about eight and a half million euros. For Romuliana, which is the first project completed, over half a million euros have already been invested. Holographic projections, interactive panels, computer animations, which are implemented by our experts, depict buildings and objects from the site as they once appeared. Computer simulations by *Hera* standards will connect the cultural tourist offer of the Adriatic region for the purpose of its much better positioning in the global tourism market.

On the occasion of the 500th anniversary of the death of Hieronymus Bosch (1450-1516), the MOTI Museum (Museum of the Image) in the Netherlands made a modern reinterpretation of his most famous painting *Garden of enjoyment* (1490, Prado Museum, Madrid). Here is how the Dutch animators explain what is taking place before your eyes: We cleaned the original landscape on the central panel of the picture and we turned it in hallucinogenic 4K animation. The creatures that inhabit the meadow embody the exorbitances and cravings of the Western civilization of the 21st century: consumerism, selfishness, escapism, empty eroticism, decadence, and vanity. All characters are a metaphor for our society in which loners gather around their digital world of their dreams – they are symbolic reflections of the ego and of how people imagine themselves. From horny Hello Kitty through headless chickens, to penisolike snake chasing a tray with cocaine ... all these characters are roaming the landscape as digitally created 3D models of this synthetic fresco that is constantly changing. What connects our animation and Bosch's triptych is that you will hardly be able to have just one look at, you can spend hours watching them and every time you notice something new.

In the field of preventive archeology, for the protection of archaeological findings, there is a CONTRA (Contributing the Preventive Archeology) project, a kind of virtual reconstruction of everything that archaeologists find on the site. In Serbia, this project is implemented at the late Bronze Age site near Pančevo (Stari Tamiš), and the database of this and other archaeological researches are available to researchers in the region and Europe. In a similar way it might be possible to gain access to the protection of cultural heritage in Kosovo and Metohija, which is seriously threatened in its physical survival. Mediaeval monuments in Kosovo, monasteries representing Serbia in the World Heritage List of the UNESCO (Studenica – 1986, the monastery of Visoki Dečani, Gračanica Monastery, the church of Our Lady and the Patriarchate of Peć - 2006), are in danger. Using new technology, digitalization and applications where the properties can be saved and restored at least in the virtual space, is one way of preserving our heritage.

Digital and Global

Carly Fiorina, Chief Executive Officer of Hewlett-Packard, said at the beginning of this century that everything that can be digitized, will be digitized. What we call the Digital Renaissance is the biggest event, the biggest transformation, the biggest challenge that any of us have ever encountered (Fiorina, 2000). The idea is almost a century old, because as early as 1928 Paul Valéry (1871 –1945), a French poet, essayist and philosopher, author of aphorisms on art, history, letters, music, and current events, who was nominated for the Nobel Prize in Literature in twelve different years), heralded the IT age and the changes it would bring. Valéry pretty much anticipated the modern Internet age with its torrent of media all around us, which is an astonishing feat of foresight, given that he wrote this in 1928. In his essay "The conquest of ubiquity," he states that "just as water, gas, and electricity are brought into our houses from far off to satisfy our needs in response to a minimal effort, so we shall be supplied with visual or auditory images, which will appear and disappear at a simple movement of the hand, hardly more than a sign. Just as we are accustomed, if not enslaved, to the various forms of energy that pour into our homes, we shall find it perfectly natural to receive the ultrarapid variations or oscillations that our sense organs gather in and integrate to form all we know. I do not know whether a philosopher has ever dreamed of a company engaged in the home delivery of Sensory Reality" (Valéry,1928). He was also grateful that the moment is near when the piece of music can be instantly audible at any point on the earth, regardless of where it is performed, and when reproducing a piece of music at will is possible, anywhere on the globe and at any time. But, he thought that it was still far from having controlled visual phenomena to the same degree. "Color and relief are still rather resistant. A sunset on the Pacific, a Titian in Madrid cannot yet be enjoyed in our living room with the same force of illusion as a symphony. That will happen some day. Perhaps they will do still better and find a way of showing us something of what goes on at the bottom of the sea" (Valéry,1928). Almost a century ago, Valéry was predicting Google *Museum and the Web,* which is now coming to a general use of the arts lovers.

Marshall McLuhan (1911-1980), a Canadian philosopher, culture sociologist, professor of the English literature, literary critic and comunicologist, had understood the world in the context of modern media, conceiving definitions such as "The medium is the message" and "The global village," predicting the Internet, and the whole world interconnected by an electronic nervous system, making it part of our popular culture thirty years before it actually happened (Isaković,2016). He also used the term "Global Theater" which, in his mind, was enabled by many media satellites around the Earth, making our planet even a smaller global village, globally programmed and broadcasted.

Many years after, his idea is being realized. The intentions of the US company Space Research - SpaceX to launch into orbit around Earth 4.425 satellites follows the idea behind, which is the road to a faster Internet. The company owned by the billionaire Elon Musk, the owner of Tesla Motors, requested in 2015 permission from the US authorities to send into space a number of satellites more than are now circulating around our planet. The plan is to launch the first 800 satellites to improve access to the global network in the US, Puerto Rico and the Virgin Islands. When the system is fully developed, it should cover all other parts of the planet providing Internet speeds of one gigabyte per second. Although SpaceX already has prototypes of these satellites that are ready to be launched in 2017, the realization of the idea of sending 4.425 spacecraft into orbit, according to some opinions, may take a whole decade.

New Museology

At the end of the 20th century museums in the world experienced great changes. The former temples of the elite culture, they became centers of change in the process of global revitalization. The research, which defined the "New Museology" at the beginning, was concerned with the contemporary changes and affections of museums in the 21st century, and also with the impact of economic factors related with the changes in public and private funding resources. "New Museology" actually means audience-oriented museology. Contemporary museum is an attraction that, in addition to objects and information about them, offers visitors a complete experience. Thus conceived, museums are responding to the greatest challenge of modern times, the question of global communication, thus becoming important cultural centers open to the public and tourists (Krivošejev, 2012).

As Valéry and McLuhan predicted, the Internet represents the means of communication enabling connectivity across the world. Social networks (Facebook, Twitter, Instagram, LinkedIn, Pinterest), mobile phones, android applications, interactive TV, etc., are changes in the technological environment and important drivers of change in the rules of the museum market competition. A museum's fundamental role used to be taking care of and protecting the art, but in this century it is much more about the visitor experience. A museum without walls and without objects, a true virtual museum, is being born to be used in a new way, as tools for self-expression, self-recognition, and representation. At the present rate, a museum of the future will virtually be a museum without objects. Museums of virtual reality are the future of museology, where the visitor is no longer a passive participant in the exhibition but is already becoming an active part of the story that is now going on all around him those seconds when he steps into the virtual world.

In an age of flashy soundbites and stories told dramatically, most commonly on a digital platform, museums recognise the need to stretch well beyond their physical boundaries. Virtual Reality, and/ or Augmented Reality create a whole new world in the present world with the help of a mobile phone, tablet, PC or interactive eyeglasses, which is definitely a contribution to the revival of outdated museum practice of passive viewing the exhibits (Wallace, 2006). Audiences are now more likely to be many miles away visiting digitally rather than physically. It is very clear that, in some cases, more than four times as many people access museums online as visit them personally, so the brand experience online is incredibly important. How can museums support visitors in representing and exchanging their ideas about museum exhibits? In some museums, there already exist two related digital media annotation systems (called VideoTraces and ArtTraces, respectively) that allow museum visitors to record traces of their experiences. Traces are composed of digital visual recordings of the exhibits made or selected by the visitors that are then layered with verbal and gestural annotations. In these annotations, visitors describe, interpret, question, explain, and notice aspects of the exhibits. The traces are elements of conversations between visitors and with other stakeholders in museums. The use of traces systems in museums may achieve two goals: supporting new forms of connection, among visitors in the museum and between schools and museums, and conducting research on visitor experience and learning (Wallace, 2006).

In Europe, the virtual reality practice is already in use. Located at Leiden, on the west coast of the Netherlands, The Dutch National Museum of Antiquities is only able to showcase around 20 percent of its collection, due to space considerations and the condition of some of its antiquities. As of this year, the museum is set to start using the Microsoft Hololens headsets to provide augmented reality exhibitions for its visitors; also, they can be used to show antiques which cannot otherwise be displayed. This can give audience a look at much more of what it has on offer, but in a digital form of the augmented reality. It will also be possible to make regular changes to what is on show and to augment the existing exhibitions. One that is currently under construction, the Egyptian-themed Temple of Teffeh, will be kitted out with relevant digital artefacts, giving people the feel of the ancient temple, despite it being an exhibit that is many decades old. Many important museums in the world already have virtual tours very well visited globally.

Following the trend, a new application, *Arts & Culture*, coming from Google, allows visitors to search through thousands of exhibits from museums from seventy countries. The application starts normally, with separate stories about individual works of art, and when it goes down a little deeper, a surprising amount of interesting options is perceived: a virtual tour of the museums and sites of 360 degrees, searches of artwork by colours or particular arts periods; also, a spectator can monitor and follow how the work of a particular artist changed through time. Similarly, everything can be found on the website *Arts & Page*, with a special experimental option *Art Recognizer*, which allows the phone to be pointed at some exhibit in a museum and Google provides information about it, which can be very useful. Google plans to introduce *Art Recognizer* into museums around the world.

The beginnings of interactive museum practice in Serbia date to the 1990s, with the themed exhibitions organized by the Museum of Science and Technology, which was then in the process of establishment. And when it comes to the permanent settings, one of the first such events in our museology was the exhibition entitled *Slaughtering of Dukes,* 2004, in the Muselim Residence Hall at the National Museum of Valjevo (Subotić, 2005, p. 28). In addition to informative materials, renovated Turkish jails and scenes were prepared as an enviroment related to dukes Aleksa and Ilija. Visitors enter a dark basement. With the first step, the sensors activate a number of lights which partially illuminate the greater part of the basement, except the final corner in the dark. At the same time, the introductory story is heard from the speakers about the historical significance of this building. The visitor, listening to the story, reaches the final corner, which is still in the dark. There he activates the sensor and additional lighting illuminates the figures of Aleksa and Ilija Nenadović. From audio devices part of the Memoirs of Prota Mateja can be heard, where he describes the capture and execution of Aleksa and Ilija.

The National Museum of Valjevo was awarded a plaque *Mihailo Valtrović* by the Serbian Museum Society on two occasions (2005 and 2008), the one awarded to the best museum institution in Serbia in the previous year, and it was awarded the *Tourist flower* in 2012, the highest national recognition of the contribution to the development of tourism, given by the Tourist organization of Serbia. In addition to the number of visitors, which amount to about 100.000, the Museum set new standards for other museums in the country. The largest part of the museum's own revenues come from ticket sales and souvenirs – around 25.000 people visit each of the settings on an annual basis. This interest was made primarily due to the innovation technology settings – digital screens, modern sound sensors, 3D holograms, interactive approach, which correspond to the most modern methods in the world museology, following innovative and creative ideas by the director of the National Museum. In 2007, a new central setting in ten halls was opened. In the reception hall, which is also a gift shop, there is a touch computer screen where visitors can familiarize themselves with the content of the museum. From there, through the frosted glass doors, which open by the sensor, the visitor enters the prehistoric cave. It is dark in there, but the light sensor activates the pale light, together with sounds typical for caves. The double grave from the Neolithic period has a digital screen where you can rotate photos showing how the tomb was discovered, excavated, preserved, and transferred to the museum. On another wall, there is a screen with a film about everyday life in the Bronze Age. In the hall of the 19th century, we hear the usual sounds from the blacksmith's workshop and the sound of a violin in the pharmacy, which documents the story of the first Valjevo pharmacist Prikelmajer Claudius who, waiting for customers, amused himself by playing the violin. In the hall of the First World War, the screen broadcasts documentary and short films from that time. In the next hall of civic life between the two wars, the civil ambience of the salon is presented. There is a gramophone, and jazz is being played, illustrating that jazz band orchestra *Hawaii* existed in Valjevo.

Since 2014, a visitor at the entrance can take the tablet with an application that presents an audio-visual guide. Each hall was filmed roughly for about 3 minutes. The visitor enters the room, becomes familiar with the contents of the room, and then goes into the next room. Also, through the website of the Museum www.museum.org.rs, the audience can reach feature documentary films on YouTube on each of the objects of the museum (the central setting, Kula, Konak, Brankovina), and when it comes to the central permanent exhibition, there are short, three-minute films about the content of each of the ten museum halls. In 2011, a new setting of a poetess Desanka Maksimović was opened in Brankovina. In the first hall. there is a 3D hologram in which the story of her is showed. In 2012, Kula Nenadovica opened - in the atmosphere of the dark basement, there is a big screen on which a ten-minute film about Kula is broadcasted. The first floor is dark, illuminated only by a display case with models in the middle of the room. Along the walls are glass cases with busts of Jakov and Jevrem Nenadović, who built the tower, Sima Nenadović, who set fire to it, and Miloš Obrenović, who had it rebuilt. Each bust is in a special showcase in the dark. When the visitor comes, the light turns on so he can see a bust, with the legend of the respective person or animation related to the person and its role in the history of the tower. In 2015, the National Museum of Valjevo organized an exhibition *Valjevo 1914-1915. - Hospital City*, inspired and organized in the memory of the Great War suffering of the city during the 1914/15 epidemic of typhus, when the entire city was a hospital. Thanks to modern technologies, interested parties can see the exhibition and the virtual presentation (http://www.valjevo-hospital.org/), a spectator can review the contents of virtual exhibitions from his home; also, by using Gogle Street, he can visit all the places where there were hospitals – he can go to the area where the buildings were originally in the City-hospital, making a real historical walk through the town whose streets were hospital corridors.

Modern technology is slowly but surely entering into use in the museums in Serbia, but it is still not the general rule. This can be seen in the example of two recent permanent exhibitions. While in the first permanent exhibition of the National Museum in Šabac, opened in late 2015, the modern technology was used in the phenomenal way, especially when it comes to interpreting the characters from the painting *Great Men of Podrinje* and hologram display of the victims of the Great War, a new exhibition of the National Museum of Užice, opened in late 2016, despite the extraordinary design, does not implement actual virtual elements.

Amazing Technology for Amazing Achievements

The UNESCO has declared 2015 the year of Mihajlo Pupin. In Belgrade, at the Historical Museum, the exhibition *Pupin - from the physical to the spiritual reality* was opened, where modern technology was used to enable interaction between exhibits and visitors – by every step, the projection in space could be activated, visual and/or acoustic. The audience could meet Pupin in life-size several times during the walk through the museum, even talk with him.

In the Nikola Tesla Museum in Belgrade, on July 8, 2016, the audience greeted Tesla in the impressive set of virtual reality. With this exhibition by the author Vitomir Jevremović, the Museum of Nikola Tesla keeps pace with the new global trends in museology, which uses the possibilities of visual reconstruction of situations, spaces and ideas, with the help of virtual reality technology. The exhibition *To Experience Tesla* is probably the first in the world which revives an authentic historical figure that speaks directly to the audience. Thus, Nikola Tesla Museum is the first virtual museum, or virtual-reality museum in Serbia.

The virtual museum visitor put the so-called headset, which resembles a helmet. In this altered reality or augmented reality, visitors can revive five different stories about Nikola Tesla. One is about Niagara Falls, the first hydroelectric power plant in the world in which Tesla's patents produced electricity by using an alternating current. Experiments with high voltages and high frequencies were conducted in a laboratory in the Colorado Springs. The third story is about his life, achievements and story about the famous Tesla Wardenclyffe Tower, which was raised on Long Island as a global radio station. Tesla's vision of the future is the fourth segment, while in the fifth, visitors could witness the room at the New Yorker Hotel where Tesla died on the Christmas Day, 1943. The entire presentation lasts 25 minutes, and the great inventor is presented in four seasons of his long life. His movements have been revived with the help of an actor and environments in which stories occur, some of which no longer exist, are fully renovated in a virtual reality. Visitors feel as if they were really there. Along with the opening of the exhibition at the museum, applications for mobile phones, as well as a website with a 3D display will be launched, so that all those who are unable to visit the museum, including his admirers from around the world, are able to interact with the great inventor and become familiar with his accomplishments.

Furthermore, the Association of the Tesla Global Forum and the Telekom Serbia presented the Virtual Museum of Nikola Tesla, a unique internet portal dedicated to our famous scientist and inventor. Also shown on this unique online platform is Tesla's network, and a review of all associations around the world engaged in his work. A virtual Museum of Nikola Tesla is designed as a comprehensive guide to Tesla's life and legacy. With the support of the Telekom Serbia, the scientific directors of the Tesla Global Forum, with the help of numerous collaborators, from experts to students of electrical engineering, will continue to develop and promote the Virtual Museum of Nikola Tesla, using an opportunity to continue to popularize science in Serbia. The site can be visited on the Internet at www.tesla.org.rs, and is characterized by accessible language, simple navigation and stylish design.

The book *Tito - short biography* by a historian, Dr J. Predrag Marković, was presented on 16 July 2015 at the Museum of Yugoslav History (MIJ). The first biography of Josip Broz Tito, published by the MIJ, is also one of the first multimedial books in Serbian museology. In addition to texts (which clearly and concisely describe Tito's life and his historical role) and photos from the archives of the MIJ, the book is rich with archival and personal documents, memos, documentaries, TV series and other audio-visual materials that readers can take over the QR code reader application. Readers can use the book, which is chronologically divided by age and important periods in the life of Josip Broz, when visiting the exhibitions in the House of Flowers, which are dedicated to the lifelong President of Yugoslavia. This edition aims also to contribute to a better understanding of regional history in the 20th century and is currently in preparation and publication in English. Also, Tito's photo archives are currently being digitalized for the big forthcoming exhibition in the MOMA, *Architecture in Socialist Yugoslavia (1945–1991)* in the spring of 2018.

A multimedial approach was also used at the exhibition *The World of Serbian manuscripts from the 12th to the 18th century* in the gallery of the SANU (Serbian *Accademy of Science and Arts)* during the 23th International Congress of Byzantinology held in September 2016. At the exhibition, the *Miroslav's Gospel* (the oldest preserved Cyrillic manuscript, from the eighth decade of the twelfth century, inscribed on UNESCO's *Memory of the World* list) and 98 of the most valuable old Serbian manuscripts were exhibited. The art historian Aleksandar Marković was the author of the musical work *Sintezija 04,* an applied composition of fourteen minutes, played continuously in a gallery for more than a month. The video presentation of the work can be viewed on YouTube (https://www.youtube.com/watch?v=-GyI57fQy9g). The role of this specific applied music is to connect the viewer, exhibits and space in a specific synesthetic experience. This holistic approach is very rare, and used by only a few artists. The process is very challenging and requires a great preparation in order to respond fully to the visual content of the exhibition by the music that fits in.

Games & Final

Tourism marketing through video games is the latest phenomenon of the tourism industry, which is experience industry, and new technologies such as social media, mobile technology, allow also gaming experiences. The travel industry is one of the first to offer new initiatives. According to research by the World Travel Market games are a major trend in the future of tourism, to be used by consumers regardless of age and other demographic factors. Currently, the use of games in the tourism industry can be divided into two types: online/ offline games, which promote the destination brand to attract potential visitors, and mobile games based on location, in order to engage more tourists in situ, expand the experience on the site while having fun by receiving information (Xu, Tian, Buhalis, Weber, 2016). In addition to the online/ offline games, there are games and location, for example REXplorer where tourists in Germany explore the history of Regensburg, which is on the UNESCO list of world heritage. It also encourages a sense of common adventures among the players. *Assasins Creed* tours lead through cities and locations of the real world.

When Serbia is concerned, this genre of games certainly did not spare us. As the history of our country is very long and interesting in wars, designers created historically authentic strategies to facilitate the management of the old Serbian states. In the strategy of *Knights of Honor* in 2004, the player can take control of Serbia in the Middle Ages, before the Turkish conquest. On the other hand, the game *Europa Universalis*, which has had more than one editions, generally depicts the election of the Serbian Despots that are weak, in the country that has the potential to rise to would-be high. Serbia exists also in a number of strategies on the theme of the Second World War – in the *Codename Panzer, Phase Two* the player is sent to Šumadija, where he receives command of the partisan detachment and the task of the liberation of the village from the invaders. It is interesting that the partisans speak a fluent Serbian language. Our designers of future video games must reveal the beauty of the country, but without political connotations.

One of the multimedial projects of the Ministry of Culture of Serbia was an interactive DVD *Itinerarium Romanum Serbiae,* about locations where seventeen Roman Emperors were born in then Roman Empire, now Serbia. The project planned for interactive video games about each of the emperors to be included, but the project was never finished. The interactive approach was not obtained on that DVD, unfortunately for the all possibilities of cultural propaganda of the country in highly technological times. Educational games and simulations are now being possible as experiential alternatives to traditional media models, transplanting the high technologies and experimentation with code and hardware to the modern museums, but also to the classrooms and lecture halls (Wade, Webber, 2016). The museum and gallery brands are no longer primarily associated with physical venues, as arresting and impressive as they may be. In many cases they have actually become that perfect brand definition: a promise. As Europe is preparing for the European Year of Cultural Heritage 2018, to all concerned parties, a message of the promise - technology is an important instrument of preserving the cultural heritage of mankind.

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CHANGES IN THE CONCEPT OF TEACHING AND LEARNING FOREIGN LANGUAGES IN THE MIRROR OF SCIENTIFIC AND TECHNOLOGICAL INNOVATIVE SOLUTIONS

Abstract: *Foreign languages are taught and learned through centuries. The need for people to communicate with each other and their contact with numerous foreign languages have caused a variety of approaches in the teaching and learning of these languages. Ever since ancient times until today, the various methods in didactics have existed and they have faithfully followed the social development of man. Today, however, the rapidity of change of man's social and cultural development was significantly accelerated with innovations provided by the scientific and technological revolution at the turn of this century. These innovations have led to enormous changes, in only ten years or so, and sometimes in a much shorter period of time. It is not different with foreign languages, whose methods of teaching and learning shows signs of continuous development, continuous evolution. Nowadays, it is free to say that the foreign languages are taught and learnt in the mirror of scientific and technological innovative solutions. This paper will detail the technological solutions that have the primary objective of increasing the level of linguistic competence in a foreign language.*

Keywords: *DIGITAL ENVIRONMENT, FOREIGN LANGUAGES, FOREIGN LANGUAGE TEACHING, MODERN TECHNOLOGY.*

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Introduction

This paper puts emphasis on the fact that the information and communication revolution brought with it great and profound changes in lessons and in the application of methods used in educational institutions, a kind of so-called “revolution in the classroom.” Although many people try to slow down these changes, mitigate their impact, penetration of modern technology in education is inevitable and has already begun. If you look at some of the typical characteristics of modern society, such as digitization, interactivity, hypertext, or virtual reality, it can be established that the younger generation in their genetic code have a “built-in” experience of their functioning and purpose. Consequently, while acquiring knowledge, they use their cognitive skills in a different way.

In addition to the above characteristics of modern society, we must not forget that the environment of school classes today is often altered. Today's society is characterized by a “lifelong learning”, according to which learning takes place during the whole human life, it is obligatory for every individual and it applies to all fields of human activity, including the language and learning of foreign languages. Teaching is increasingly taking place in digital space in the form of “e-learning”, which involves learning based on the Internet within the new techniques and tools applied and it is characterized by easy accessibility and individual pace in knowledge acquisition. Finally, “m-learning” (mobile learning) must be mentioned, which represents the transition from PC to mobile phone, which allows you to learn at any place and at any time.

Information revolution is a challenge for schools and it has transformed the institutional framework of teaching and learning. Character of knowledge have become a multimedia, interdisciplinary, practical (Nyíri, 2009). Printed text has lost its primacy among communication media, a virtual learning has begun to dominate, although there is still a personal communication. Virtual communication, however, has gone with certain problems such as loss of cognitive skills. It should be noted that cognitive quality of information in “hard copy” is different from the information on “screen.” Finally, various types of personalities have been able to accept and use digital environment in different ways.

Modern education system therefore needs to respond to all these challenges, problems and opportunities and to devise new methods of teaching and further to align them with the needs and opportunities of the 21st century.

1. Modern society through the prism of the needs of digital

If you look at those basic characteristics of the society in which we live and create, we notice that it has changed from the root, even against the society that we knew only a few decades earlier. Modern society is completely adapted to modern man, human needs are satisfied through the use of modern technology, and the human population develops in such a functional framework that is already built into “biological, genetic code" of today's younger population. Since modern technologies are already, a priori, given to young people and future generations, the development of society cannot be imagined without their active application and further upgrading. If we look at some of the characteristic features of modern society, we can see that the path of development is focused on digital, electronic and virtual reality. The first and more important turning point in the development of modern society occurs at the moment of switching from analogue to digital signal (Guga, 2015, p. 31), which promotes the quality of the transmitted and passed signal to allow it partial and prolonged expansion and broadcasting. Digital signal enables a faster and more secure flow of information, which is the basis of dynamic technical and technological development of devices that serve the purpose of conveying information, or to establish communication. Digital signal has quickly enabled a non-hierarchical communication between the transmitter and the receiver as it makes possible a two-way flow of information, which is reflected in the phenomenon we now call interactivity, and the communication with each other raises to a more advanced level, where the user of the information is given an opportunity to be involved in it and so get the ability to manipulate with it. In this way, the user is offered a means for the digital socialization through which becomes an equal member of digital society. The next occurrence of digital society which is necessary to mention is the networking and connection between information that is manifested through the concept of hypertext (Guga, 2015, p. 33), according to which each piece of data, whether it is a text, visual, audio, or multimedia, contains one or more links that connect them with other information, other data. According to this concept, communication in modern society takes place in the network, relying on a range of information that are related to each other and which, if necessary, could bring the flow of communication in a given direction. Finally, we should mention the modern man needs to get into the hands such a tool that would allow the simplest and most detailed manipulation of information approaching it as close as possible. Today, this tool is called virtual reality, which allows users to get closer to the information to look at it from far and undiscovered aspects and directions, in order to make possible the most detailed manipulation (Guga, 2015, p. 35). Virtual reality thus becomes the crown of human aspiration to comprehend the true nature of the information and to become its master.

2. Modern society and the concept of learning

Today, the basic rule and obligation for each individual is to develop intellectually and socially throughout its life. The speed of technological development has caused that everybody must continuously refresh and improve its knowledge in order to be able to use, implement, and continue to promote all the goods offered today. School educational programs help man's intellectual development in a limited period of time, after which the individual is left to make its own decisions about future development. That is why today we are talking about the concept of the so-called "lifelong learning" according to which modern man, who wants to be an active and recognized member of society, has an obligation to continually raise their intellectual and social competence. This concept applies to all fields of human activity, so it also applies to the language itself and improvement of linguistic and communicative competence. It should be noted that the environment within which knowledge is acquired and transmitted has changed and that it is necessary to identify and define new methods for learning and acquiring competences and further align them with the needs of the 21st century. Finally, it is necessary to know that classrooms, as a classic podium for transfer and acquisition of intellectual competencies, today are partially limited and represent a closed system in which school and extracurricular classes occur, while the Internet gets increasing momentum as an infinite open space where more effective process of transfer and knowledge acquisition take place. As one of today's most widespread and widely available methods for learning, "e-learning" is more dynamically applied in school classes and extracurricular concepts of learning. E-learning is characterized by easy accessibility, because in modern societies the accessibility of the Internet is satisfactory in developed countries. As one of the most important feature of this approach is the possibility of establishing individual pace of learning, since the abilities and skills of individuals are different. This concept includes detailed familiarization with new technologies and means, which arouses the interest of users for modern digital communications (Szűcs, 2009). When it comes to forms of e-learning, it is necessary to distinguish asynchronous and synchronous method. In the first one, there is no direct contact between the sender of information and the user, while in the other, the sender and the users - students - are in the same virtual classroom at the same time. It should be noted that there are a number of situations when asynchronous methods cannot be applied individually. This is in the case of foreign language learning since the lack of interaction with teachers and feedback can have negative effect on students' development of linguistic competence. Without feedback, a student is not sure if he progresses toward right direction and whether his efforts are directed to proper language development.

Today, a growing number of universities has recognized the need to introduce their classes in digital and virtual streams, and among the others, has created a "learning management system," which helps students since the teaching material is offered in a new and modified form, in the form of courses where all users get free access to teaching materials. Teacher gets a new role, the role of a mentor, who oversees and directs the development of students, with the help of a developed system for monitoring the activities and students' progress. These systems have recognized the different needs of students. Through them, those students who have different optimal teaching materials and a different pace in learning can be educated. These systems provide the concept of learning at any place at any time and at your own pace.

However, despite the many advantages, e-learning hides some of the typical problems. Research shows that many students are not sufficiently prepared for the digital and virtual learning. They do not have adequate knowledge of the application of modern technology, so for them it is more difficult to navigate and search through teaching materials. After a certain period of time, students feel isolated from the real and normal communications and many of them in this situation do not feel comfortable. Although one of the most important advantages is the possibility of acquiring knowledge in their own pace, in many cases curriculum and relevant materials disregard the needs of students, which paradoxically represents one of the biggest shortcoming of this concept.

Computers connection with the Internet in the countries of our region, to tell the truth, falls behind the developed countries of Western Europe. However, Internet access through mobile devices, especially smart phones, is appropriate and similar to the global average of developed countries. For this reason, mobile phones and other mobile devices are taking an increasing share in digital learning. M-learning, therefore, is the next stage in the development of methodological approaches to learning, with the help of which we actually achieve concept: anytime, anywhere, until anytime in the future. We should have in mind that today smart phones are already in the classroom in their "physical form" and it is only a matter of time when they will get their "functional purpose" in the classroom. A smart phone unlike previous mobile phones, which were used primarily for oral communication, has become a tool for multimedia communication and has unlimited capabilities. Smart mobile phones are now cameras, calculators, Internet browsers, email clients, compass, GPS, game consoles, and much else. After hours spent at school, students continue their communication through mobile devices and often make their school material complemented by information that they find on the Internet. They are able to prepare multimedia recordings that complement their learning material, prepare their homework and all this in a very creative form in a digital frame. Therefore, classical classroom becomes boring and slow for them, and it is necessary to improve teaching in the classroom, accelerate and upgrade it by a variety of multimedia contents for which smart mobile phones are excellent means and tools.

3. Educational institutions and modern technology

We must start from the fact that the classic framework of school classes is held with an increasing endeavour and tension between teachers and students. The classic school system is becoming less interesting to students who were bombarded by digital technologies from their early days, and digital technologies have become primary means of their communication and life in general. For this reason, there is an increasing number of conflicts between teachers who do not introduce digital technology in teaching process and students who are protesting against the slow, old teaching methods. They expect that the school is the most modern ground for their professional and social training and development and, as such, should be the first to introduce modern technological innovations in their work. Students expect this because they are active participants in the educational process now. They know their options and they are organized around their basic principles and requirements. On the other hand, the needs of students are partially modified, caused by the change of their interests and abilities. Paradoxically, with the faster development of digital technologies in the classroom teaching, beside the appearance of information technology in the classroom, many students are not able to take advantage of all the opportunities that they are offered. It is often heard that students do not read books and that are not even capable of reading longer, technical texts. It is also heard that they are not able to build a longer, neither verbal nor written linear argument on a particular topic (Nyíri, 2009). Today, the concept of "study and earn for living" is very popular. It further deprives students of time spent in acquiring knowledge, so this situation must encourage school systems to make some changes and re-interpret the basic values of the education system.

Today's schools are facing serious challenge due to the arrival of information and technological revolution. Schools need to respond to this challenge and to build a methodological framework for the implementation of all the innovations that go with this revolution. School classes also move from a linear framework to multimedia, interdisciplinary framework and the emphasis is placed on the practicality as opposed to the earlier theoretical concept. In the classrooms, paper and printed media are gradually removed and the digital and virtual media have begun to dominate. In this way, the role of lecturers and teachers is gradually changing. Their personal communication in the classroom is replaced by digitally maintaining contacts, reading books and texts is replaced by the documents that are projected onto a screen or projection screen, work in the school classes exceeds to the practical exercise of theoretical knowledge gained outside the classroom, at home, through a variety of digital technologies. Of course, this partially goes with the loss of cognitive abilities of students who, through the digital content and the lack of personal communication, take on different cognitive qualities of information. However, the loss of these capabilities is inevitable and it is the education system which must solve this problem and find out how to compensate the lack of social competence of future generations.

4. Good examples of digital technologies used for educational purposes

In this part of the article, a few good examples of digital solutions that serve the purpose of teaching will be shown. It is observed that many countries in the region have progressed in the development of this type of content. Among them, Hungary is one of the leading countries that have brought innovations in its education system. Therefore, the first example of digital content will be digital archive zanza.tv which is designed primarily in order to support extracurricular classes. The portal zanza.tv (http://zanza.tv/) contains video clips of educational character. The choice fell on a video clip for the simple reason that it should devise content that can be easily run on all platforms, at any time and at any place. The possibility of starting video clips on mobile, phone, tablet, PC, was the basic idea of this project. The primary aim of this digital archive is to support learning at home. It is specially designed for the athletes who, because of their sports activities and commitments, have less time to study. The digital archive material has processed graduation items for all four years of secondary education. Since this project includes athletes, this file handles eight graduation courses with 550 topics, grouped into 73 thematic frameworks. Short video clips that last 5-8 minutes provide a brief overview of the topic being addressed. For each topic, there is an interactive test of ten questions. For each topic, a print out or a detailed test– with answer keys - which requires detailed and thorough resolving, can be taken. Access to digital archives is free, and registered users get an option of systematic planning and monitoring their development.

The videotanar.hu portal (http://www.videotanar.hu/) has a similar concept, with more than 800 educational videos lasting 10-15 minutes, covering the entire curriculum of primary schools with interactive assignments, tests, daily training and competitions.

As it can be seen, in Hungary, these two portals cover an area of primary and secondary school materials through which can be observed an effort of Hungarian experts to offer digital content in a more complete form.

The latest example which will be discussed comes from Serbia, the town of Senta, and presents a very interesting concept of inverse teaching. It is in the Bolyai high school for gifted students (Kőrösi – Esztelecki, 2014). In this school, inverse model of teaching was launched on an experimental basis. It was supposed to offer a response to the changing needs of high school students. The concept of this model is to separate theoretical instructions from practical training in time and in space. According to this model, students learn theoretical materials without professors' support at home, and during the time within the school day, they interact with the professors and other students interpreting acquired material and applying it in practice. In this way, the role of teachers changed. They are not lecturers any more; they are mentors who manage the development of competencies of their students.

From these good examples, can be seen that the digital revolution has already arrived in the classroom and began intensive work on developing new methods and approaches in the classroom teaching. This work, however, requires to be continued in close interaction with students, psychologists and experts in developing digital contents, and all others who are the part of the global digital educational system. Recognition of the needs of modern man and of contemporary students should be the basis for the development of modern digital technology in education, which has to try to offer a complex solution for all the problems which today's students meet during their education.

5. Development of methods in the teaching of foreign languages

Foreign language teaching has taken place from ancient times. Since man began to travel and encounter with other peoples, cultures, he has recognized the need to learn a foreign language, to be closer acquainted with someone else's culture, customs, history. Teaching of foreign languages, therefore, has had a long history through which some of different methods have dominated. Interestingly, with neither of them it has been established that it is not possible to learn a foreign language, nor that it can be certainly learnt with its help (Bárdos, 2005, p. 23).

The first method referred to by technical literature is called the classical method. With the help of this method, great languages of ancient times, Greek and Latin, were taught and learned. The classic method was based on the principle of explaining grammar rules through reading and translation of selected texts of classical writers. This method primarily provides students with passive knowledge of the language, because they gained immense lexical knowledge with memorizing words, however, it did not provide them with practical knowledge, especially in the field of communication (Bárdos, 2005, p. 46). Yet, this method was the most widely used method until the end of the 19th century when it was gradually replaced, firstly by experimental methods and later with the more meaningful and practical methods.

One of the following methods in the teaching of foreign languages is the direct method, which tried to completely exclude the use of the mother tongue in the process of acquiring linguistic competence and obtain results by direct contact with a foreign language (Točanac, 1997, p. 14). This method, however, proved to be partially successful, primarily because it was unable to respond to specific problems in learning foreign languages, such as the lack of interest of students, different tempo of language acquisition, or fear of the new and foreign language.

The method of reading is an attempt to set the basis for the later development of linguistic competence. This method offered students a broad lexical knowledge, but the emphasis was put only on one of the four core competencies of foreign language learning, the understanding of written text. Application of this method contributed to occurrence of various texts, which renown writers adapted to a particular language level. Products of this method are still favoured texts among students who like to read and go through the written word to get familiar with a foreign language and foreign culture.

The next method that should be mentioned is the intense method. It is often called the military method, since it primarily emerged from the environment of the army and military purposes to prepare soldiers for operations on foreign territory. The main principle of this method is intensity, within which foreign language teaching takes place in intensive blocks (Bárdos, 2005, p. 93). At the expense of acquiring high grammatical competence in a foreign language, emphasis is placed mainly on the expression and pronunciation. This method partly found its place and out of the army, giving excellent results primarily in the field of pronunciation, however, the wider application of this method has failed, among other things, because in normal conditions students do not have enough time and concentration to participate in highly intensive courses.

The following two methods emerged at the relatively same time of the development of linguistic competence and approach it with two different aspects. The first is the audio-oral method in which the primary concept is based on memorizing dialogues, after which and through which grammatical explanation of a linguistic problems are performed. This method fits precisely in the era of tape recorders and language labs when, one after another, linguistic laboratories and centres sprang up in schools and universities, in which these dialogues served to illustrate the perfect pronunciation and sentence structures. In them, the emphasis was put on the understanding of the text listened and oral expressions which were developed by memorizing linguistic forms and patterns. Another method is called audio-visual and global-structural method. Unlike previous methods, in the case of this one, the focus is on the situation. Proponents of this method have considered that the situation is the most realistic impression of a living language and, as such, can serve students, to the greatest extent, in developing their linguistic competence (Točanac, 1997, p. 25). After a student recognizes linguistic structure that is illustrated by the situation, he becomes capable of making a new and similar construction. Therefore, recognition of language structures is done through the situation, and students perceive it with the help of their senses of hearing and sight and actually through sound and image.

The last method in teaching foreign languages mentioned in professional literature is the communicative method. This method gets its momentum in the last decades of the 20th century and is primarily a response to earlier ones. It put the accent on the ability of communication and creative expression. The communicative method occurs in recent decades because of the rapid technological development and significant changes in human needs, which have notably altered compared to the situation that existed just a few decades earlier. This method downgrades learning of grammatical structures by rote and in front of it places the speech acts, which are the set of all solutions available during the communication and upon which the functioning of grammatical rules is recognized.

Communicative competence does not only contain a language code and knowledge of abstract rules, but it also contains the knowledge that makes us capable of using the specific language code appropriately and in certain situations (Bartha, 1999, p. 87). In other words, the speech act replaces the dialogue and situation or texts that were used in previous methods. In this way, we do not learn a foreign language, but we learn how to use the foreign language. The emphasis is, therefore, on the application and problem-free communication. What is important is continuous interaction of linguistic inputs and outputs and continuously practiced application of language code (Klein, 2013, p. 53).

In the textbooks that follow the communicative method of learning, extent texts explanations are present to a lesser, but instead, the authors of these textbooks mainly use tables, drawings and they convey information through various colours and different techniques (Kurtán, 2001, p. 135).

At the end of this short history of methods in teaching foreign languages, it should be noted that we are currently at the crossroads between the old and new methods, and that the last valid method, the communicative method, is gradually losing its actuality due to the rapid development of digital technology. Communication and creative expression are being increasingly replaced by digital communication so it is necessary to reassess and find out in which direction methods for teaching foreign languages will develop. Information revolution, which has already stepped into the classroom, opens the need for further development of teaching methods, including the method for learning foreign languages.

6. Basic competencies in learning foreign languages and their elements

Today, learning foreign languages is done through the mix of the above mentioned methods, always developing four basic language competences. It occurs through understanding of written and listened text, and through further development of oral and written expression. Although some methods have focused more on one particular competence, the best approach is the harmonious development of all four skills. Through the online language learning, we will see that it is possible to develop both understanding of the written and listened text as well as the ability to express verbally and in writing. To be able to analyze which of these competencies and their elements can be incorporated into the methodology of online teaching, it is necessary to define integral parts of these competencies. In the following sentences the most characteristic elements of the four competencies will be stated, without the obligation of giving a complete picture of them. In the context of understanding the written text, teachers especially emphasize the meaning of the words, identification of structural elements of sentences, detection of the keywords and identification of the meaning and understanding of the transmitted information. Within the understanding of the listened text, students develop the ability to recognize accents, the word order in sentences, the boundaries between words, and further to understand the meaning, key words and sentence structure. Within oral expression, it is necessary to deal with the pronunciation, intonation, the proper word order, word choice, which depends on the situation and the communication partner. In the context of written expression, students need to build capacity to make correct choice of words, to apply the proper spelling, writing style as well as the ability to formulate a coherent text. All these elements of basic language competencies should be an integral part of the methodological approach to online language teaching and the development of a comprehensive language competence in a foreign language, which is done through their harmonized development.

7. Online contents in foreign language teaching

The advantage of online learning is primarily manifested in its economy. Online teaching is done at low cost. Online language learning does not require any equipment such as, for example, the textbook, exercise book and dictionary. There is no need to waste time on going to the language classes as well as waste money on travel costs. For online learning, usual computer infrastructure consisting of a computer, microphone and headset as well as the Internet connection is sufficient. For these reasons, online courses are on the rise and undoubtedly, in the future, they will replace the classical form of teaching that takes place in and out of school. The situation is similar in learning foreign languages. Today, foreign languages are taught and learnt in the school environment within the school curriculum and outside the school in the form of private and group lessons and language courses. While in the school setting online learning has not taken a leading position yet, teaching foreign languages outside the school framework is increasingly taking place in an online environment. The application of modern technologies such as chat, Skype, Facebook, and other apps and social networks has, in a very short time, enabled the online classes to spread within the younger generation, especially within those generations that are in the period of acquisition of skills and knowledge. Providing a good model for applying modern technology in foreign language teaching extracurricular environment has become a pattern for methods and tools to be used in schools. Therefore, language teachers and teaching programs themselves are beginning to use modern technologies and methods in the classroom teaching as well. In the following sentences, it will be presented some of the interesting solutions that can be used in the school environment and which have already been tested and proven.

Online foreign language teaching is usually done through a specific portal, Internet sites or applications. Users need to log on the systems through their Facebook accounts registering a username and password, or in another way of free access. A system in which users are registered has the ability to remember where the user stopped in learning and where it needs to continue. The system allows complex monitoring of the development of users and provides all the tools for managing their own learning. The process begins with a test to set the level of language knowledge through which users get an insight into their current knowledge, current competence in a foreign language. Following certain teaching material, teaching blocks, users can re-assess their knowledge by solving tests and typical tasks, and thus follow their development.

If we look at the options and opportunities available in these environments, we will see that considerably extended range of solutions support the fast acquisition of teaching material. Some of the important options available are as follows: translation into the native language, launching audio and video clips, panel for help, surfing tasks and solutions, interactive communication with the help of the keyboard, recording and evaluation of pronunciation with the help of a microphone, video display of the mouth and lips through cameras while reciting words in a given language.

The possibility of translation into the native language of the learner builds confidence in the proper adoption of linguistic structures and leaves students in his comfort zone until the moment when his mother tongue will no longer be required for further development of linguistic competence in a foreign language. By running audio and video clips, students get into the hands checked and thematically formulated forms of linguistic patterns, which help them in the perception of intonation, accent, style and other specific characteristics of linguistic expressions in a foreign language. Panel for help is used for rapid assistance, if a student is, due to professional linguistic or technical problems, restricted in the further development of language competence and is in a need for quick removal of barriers. The possibility of surfing through tasks and solutions provides complete freedom for students to independently manage their development in accordance with their capabilities, pace of learning and motivation. Recording and evaluation of pronunciation with the help of a microphone is an option that is offered to students through the development of digital technologies and represents a novelty in the methodology of teaching foreign languages. In this way, students are able to carry out, without teachers' help, an evaluation of their development in the acquisition of linguistic competence in a foreign language. A similar option is a video display of the mouth and lips with the help of camera. While reciting words in a given language, students get visually familiar with the physiological picture of the articulation apparatus and the correct imitation of samples leads them to the desired effect and the correct pronunciation.

Types of tasks that are applied in the online environment are diverse and unlimited. Here are a few types: listening and memorizing words and sentences, translation of words and phrases, entering missing words, editing the word order in a sentence, uttering or writing the words or phrases upon listening the sample, recording spoken words or sentences with the help of a microphone and listening to them again, obtaining the results of progress of the students' knowledge. A type of tasks in which listening of samples and endlessly practicing words and sentences is typical of the classical way of teaching foreign languages. However, within the online environment, this type of task is simpler in implementation, offers the user numerous possibilities to choose from a larger base of samples, allows faster browsing through patterns, and motivates students that, through playing and fun, learn and memorize linguistic patterns. A similar type of assignment is the translation of words and phrases. Translation of samples is one of the oldest methodological tools in acquiring linguistic competence in a foreign language, however, in online and digital environment, translation is supported by a variety of additional elements, such as the translation base, online dictionaries, Internet links to sample illustrations, etc. A type of the tasks in which students have to fill in missing words is easier to use. Immediate repairs are possible and immediate assessment of correctness or accuracy of the operations are carried out. In this way, students receive corrections from the system through solving this type of task, and build motivation to achieve the correct linguistic expression through the observation of their own mistakes. At the same time, it gives them the resistance to the fear of mistakes and erroneous application of linguistic patterns. A type of the tasks in which students have to put words in correct word order, in a similar way, affects the motivation and development of student competence. Through immediate assistance and correction of any errors, students encourage themselves to solve all challenges related to achieving the correct linguistic expression in a foreign language. Tasks such as writing or uttering the same words or sentences after having heard the sample as well as recording the spoken words or sentences with the help of a microphone, and after that, listening them again, represent the typical solutions that are offered to students with the development of digital technology and setting up foreign language learning in an online environment. Namely, in this and similar types of tasks, all the advantages offered by online teaching are largely observed. Although these types of tasks applied in the classical language teaching, the online environment raises their efficiency to a higher level. Finally, we must not forget that immediate help, correction of mistakes, and a wide range of applicable samples provide students with possibility of monitoring their progress, which they can manage independently.

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From this text, we can see that the possibilities of online classes are infinite. Learning in an online environment shortly will take over the major role in education. It represents the natural development of methodological solutions in school education, which cannot and should not be terminated. The task of modern professionals is to successfully implement online learning in everyday school education to improve the school and prepare students for the challenges of the 21st century.

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NEW TECHNOLOGIES IN SECOND LANGUAGE LEARNING: FROM EQUIPMENT AND TOOLS TO VIRTUAL AND AUGMENTED REALITY

Abstract: New technologies have led to major social changes on all levels. In education they have changed the way of teaching and learning, as well as the roles and relationship between students and teacher. However, if not used properly, new technologies are no more than equipment and just as uninteresting as traditional tools. The aim of this paper is to suggest ways of using new technologies in a manner that would make students more engaged and motivated. The focus will be on second language learning, but most principles are applicable to other subjects. We will look at problems and advantages of different technologies for teaching and learning. The technologies we analyze will include mobile phones, tablets, Internet tools such as *Socrative*, *Quizlet* and *ARIS*, learning management systems (*Edmodo* and *ClassDojo*) augmented-reality quest-based mobile application *Explorez!* and *Second Life* virtual reality platform.

Keywords: NEW TECHNOLOGIES, EDUCATION, AUGMENTED REALITY, VIRTUAL REALITY, GAMIFICATION.

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Introduction

Emerging technologies have already changed education. The Internet, intranet, learning management systems, online platforms, and interactive whiteboards have been used, for some time, to various extent all over the world. However, no research has, so far, managed to consistently prove the positive impact of using technology in the classroom. On the contrary, it seems that using technology is not a condition for any considerable changes when it comes to learning outcomes. Despite a widespread belief that enhanced learning necessarily results from the introduction of new technology, there is little data to support this. The first problem is that the impact of using technology in the classroom is difficult to measure. Secondly, mapping has shown that there is "no broad, comprehensive and consolidated evidence base" as most studies have been conducted by individuals or small teams without much coordination (Loi and Berge, 2015, p. 35). In addition, most studies conducted so far rely on self- survey and vary considerably depending on the perspective of the participants.

John Hattie states that "there is no necessary relation between having computers, using computers and learning outcomes" (Hattie, 2009, p. 220–221). Similarly, Warschauer and Matuchniak (2010, p. 204) conclude that the use of technology in schools can affect academic outcomes both positively and negatively, depending on pedagogical applications of the technology. Davies and West (2014, p. 26) conclude that, "Having greater access to, and improved use of, technology (i.e. computer and Internet availability) has not always led to substantial increases in learning." In Hattie's most recent analysis *The applicability of visible learning to higher education (2015)*, technology comes in at number 70 on a list of all influences and effect sizes related to student achievements.

1. Technologies

For the purpose of this paper, we will analyze use of mobile phones, learning management systems (*Edmodo* and *ClassDojo*), online learning and assessment tools (*Socrative* and *Quizlet*), augmented reality tools (*Explorez!* by B. Perry) and virtual reality platforms (*Second Life*) will be discussed. All tools mentioned are free and most are easy to use.

Socrative is an online platform which provides teachers with virtual classrooms, where they can initiate formative assessment through quizzes, quick question polls, exit tickets and space races. Quizzes are instantly graded and the results are visually presented to help identify opportunities for further instruction. Teachers register for a Socrative Teacher account, create tests, and connect with students by sharing a code for the classroom. It is integrated with Google drive and reports are immediately sent to the teacher's drive.

Quizlet is an online learning tool that allows the creation of study cards, and enables access other people's study sets. Users can upload and download sets in different formats, and learn and practice in different gamified modes. The tool mostly focuses on memorization of information, but the process is gamified and easily accessible, and can include words, definitions, visual representations, sounds, and spelling. Teachers can create classrooms to monitor class progress. The latest feature is the introduction of *Quizlet live*, where teachers can assign students to teams and hold competitions.

Edmodo is an online learning management system, a virtual classroom where teachers can post materials, set assignments with due dates, administer tests, polls, connect with parents, and communicate with students and other teachers. Students create profiles where they can see their own progress and collect badges.

ClassDojo is a classroom management platform aimed at younger students and does not promote learning per se, but rather focuses on behaviors and skills such as hard work, teamwork, creativity, curiosity, and persistence.

Explorez! by Bernadette Perry, is a location-aware augmented reality (AR) mobile application that presents digital media to learners as they move through a physical area with a GPS-enabled smartphone or similar mobile device. The media (i.e. text, graphics, audio, video, 3D models) augment the physical environment with narrative, navigation, and/ or academic information relevant to the location. It is a quest-based tool, and takes students outside and gets them to walk around campus on a mission to please a French celebrity they are serving while learning about campus and collaborating with other learners. Students are given missions or instructions where to go. By using GPS, the app identifies if the students are in the right place where the students can collect virtual items and unlock new missions. It was created on the *ARIS* platform, a user-friendly, open-source platform for creating and playing mobile games, tours and interactive stories. Using GPS and QR Codes, ARIS players experience a hybrid world of virtual interactive characters, items, and media placed in physical space.

Virtual reality application - *Second Life* (SL) is a free 3D virtual world where users can socialize, connect, and create using free voice and text chat. It is a multi-user virtual platform for both formal and informal online learning. SL is an example of a new trend in social learning theory, based on the idea that we can learn from our interactions in a social context. Students create their avatars and attend classes, interact, and socialize in a virtual world.

2. Advantages of using technology in education

It seems that educators are not taking full advantage of the potential of technology seeing that they are using the technology while continuing to apply teacher centered activities, as well as using new equipment to replace the old without essentially changing their teaching and learning practices. Whether a teacher is using a black board, whiteboard, overhead projector with foils or PowerPoint presentation, or even a video of themselves, he/ she does not change the student's role in the process of learning, as they remain passive consumers of the materials. Another example of a new technology used without considerable change in pedagogical approach is an e-book. The role of the book is to disseminate knowledge, while students have no other gains but for the fact that the e-book can be cheaper, and can be read anywhere, anytime, and even on their phones. Tests administered online also do not contribute to better acquisition of knowledge. One can conclude that technology can be used to reinforce any pedagogical approach. Kalantzis and Cope define two pedagogical approaches - the didactic-mimetic and the reflexive-ergative. The didactic approach is the one of the classical classroom, where the teacher is the ultimate authority, the students are numerous and uninvolved. In the reflexive method, the teacher coordinates ideas, objects and learners. In order to harness all the opportunities technology brings, it should be linked to reflexive-ergative pedagogy and the student-centered approach.

Thus, the question that poses itself is why and how should technology be used in the classroom. First of all, technology can make teaching and teaching strategies more efficient. Most of the influences on Hattie's list can be enhanced by using technology and online tools. This paper will show the ways in which they can be used to improve fast feedback, assessment, and teacher efficiency. Secondly, technology can create new learning opportunities and enhance the learning process, by making it more differentiated, active and individualized as students become prosumers. In addition, technology provides opportunities for collaborative learning and development of higher order skills. Finally, technology enables educators to implement gamification and create immersive learning environment.

2.1. Fast feedback, teacher efficiency and assessment

One of the most obvious features of teaching enhanced by technology is the fast feedback for both students and teachers. Feedback consist of telling students what they have done well (positive reinforcement or medals), and what they need to do to improve (corrective work, targets or missions), as well as clarifying goals. In class and in big groups, giving informative feedback, which focuses on the task and not the learner, can be time-consuming or even confusing for some students, while getting feedback from students can also be a lengthy process. Automated fast feedback is not only speeding up teachers but it is crucial for learning achievements (among the top 10 on Hattie's list of influences).

With apps such as *Quizlet* and *Socrative*, feedback is informative and immediate and after each class, both students and teachers have a clear idea of what has been learnt. For example, a teacher can administer a short test on *Socrative* at the end of the class in order to check retention. If the test is announced in advance, students will be more motivated. AR and VR apps also provide fast feedback. For example, in *Explorez!*, if the student has not entered the right answer, they cannot continue the mission, or if they have not arrived to the right place, they cannot collect an item. This feature of technology is important as it is beneficial for students' self-confidence and motivation, since they have the opportunity to do an activity a few times. Some students need time on their own to start applying rules and theory in exercises, and are quickly discouraged if they fail and see that others are doing better. Or if they do a lot of exercises without getting the feedback, they feel the time has been wasted as they keep repeating the same mistake. On the other hand, fast finishers can easily be given a new more demanding task or a different version of the exercise. With technology, this is avoided as appropriate and immediate feedback is provided, even for homework activities. After an online activity, students can easily see what their mistakes are and what they have to work on. Moreover, teachers can prepare review activities for the content that posed problems for most students.

Another advantage of this type of feedback is that it is not connected to a grading system. In most cases, students get feedback with grades after the tests. At that point, they will mostly focus on the grade and less on the feedback information, as the assessment is over and they have to prepare for the next test with new questions. Technology makes it possible to provide feedback on some student activities without any connection to grading or evaluation.

Teacher efficiency and communication is also enhanced with learning management systems (LMS). *Edmodo* and *ClassDojo* are good examples of online classrooms which enable teachers to share content, distribute quizzes, assignments, and manage communication with students, colleagues, and parents. They incorporate some elements of *Quizlet* and *Socrative* in the form of tests and fast feedback. Students' progress can be followed both by the teachers, parents as well as the students themselves. LMS, in general, makes communication easier, faster and provide easy access to materials. For example, with *Edmodo* teachers can connect with parents, monitor students' progress, grade tests and set tasks with due dates added to an online calendar.

Technology has also changed the way students' work can be assessed. Firstly, when it comes to tests, online assessment is much easier, with results being immediately accessible to everyone. More importantly, assessment does no longer have to be retrospective and judgmental, or detached from progress. Although, in most cases, technology is used just to assess the memory skills of a student, with the same old paper tests being administered online, it can also be used for formative assessment which happens during the learning process, as online tests can be done many times. On online platforms and tools, even papers can be assessed during the writing process. In addition to this, cloud computing allows for a possibility of crowdsourcing knowledge. This process includes peer to peer correction, self-corrections and expert corrections. Progress and changes made are easy to check and they help trace the learning process.

2.2. Student created content and sense of control

Technology facilitates differentiated learning in terms of learning materials and pace. Moreover, in a student-centered classroom assisted by technology, learners themselves have more control over educational content and the learning process. They become prosumers, meaning that they are no longer just passive consumers of knowledge but rather they actively produce knowledge artefacts. The activities exploiting this possibility range from creation of their own *Quizlet* sets to project-based or collaborative learning online or in virtual reality worlds.

Cameras on mobile phones can be used across all subjects to take real-life photos or videos which will then be used in speaking activities in language classes, or to talk about nature, geography, processes, and natural phenomena in other classes. For a mathematics class, students can be asked to take photos of 90 degree angles on their way to school. In this way, students learn by linking new information with prior knowledge. A good example of the use of phones is an FCE part two speaking exercise variation in which students take photos of two objects, people, landscapes or situations and then compare them using vocabulary for the exam. This way, students do not only consume but also create educational content, which is more relevant for them. In second language learning, almost any text or task can be replaced with student created, or at least student selected, content. Instead of talking about imaginary characters or celebrities they have never heard of, students can quickly search the Internet to gather information about a person, or topic they are genuinely interested in. While this approach is not new, as teachers have been bringing a lot of extra materials and cards to classes and teaching courses without books, previously, it was the teacher was the one preparing the materials for class while students only did research at home. Mobile phones and internet access have made it possible to implement this strategy more often and to conduct research during class with the teacher setting clear timings and goals.

A step further in creating learning materials would be to simply set a topic and ask students to find information on that topic and then produce a lesson. This approach enables students to own their knowledge, it makes them more active and motivated. An example for such a lesson would be a geography lesson, or in CLIL lesson on volcanoes, in which groups of students look for different information on volcanoes on their own and create a presentation. Some students would look for videos, other for diagrams or examples of volcanoes closest to where they live, etc. The works could later be compiled on *Google* drive, for discussion and peer review. Later, the work can be presented on a blog, a *Wikipedi*a page, or published as a pdf e-book. This kind of activity shifts agency to students, who then have a sense of freedom in the learning process and a clear goal and are therefore more motivated.

In addition, the multimodality of new media in which text, image, sound, video and data overlap and which are used to represent the same information, provide adequate learning materials to all types of learners. As stated in the example above diagrams, videos, presentation, audio recordings as well as texts on a topic, e.g. volcanoes, are nowadays widely accessible and easy to make. These materials are crucial in the classroom as they accommodate to students' needs and learning styles. In addition, students can switch from one model to another, deepening their knowledge through a cognitive process called synesthesia (Kalantzis and Cope, 2015, p. 378).

Technology also allows for pace to be easily adjusted to individual students. Firstly, all necessary materials can easily be accessed both at school and at home, and everyone can choose the type of material that suits them best and check the materials they did not understand. In class, as there is no need to check the online exercises with classmates, there is no pressure, students can focus only on their own mistakes and correct them. Furthermore, anxiety and low self-confidence are reduced as students feel free to make mistakes and are not compared to others. For example, *Quizlet* shows every student their most frequent mistakes so they can focus on them, whereas in class they would have to review words they perhaps already know, and not have enough practice with words they find difficult. Some students might struggle with translation, others with spelling or pronunciation. Again, on *Quizlet* they can focus on practicing the aspect they have problems acquiring.

When it comes to *Explorez!,* students have the freedom to choose their avatars, and the celebrity they would like to be in charge of. They choose how many quests and which quests they will do. In a more developed version, students might be asked to add links to music videos they would suggest for their guest, make a guided tour around their city, adding text info and hyperlinks to the task, create new quests themselves, etc. In SL, students have absolute freedom to choose their avatar, chose places they want to go to, people they want to interact with, and the activities they participate in. The learning process is therefore highly individualized and the materials are easily adjusted to each student and what is relevant to them.

2.3. Higher order skills, collaborative and social learning

Piaget stated that "the principle goal of education is to create men who are capable of doing new things, not simply of repeating what other generations have done - men who are creative, inventive and discoverers" (Duckworth, 1964, p. 499). With technology, the focus is not solely on information and its repetition but rather on students' higher order skills such as analyzing, synthetizing and collaboration.

In addition, technology enables a shift in the communication model. As in media, communication in the classroom is no longer one-to-many, but many-to-many. Online tools make it easier for students to not only communicate and collaborate with each other, but also to offer peer-to-peer corrections. As stated previously, these corrections can be traced and reviewed, and they make it clear who contributed to which part of the work. For example, if students have to produce a piece of writing in *Google Documents*, each correction and change can be traced as each comment stays online.

While *Quizlet live* does introduce collaboration in the form of team competitions, the communication and collaboration are restricted as there is usually one team member who dominates the game. In order to activate higher order skills, project based online activities are more suitable. For example, students can be asked to read about the same topic from different sources and then discuss and compare the data they found. Similarly, they can be asked to read the same entry on *Wikipedia* in two different languages and compare (an activity by Mark Andrews). Another activity would be collaborative writing in Google Docs, which would be conducted in a similar way to the previously mentioned activity on volcanoes. First, the students simultaneously brainstorm for and against ideas in teams, using online mind map tools, then write paragraphs for the same essay. Each student in a group writes one or two sentences on an idea, then groups work on connecting the sentences in a paragraph, and finally the whole essay is composed and checked by the entire class. This type of work involves peer to peer correction, self-correction and teacher correction, where all changes can be tracked. The students collaborate in order to collect or create materials, which they then present to their classmates. Then, in bigger groups, they discuss and compare the collected data or written material again, before finally creating a blog or even a book with all the materials. In this context, technology is used to access knowledge, to transform it, and create a new knowledge artefact by collaborating with their peers.

Explorez! also aligns well with the social learning theory and the social development theory which posit that the level of learning is dependent on the quality of the social interaction within the learning context. The app positions the learners in a social context where students learn as a result of interaction with people, objects and culture. This is enhanced if students are divided into teams and have to communicate and collaborate in order to complete missions.

In SL, the social learning theory is also applied as students learn from interactions in a social context which take place in virtual world. SL learning promotes social behavior and interaction through dialogue and collaboration. It is an excellent environment for simulation and experiential learning (role playing). Any activity which is done in the classroom can be done online, but in an appropriate environment. Alternatively, students can interact freely with other users of SL who speak the language they are learning. Quests and missions, which can be added, introduce problem solving tasks and promote discovery learning. Avatars provide anonymity and reduce anxiety in students.

2.4. Gamification

Technology works best when it is gamified, as game designs inspire hard work and reward it (McGonigal, 2011, p. 13). It is also highly motivating and involves all the previously mentioned positive aspects technology brings such as social learning, feedback, sense of freedom, etc. *Socrative* and *Quizlet*, as well as *Edmodo*, are gamified and include game mechanics elements such as points, badges, timing, and competition. In addition to creating immersive AR and real life context, the creator of *Explorez!,* Perry, used key elements of gamification. The first elements are the avatars created on *Voki*, and their role is to allow students to speak more freely and be the best versions of themselves. Then, the game creates an opportunity to socialize and collaborate. Thirdly, it uses the principle of anticipation by introducing new missions once previous ones have been completed. The game offers fast feedback and students receive badges for completed mission. This game design resulted in positive feedback from students. In a survey Perry (2015, p. 2313) conducted, 9 out of 11 students (88%) described the experience as “fun,” 7 out of 11 students (63.6%) responded “useful”, and 6 out of 11 participants (54.5%) described the experience as “motivating.” Some students decided to play longer than the class lasted in order to finish their missions. In addition, the game incorporates different media in the quests, such as YouTube videos with songs in French, and poses open-ended tasks, providing opportunity for creativity.

Gamified learning processes motivate students to learn, making them want to be better in order to win, instead of simply relying on the fact that students are supposed to be learning. Children are used to the gaming environment and vocabulary. The moment they get in touch with online platforms which are gamified, they identify them as something similar to the games.

2.5. Immersion

Finally, technology allows immersion, which has long been considered the best way to learn something as it the closest to the experiential learning and experience. Language students can visit virtual countries on online platforms and chemistry students can participate in online experiments in virtual labs, which they do not have access to in real life. Alternatively, with AR objects of culture and virtual characters are brought into the classroom.

In *Explorez!* students apply their knowledge in simulated real life situations. The world around them is transformed into virtual francophone world, where they hey visit places, learn about culture with help of augmented reality. In addition, they interact with media and virtual people, and collect virtual items. In order for their mission to be successful and to move on to another level they have to use more and more advanced language structures they would use in real life in everyday situations. This kind of learning experience is “meaningful and relevant to the learner” (Perry, 2015, p. 2311). The situations are more realistic, as students were, for example, asked to order coffee in French in a students’ restaurant. As in real life, learners have to make their own choices and customize their experience. They are exposed to not only language but also culture in different forms through AR.

Second life allows students to visit areas where native speakers’ avatars live. On SL, users go shopping, entertain, go on holidays, and spend time with friends as in real life. Therefore, students can engage in everyday communication as in a real life. While there are some areas which are specifically designed for language learning, the virtual world is immense and provides opportunities for a wide range of activities. Students choose their own paths and activities in accordance with their interests. *Second Life* replaces the real life language travel package with field trips excursions, meetings with different communities, etc.

3. Problems

Apart from the problems of lack of equipment, instruction for teachers and lack of time teachers need to put in if they wish to integrate technology in their classes, it has to be said that not all the students are ready to accept technology. This can have an immense effect on the impact of technology on learning, if any. Teachers will have to learn from e-businesses again as they have recognized this problem and introduced the technology readiness index which assesses the readiness of consumers to technology. This aspect should be included in needs analysis at the beginning of the course.

Another problem is overuse of drill softwares which do not bring desirable outcomes. So whether the students are eager to use technology or not, teachers should definitely use technology consistently but some activities should not be done on everyday basis.

In addition, AR and VR have a steep learning curve, so for AR such as *Explorez!* teachers would have to invest time to create an app to complement their course, and in VR both teachers and students who are new to the platform will have difficulties at the beginning and should have mentors.

Finally, in both AR and VR there can be some distractors and problems, which teacher has no control of. In the research conducted by Perry, since most students were at beginner's level, that often involved sign language. In addition, weaker students were often helped by more advanced ones. However, as Perry notices, it is questionable whether students would collaborate in a foreign language if the instructor was not present. As for *Second Life,* while there are some educational areas (British Council, universities and language schools), if it is played in the regular SL, it can provide a lot of distractors. Like, in real life some might choose to go shopping for their avatar instead of doing a lesson or going on a mission. Since the encounters with other Avatars are real time an there is no control over the outcomes and other participants, complicated situations are possible. For example, participants of a study by Blasing (2010, p. 103) tried to communicate with native speakers of the language they were learning, however, since they were not proficient enough, neither in SL nor in Russian, some natives were annoyed and rude to them.

Conclusion

It can be said that technology does not bring change but the possibility of change. In order to harness all the benefits of technology, teachers should incorporate aspects of learning and teaching that have been proven to work without technology. The new tools should support the teaching and learning process, and not substitute it. Only if used with a different pedagogic approach can technology contribute effectively to students' learning outcomes by creating opportunities for learners to develop their creativity, problem-solving, reasoning, communication and other higher-order thinking skills.

Traditional ways of educating students have well-proven advantages, but nowadays, it is essential to keep students involved and engaged without innovative technologies.

Today, students are new generation learners, the so called digital natives, and their education must be relevant to their needs and motivating. It is the educators' responsibility on how to use technology in order to enhance learning. As Black (2010, p. 1) stated "with each new era, educators must examine the cultural and technological changes that define the times in order to reflect or incorporate them into teaching practice."

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COMMERCIALIZATION OF SPORT THROUGH THE NEOLIBERAL BUSINESS ECONOMICS CONCEPT

Abstract: *This paper clarifies the meaning of contemporary neoliberal capitalism and indicates that it is closely linked with the emergence and support elite, through an organized and competitive commercial form of sport. In return, sports often promote and establish, confirm and reproduce neoliberal ideas and beliefs. High productivity in the creation of sports spectacles that on a daily basis, in conjunction with big business and television moguls, at full capacity have corresponded with the necessary ambience, fantastic large number of consumers, directly and indirectly crystallized overproduction necessary when you have to suck, fertilize and forward admirers consumer society with unlimited ambition. Despite resistance, neoliberalism continues to be accepted among people around the world because of the wide range of strategies used by their supporters. Although the most visible strategies focus on economic and political policies, long-term success of these policies depends on the incorporation of neoliberal ideas and beliefs in cultural and social spheres of life. Therefore, the effective resistance and the establishment of viable alternatives requires strategies based on full understanding of cultural and social as well as economic and political manifestations of neoliberalism.*

Keywords: *SPORT, INDUSTRY, NEOLIBERAL CAPITALISM, MARKET.*

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Introduction

Sport presents a key component as well as a part of a complex system in most contemporary societies, being a central pillar of culture globalization. The sports industry operates in three interrelated areas: economic, political and cultural life in the country. Joining some sport is a very easy act to do; sports lovers can enroll in clubs as their fans, since it is the politics that favors sports fans and lovers in their environment. In the first place, there is always the presence of the sporting spirit as well as competitive mood, travelling, joining a team; so they all have a very positive effect on sports tourism that has greatly increased in recent years.

The industry of sports, recreation and entertainment is the largest world industry. In general, s*ports* are *not only* seen as the means of survival and recreation, but also as a special segment in the social world, causing the formation of a new global consumer culture. Playing sports is not only useful activity for an individual, but also for the promotion of culture on a global level. New technologies have greatly contributed to the global popularity of the sport. Sport is the best medium for acceptance and recognition in the world.

The sports industry is globally full of innovation. New technologies, such as the Internet, mobile telephony and virtual reality are of great importance to the sports consumption. Getting to know all these novelties helps upgrading the knowledge that is necessary for the sports industry. The sports managers have to find the ways how to make presentations in the media, advertising for all sports events, general advertising, etc.

The concept of the market determines that the key to an organization`s success is being able to identify the needs and desired goals of trade in relation to achieving a desired objective. The market is recognized as one of more complex functions of sports organizations. It is complex because of the specific sport forms. Sport is, in fact, very subjective because the interpretations and experiences relating to the victory in sport winning vary from person to person. An athlete`s success cannot be predicted because many issues can affect the final outcome of the event (problems that players face with, their health status on the day of the sport activity, the team spirit, weather conditions, etc.). The unpredictability of some sport event has therefore a great charm for the sports fans: the course of the played game, the team itself - they all make an impact for increasing viewership. However, a particular feature of sport is also having a sense of belonging, when the fans get emotionally tied to some sport team or an athlete. And for the sake of the above mentioned characteristics, the sport market has developed itself as a particular strength on the general market.

Sport, as the most interesting phenomenon of the modern world, has become one of the most profitable industries as well. The Premium and Professional Sports enjoy great popularity globally, having a very large income that is evidently generated either through or by them. On the other hand, there are certain great investments, meaning that nowadays sport has been regarded as a big business. Although from the beginning there have been some commercial components present in sport, never in history has been recorded such growth of commercialization of sport as in the last two decades. Licensing and sales of sporting goods have become the largest multi-national business. Contracts for the sale of television rights are signed and can be millions of dollars worth. Sponsors have paid the teams and athletes millions so far. A wide base and strong support for the mentioned processes are certainly given by the sport globalization process. The development in the field of technology has enabled a faster exchange of information, of people and goods more than in the previous period. The impact of commercialization is therefore undoubtedly great.

The commercialization has turned sport into a serious and daily struggle, because its rules made a clear difference between the winners and losers. The winner "takes all" and is declared "a hero," while the loser gets little or nothing and very soon becomes forgotten.

Sport, particularly with its part reflected through professional sports today, binds a number of private segments from the field of business, economics, politics, industry and other areas of human work, and is therefore made to become a very important business category. It can freely be called as one of the phenomena happening within the sport, which will mark the 21st century as a serious business advent. The specificity of this phenomenon is reflected in the fact that its protagonists are the same ones called the fundamental pillars of the sports activities: athletes, coaches, managers, sports organizations, etc. As exclusive promoters of this contemporary corporative business, and through the sports auditorium (who they rule over with all sovereignty), they reach the central place in an environment of the so-called sports industry. At the same time, these sports protagonists develop their own business, identifying their products and the target market.

Today, sport has become a golden business cage. Being infused with money, it sometimes deteriorates to the moral bankruptcy; harnessed into political projects, curbed by some reasons of state`s prestige, it struggles to defend the game as their basis. Therefore, this contemporary alliance between sport and money should not be turned into the fairground of the most vulgar commercialism. There is, however, no fundamental difference made between sport, on the one hand, and the circus fairground on the other, favoring primarily the high-risk sports. And nowadays, at the end of one century of "sportization," a new modern-time manager has been foreshadowed; economy has got hold of the sport, but the sport, on the other hand, has paved the way for a sports economy. It is the logic of profit that, in its pure form, becomes the basis for regulating relations in sport (Kastratović, 2004, p. 176).

In this way, sport becomes a very lucrative business, bringing enormous profits to some individuals, sports clubs and companies. Business becomes more and more embedded into our ways of living and style of behavior. The process of cultivating business and sponsorship in sport is rapidly taking place, because of the apparent sport attractiveness that is becoming more exemplary a life of the modern man. All the aforementioned processes have contributed to the process of establishing and firming the relationship between sports and business. As already noted, sport has cleared the way and the money will much later help them have the appropriate institutions for themselves, with the most important one called the International Monetary Fund (IMF, founded in 1944). The financial motivation in sport is not far from the motivation for glory. When you reach glory in some sport, it is very easy to reach the path with the money as well. The cash and financial gain become powerful drivers. Investing in sports and individual sports events might carry a high-degree risk as well. Investors and sponsors do not necessarily have to take the invested money back or earn on some project, but the act of participation itself for some people creates an atmosphere of gambling uncertainty.

More and more sport associates with those who have no publicity, but a certain financial power instead. Sport becomes a huge source of revenues, and the athletes become modern gladiators being in the service of business. The modern motto of the sport as a market activity is that the invested money is to be refunded and used for earning more; the so-called "fair-professionalism" has prostituted for money. Today, there are strengthened insatiable appetites for investing money in sport and these processes of investment take place quite openly, which is not in dispute. With the transformation of the society and property, investing the money in sport causes less moralizing. Private and public interests do not meet indirectly any more through some cunning brokers, but in a direct way instead. Sport now serves as a space for many companies to integrate with their environment, so to ensure the legitimacy needed for their development. The companies then join the various fields of sport as economically independent areas, even with high technologies in some branches.

Large multinational companies have understood this approach well, and now find it almost as a must to participate as sponsors in international competitions. However, the increasing participation of sponsors is an additional excuse for the state to withdraw from the sector that traditionally used to belong to them. Sport has actually long been comfortably embraced by the state. And the blame rests with the sports officials and sports bureaucracies who have become accustomed to survive – and some of them even have a good life thanks to the grants and contributions given by the state. Sports institutions and clubs used to be the favorites of the authorities for a long period of time. However, when the time of deprivation and struggling for survival came, when the very existence was threatened, neither announcements nor free services of mass media were of any help (Štakić, 2008, p. 128).

Then the state began to keep reserved, which was a signal to the sports to turn to aggressive propaganda, and keep more promotion and marketing concept in future. Clubs and professional sports organizations in the world have long been self-gaining the income not only from their core business - participation in competitions and from the viewers, but also from advertisements, the sale of broadcasting and TV rights, the transfers of elite athletes and sponsorships (in some cases, it is even more than 60% of income revenues). Setting up the link between sports and money has become the most payable and profitable activity, according to many researches.

The magic triangle: business - sport - television can exceed the closest borders. The money influx in sport has been noted to increase the inequality between large and small clubs, between athletes from rich and poor countries, and thus diminishing what is commonly called the "glorious independence of the sport." Likewise, we should keep in mind that increasing the number of tournaments and matches can cause audience saturation. Finally, the influx of capital into the sport has a clear impact on the sports stock market. Also, the popularity of the national sports is noticeably growing (that is, the sports that the state believes to have a chance to participate with in the world competitions, and possibly win a medal). Therefore, the sports that can be profitable, effective and useful with the media are selected. Sport has become not only a form for examining the social reality but also the form of every successful business.

Why are such large global companies linked to the sports clubs and athletes? Sport is primarily a form of healthy youthful lifestyle and beauty; an appreciated product with well-known sportsmen as its promoters. In this area of interest, with the presence of the motive of achievement, there is the achieved record and results that are exact, the successes that are visible and the equity measurable. A huge amount of global money is used in business that is now penned to the sports.

1. Sport and neoliberal capitalism

Neoliberal capitalism stands with an argument that the free market will naturally lead people into a state of balance, and only under condition the state does not interfere in the society affairs, it will lead to fair distribution of resources among people and facilitate the economic development. The sociological definition of sport requires a modern, systematic classification.

With adapting McFirston, Curtis and Loya, sport is:

1. Set up with regulations and rules regarding behavior, spatial and time frames (fields, duration of the game) and governmental institutions;
2. Goal-oriented: it has specific aims, for example scoring goals, winning the competition, increasing the average final score –dividing finally the group into winners and losers;
3. Competitive: winning the rivals, and setting up the records;
4. Crazy: it provides happy experiences and stimulates excitement;
5. Established in the cultural environment: where from 1 to 4 directly correspond to the value systems and power relations within the relevant host society of the sporting event (Giulianotti, 2008, p. 7).

The shaping interaction or "the civilizing process," as pointed out by Norbert Elias, is the best connective tissue between the two different terms stated in the title of this paper looking, at first sight, confronted or with different points of view expressed, and that is the neoliberal concept on one hand, and the implemented sports industry branch on the other, being on the fifth place in the contemporary economy world with its annual money turnover. This discrepancy is noticeable only at first glance. However, its delicacy delves deep into the core itself and the affirmation of sports as the environment and activities, with the high-intensity turning of the profit in billions of dollars.

Sport presents an area with a constant growth of its popularity worldwide, and its annual turnover on the market that reaches 150 billion dollars, the sum greater than the gross national income in 130 countries all around the world, individually.

According to the data provided by the consulting firm AT Kearney, the sports market only composed from ticket sales, media rights and sponsorships in 2015 amounted to 87 billion dollars. This year, achieving the turnover on the same market is expected with the amount of almost 88 billion dollars. Next year, the rise to 91 billion is expected, as well as reaching the magical 100 billion dollars on the market that should be exceeded one year later. The total value of the sports market is 700 billion dollars.

The largest increase in popularity of sports and the biggest money turnover on this market actually do happen in Europe. For example, the increase in costs on the sports market in the UK is four times higher than in the national income growth in the country. In France, it is three times higher. The global sports market reaches the value of up to 700 billion dollars when taking into account the transport of sports equipment, licensed products as well as fitness and sports and recreation centers. Internet sales contribute to market expansion. FIFA World Cup 2014 in Brazil reached the economic revenues of 11 billion dollars. The initial budget for the 2016 Summer Olympics in Brazil was 2.93 billion, and eventually rose to 13.2 billion dollars. The private sector provides 57 percent of the budget. The organization of the Summer Olympics itself has increased the economic growth in Brazil for three percent.

The final match of the European Football Championship, which was held in France, was watched by 300 million people worldwide. For the media rights to broadcast that game the total revenue reached the figures of 1 billion Euros.

Shaping the economic - sports concept with a general principles standpoint is formed on almost identical principles of neoliberal capitalism: creating an environment, managing efficiency, having cheap labor, presence of dehumanization, using consumer potentials, taking a complete control over the games and a wide spectrum of domestic products in the offer of the abundance of defense against the state interference and maximization of the “Taylor's conveyor belt” in their daily work. Simply, all human operation is interpreted into the power of the market. Therefore, the confrontation regarding the sport - economic concept and neoliberal legitimacy would not be the issue for discussion. First of all, it is due to the inability to give a decisive and unequivocal answer to the question whether the neoliberal concept is so dominant and untouchable in terms of economic doctrines, or the consequences of lowering the price of labor, with separation from the state, imperialist hegemonic principles are actually a clear political concept that, both to sport and an individual, has taken away the right to play, through its activities, turning sport into a travelling profitable company that intentionally makes uncompromising and brutal acts, which is similar in other social areas. The essence of neoliberalism and its impact on sports doctrine is not joining the incompatible from the general point of view. It is more visible in the details.

When being in the role of an initiator and inspirer, it is the money that creates an identical fatalistic persistence only with rational and accurate figures stated in billions of dollars on the accounts of multinational controllers of such social logic. And this is resulted either from the logical belief that those who create this picture actually determine the intensity of the process, as well as the flow and utilization intervals aiming to gain enormous incomes and find a suitable area related to the power capacity, and a constant aspiration to transpose it where it will generate the projected cash. Along with this process, there is a parallel implementation of political discourse that is made untouchable and inviolable by the process. This compactness breaks the illusion rejecting the romanticism of all social, cultural, ethical, natural and national identity, creating its own habitus, acting as the undisputed owner of the planet.

We are constantly witnessing the presence of increasingly loud opponents and critics from other parties that belong to the ruling economy order. It is based solely on the current dominance and superiority resulting in permanent stratification, not only in monetary terms but also in terms of many implications that, on a daily basis, the societies with such model face with. No one, however, denies the incredible mobility of the capital at all spots all over the world, which is one of the basic support points of neoliberal capitalism.

The distinctive moment in the current phase of the neoliberal concept certainly is that the Adam Smith`s free market has come to the point where "everybody runs to be or remain on the place position," which is not expressed in the sports - Financial Empire that, for the time being, avoids the risk that in recent years the dominant economic concept has been permanently facing with: abundance of goods is inversely proportional to a very low purchasing power in almost all industries. That requires a specific type of a complete concept auditing or giving up from tremendous acceleration in production processes as well as a certain rawness that is read in the reserve force counted in millions or in the army of the unemployed eagerly waiting for their turn.

The mass production requires mass consumption, opening wide range possibilities to the sport as a phenomenon in the late 20th and early 21st century. High productivity in the creation of sports spectacles that is on a daily basis in conjunction with large capital and television moguls, at full capacity corresponds with necessary ambience and fantastic large number of consumers. It also crystallizes directly and indirectly a necessary overproduction with enough consumers taking all the fruit from it, fertilizes and forwards it to the admirers of the Society with unlimited consumer ambition.

Although at first glance it appears that this neoliberal concept neither separates totally any social segment nor gives anybody the privilege to have eternal leadership, the sports industry placed under the auspices of the huge market is easily schematized at every single point of the globe. Those universal values are identifiable and readily applicable, with the exception of complete misunderstanding of deregulation games or Homo Ludens who watches from the sidelines the amazing “Resources allocation” or “moving capital,” where he will create the essence of the free market as fast and cheaper service, being guided by neoliberal titular of the capital.

2. Sport as the location for reproduction of neoliberal capitalism

Sport is a subsystem, a realm of the society, meaning that it belongs to a more global order and wider social wholeness. The society itself comprises of various subsystems (economy, politics, culture, science, sport, etc.), having their own relative autonomy. Sport is regarded as a marginal social activity, although today more and more coming from the periphery of social life into the center of social activities. Sports researchers believe that sport still keeps its position of a marginal activity, at least for two reasons: firstly, it has become less important in relation to the central (focal) activities such as the economy, education, science, etc; secondly, sport remains to be a marginal activity because of the way it is treated and of its status being attributed by the official holders of the social power.

Globally speaking, a modern society is characterized by a general tendency relating to the civilization development. The civilization development is followed by the technological development, democratization of social relations, new positions of individuals, having a different lifestyle followed by the newly formed needs (material, cultural, spiritual, physical, etc.).

Along with the modern society development and creation of new needs, with the aim to satisfy all of them, there are numerous activities and variety of work being developed, which include the concept of sport as well. Contemporary forms of production, based on the humanization of the society on cultural, spiritual and intellectual development, and a vast free time, provide us a suitable ground for the promotion and further development of sports, together with the society development.

The relations between the society and certain sport areas are very much diverse, mutual and variable - especially during the dynamic time, due to the changes in the society as well as the changes and trends in the sport itself, making these relations become very complex. The status and position of sports, with implementing its role and development possibilities, actually become dependent on the development of the materialistic society, economy, legal system, political decisions, ideological beliefs and cultural environment in general. On the other hand, the rate of exercising the role of sport in the society depends on a variety of factors within the sport itself, and that is its contribution to the development of the society itself (Štakić, 2008, p. 136).

Diversity attitude stems from a complex nature of sports but also from a very complex structure of the social system.

The reciprocity in relations stems from mutual interconnectedness, interrelatedness and interdependence of sport and the social system, which can especially be seen through the economic impact on the character and social status of sports, but also through the impact of sport on economy development.

The variability of the relations between sport and the social system is reflected through the dynamics of the times we live in. The constant socio-economic and socio-political fluctuations have a crucial impact on the overall status of sport in the society as well as on the changes within the sport system.

The relations between sport and the society are complementary as well, meaning that there is the interconnection and complementation between the sport area and other areas of social life. The Olympic Games, World championships, European championships, continental and regional competitions, competitions in individual disciplines and branches of sport are impossible to be organized without the presence and functioning of the state institutions, their donations as well as the grants and awards provided by the economically most powerful companies, various sponsors and marketing activities conducted by private companies, the presence of an information system through the general struggle for exclusive broadcasting rights of the biggest TV giants, audience, etc. Sport is, therefore, considered as one system that belongs to other systems as well; it itself comprises of the systems that themselves belong to other systems. That intertwining of sport with other social systems leads to the quintessential fact regarding the sport as one system, being at the same a part of other systems but also with a system structure in itself.

The economic interests of the world's powerful countries and companies have the greatest impact on the organization of various sporting events. Although the Olympic ideas as well as the ideals of Olympism, with their high goals and values of the universal world historical significance, are highlighted in the foreground, the economic interests of the world giants achieve dominance becoming a key factor in this field. Due to the centenary of the Olympic ideal, the Olympic Games should have been held in Athens in 1996, but they were held in Atlanta instead, since the Coca-Cola Company expected to gain several millions of dollars with this sports business project (Simonovic, 1995, p. 61).

The state, national, party and other political reasons for the participation of national sports teams in various international and continental competitions deserve to have a special attention. The Olympic Games provide a suitable ground for gaining a national and state prestige through the amount of gold, silver and bronze medals won.

Due to their high popularity in the media, the Olympic Games are often misused by the state apparatus for political and pre-election marketing. In the competition finals, significant political figures can be seen very often in the audience watching the game (state presidents, prime ministers, ministers, ambassadors, etc.) in order to encourage their electorate create a picture of having them as a part of the sporting success.

The very fact of having the highest state officials from almost all the countries present at the Olympic Games opening ceremony tell us more about the political weight regarding the relation between sport - modern society. Along with the organization of the reception at the state president`s or prime minister`s after winning the medals, which is almost always followed by the presence of significant media, a number of athletes is either willingly or unwillingly dragged into the election campaign of certain political parties.

The position and role of sport has always differed throughout the history between countries of different cultural formations, both in terms of different historical periods and within the same historical period. For example, the position and role of sport in the statist (communist) systems can differ from the so-called societies with pluralistic, civic democracy with developed economy and multi-party political system.

In the beginning, in the societies with the etatist approach, the ultimate goal was not creating a sportsman - recorder, but above all, a loyal, "ideologically- conscious" citizen who could be useful. Yet, sports victories and records are becoming an important tool in the fight order for gaining the prestige in the world and the power consolidation within the country, the athletes becoming the fighters on the frontline (Štakić, 2008, p. 137).

Regarding the relation sport-society-the state, it is important to allocate the ideological factor as a form of residual social awareness. It is the ideology that moves and unites the people of certain ideological concepts, programs and attitudes, so the popularity and the width of the sports movement among different categories of the population can present a place for operation of various social factors. This is particularly evident when the extreme audience is connected to some religious organizations or ideologically and politically colored groups, which often leads to the presence of the socio-pathological behavior (violence, riots, aggressive and destructive behavior).

David Harvey (2005) states that social solidarity has weakened during the process of neoliberal capitalism due to the fact that the social order is in the process of reconstruction. This is nothing more but a challenge for the ruling elite who have learned about the necessity for maintaining a common focus and a sense of the national unity among the citizens, as well as the national government fight for the position in the competitive global market (Harvey, 2005, p. 55). The failure of doing the mentioned activities can cause difficulties in maintaining the social peace when people realize that winning and losing are only short-term phenomena on global markets, where domestic priorities favor the capital needs over social services and public goods. As leaders at all levels try to establish the popular forms of identification and to oppose the erosion of solidarity, it becomes a common practice to encourage the link established with the national and regional sports teams and athletes.

Of course, sports-based identification does not represent a perfect tool for maintaining the social solidarity. Perhaps it is too superficial to have people meaningfully related or too strong to encourage dangerous forms of chauvinism (Silk, Andrews, 2012, p. 6). However, sport does not often induce a "useful" feeling for the national unity among one part of the population in most countries. For example, this is related to the FIFA World Cups and the Olympic Games that are promoted and presented as national events in the host states, and also presented in other countries as national events.

Such events also correspond to the capital interests, as they provide opportunities for the large corporations to continuously inject the messages into the public discourse promoting the consumption as a lifestyle activity. When such messages come into force, people accept the consumption as part of everyday life; doing shopping, high tourism, service provision for wealthy visitors and residents are actually identified as the bloodstream of a host city (Miller, 2012, p. 31).

This act reproduces the capital interests and extends the power of those who have the control of this influence. In the course of time, it blurs the line between the interests of the people and the interests of capital (Green, 2012, p. 42).

As a highly valued and visible in everyday cultural practice, sport is a location at which neoliberalism either reproduces or resists. At the same time, it is under the influence of neoliberal ideas and beliefs. However, in this historical moment, the proponents of neoliberal interests have used their resources to sponsor and use the elite, organized, competitive and commercial sports in order to increase their power.

The Italian philosopher Antonio Gramsci developed the concept of hegemony, presenting it as an idea of acceptance and compliance with the dominant ideology relating to the values and ideas in the society. According to this idea, the groups that have primarily economic, social and political power are the real creators of these values and ideas. With the implementation of the values that an ordinary individual does not require, the ruling groups use to accomplish their goals. The mass of people adapt to the imposed system of values even if it is not in their interest, since such ideas are launched through every segment in communicating with people. In the first place, it is the mass media that can be used. Being part of social life, sport is presented as a product that can be bought and, as such, is presented to the mass (Gramsci, 1971, p. 29).

Top sports are also used to confirm the key ideas and beliefs of the neoliberal ideology. They include (a) a belief in competition, as the primary basis for assessing the merits of the award, (b) the idea that the victories in the competitions demonstrate also the ability and moral values; and (c) the commitment and belief that the economic winners deserve to have the power privileges, while the economic failure is made because of the bad choices made or poor character. These ideas and beliefs, regarded all together, normalize the state of hierarchy and socioeconomic inequalities as the inevitable product of differences based on the given merits (Schummel, 2012, p. 167). This result is valued by those who own or control the vast amounts of capital in democratic societies, where the status maintenance has a broad consensus, and thus gives legitimacy to the ruling elite.

More precisely, the top sport is often used to facilitate the capitalist expansion of the neoliberals (Silk, Andrews, 2012, p. 132). For example, real estate and business development of the projects are regularly associated with sport and thus associated with the images of a city, region or nation. This connection allows the capital investors to gain support from the government officials (Atkinson, 2012, p. 201).

In extreme cases, the capitalists use some sporting event for building sports facilities, that is, the subsidies of one or more teams are exaggerated to such an extent that the public money planned for the projects can significantly serve to be used as private capital.

When, in large segments of the population the emotions get associated with some sporting event, team, town or some athletes, the proponents of neoliberalism become able to, by non-democratic planning, form the groups that operate with little or no transparency and accountability at all, even when making decisions relating to the public resources use (Silk, Andrews, 2012, p. 134). For example, the local organizing committees for the Olympic Games, Pan American Games, and other similar mega-events have often represented the capital interests. Although sports represent a cultural terrain with different ideas and beliefs to present, in the past half century the proponents of neoliberalism have successfully had their interests linked with sports to such an extent that most fans take for granted as part of the overall sport experience (Butryn, 2012, p. 288).

Famous athletes are drawn into the process of reproduction of neoliberal ideas and beliefs when they are hired to support the corporate products while, at the same time, they are referred to as models for individual success (Farred, 2012, p. 110). The messages related to the sports focus on the consumption and the need for consuming the latest piece of some equipment, clothes, or energy drink that some athlete uses.

3. Neoliberal sport forms and patterns of access and participation

As the neoliberal ideas and beliefs are more and more accepted, the ideological climate encourages forming the consent considering the possibility of privatization of the sports competitions, imposing the payment of user fees as well as reducing public programs designed to serve the public good (Denzin, 2012, p. 296). And this takes place gradually and some people accept it for granted, even the individuals who do not have any means for participation.

Also, there is an evident decline of the level of physical activities in sports, with intention to satisfy the needs and serve for the common good. This represents providing support to the physical culture including the group gathered but apart from the elite, which is organized and competing with other commercial sports. Similarly, the tradition of informal games financed from the sport budget gives its place to the organized programs that insist on a paid membership, an exclusive engagement, systematic training, and certified trainers, preparations for the competition, and regularly scheduled competition matches, tournaments, playoffs and championships. In order to fit into this neoliberal model, non-elite sports are formalized and called "developing," and are often used to describe the youth sports organizations that deal with the development of young people sports skills, starting from the lower to the higher and more demanding levels of a competition.

The privatization of sports programs compels people to seek sponsors for their teams and sports, and sponsorships recognize sport as a consumer, and a valuable component of our daily life. Besides, the competition among sponsors justifies the basic neoliberal beliefs about the supposed link between the merit and market value, which means that the most famous teams get the largest support.

This impact is also associated with the sports programs designed and originated as one of the models for social problem solving. These programs often claim to "fix" the young people coming from the so-called “risk groups” - men, usually members of the ethnic minorities coming from the low-income areas where schools and other basic institutions are devastated due to the lack of public support, combined with unregulated market conditions.

Under neoliberal conditions, these “rehabilitation oriented programs” create a “sports entrepreneur” as a part of the “social problems in industry,” which occurs when people focus on the negative impact of neoliberalism on the basic fabric of our social life. The programs are therefore focused on personal problems of some young people instead of focusing on the social problems that lead to it. The need for social justice, reconstruction of the local institutions, re-establishing a sustainable resource base, raising the political awareness among young people and encouraging them to become important factors of change in their communities are rarely noted among the organizers of the sports programs. In fact, funding these programs is often performed under control of organizations and corporations with the already made decisions and proposals emphasizing that, through the sport, they will simultaneously control and discipline the young people who are “vulnerable” and “at risk,” hoping to develop the characteristics necessary in order to achieve their socially acceptable goals within the neoliberal society (Silk, Andrews, 2012, p. 12).

A similar pattern was applied in the program "Sport for Development", including literally thousands of organizations being deprived of resources and operating in regions around the world, the program that is rapidly expanding. Most of these organizations have got the management and staff who blindly accept the neoliberal ideas and beliefs. Their mission statements and methods of fundraising are generally similar to those who used to solve social problems in the United States and Western Europe. The programs are aimed with the tendency to be organized based on the model of deficit reduction in working with the youth, who are usually presented as victims of the drought, civil war, some oppression or a genocide committed by the ethnic and tribal leaders, and the victims of general social disorganization caused by the corrupted local and national leaders. However, in order to deal directly with the structural changes we need to have time and political will. Therefore, they focus primarily on encouraging the self-efficacy and self-esteem in young people, then change gender attitudes hoping they will reduce the gender inequality, increase the knowledge about HIV/ AIDS with the aim of changing sexual habits, and provide leadership training wishing to help young people who will successfully work together with the existing staff and possibly become more active in their communities, unless such communities really exist (Miller, 2012, p. 33).

The counterpart to this sports development program in relatively rich areas of neoliberal societies is mainly focused on personal growth, that is based on the planned improvement of skills in combination with motivational talks emphasizing the internal reflection, the endless possibilities of life and personal transformation; structural changes through active involvement in the community or society is rarely mentioned in these program reports (Butryn, 2012, p. 289). Unless young people in these programs are directed to accept these alternative ideas and beliefs, these sports programs produce the neoliberal athletes with the skills needed to satisfy the market conditions.

At the same time, the active participation approach becomes less active and sports experiences are formed in relation to the neoliberal ideas and beliefs, commercial needs and in accordance with the requirements of the intermediaries, sponsors and promoters.

The impact of the media on the programming of human consciousness is huge. Therefore, the sport, including all the top athletes and highly organized competitive league, has become "perfect" and the standard according to which other sports get evaluated. The sport that does not fit this model is often regarded as the second-class and therefore thoroughly loses the support of the communit. For example, in the United States, the community members believe that the publicly financed “recreational” sport is usually avoided since many young people regard it as an activity for those who are not good enough to practice in the private, elite clubs. Similarly, the school sports, being very popular in American high schools and colleges, are losing the support as well as the attention and resources that are now provided for the exclusive, elite teams representing the school at the inter-school competitions (Miller, 2012, p. 34).

Although there are always exceptions to these rules, they are still struggling to survive in the neoliberal system. For example, the young people who resist this neoliberal concept have already created other alternative sporting disciplines, but the material resources, media coverage, the number of viewers and the popularity are insignificant when compared to what the top sport enjoys.

In fact, the emergence of alternative sports such as skateboarding, Frisbee, BMX cycling and other sports activities of a local or regional importance in many communities around the world used to be often banned, and connected with a deviant lifestyle. Seeking the recognition, some participants have been eliminated or hidden from the public, expressing their non-competitive spirit that originally used to present the basics of these sports, and so allow them to undergo through the process of reorganization, following the neoliberal principles. With the advice and sponsorships from the corporations and transnational media companies they are created again but in the neoliberal form.

Conclusion

Viewed from the level of a human need to have pastime and fill in all kinds of cracks and life frustrations, or have a “full spectrum of leisure,” sport presents an excellent identification of the neoliberal business concept. It particularly reaffirms the fact that all the men, no matter where they come from, either from the communist or socialist and capitalist environment - they always crunch and eat hazelnuts in absolutely the same way.

The degree of such understanding can be easily explained if we eliminate one illusion at the start, or some stereotype, whose dismantling was being made with the money influence and the sports products industry, starting from the game to an umbrella of multinational companies and not giving an opportunity for the whole panorama to be seen, not even the biggest sporting spectacles such as, undoubtedly the Olympic Games and the world championships in the most profitable sport, that is, football.

And finally, the game is regarded to be presently out of the focus of its creators. Creating extra profits through the use of billions consumers of the sports events, it is completely out of control of its creators. And they look happy; until the emergence of the neoliberal economic model the world has never seen such a distribution, money turnover, rapid growth and power of the capital before. But this happens only in the areas where its value increases at an incredible rate, and in the figures that could not even be imagined in the earlier decades of human adaptation to different types of economic experiments. The speed of the game development and also of the creation of new products is just one of the many coincidences happening on the same track that both sports and neoliberalism move on.

Dislocation of the capital from one side to the other side of the world, also confirms that it is in complete symbiosis with the concept of high professional sports. The truth is that the current sports reality has no problem in finding targeted sports consumers, because there are some of the potential and now highly potential consumer societies that have been waiting for such products for decades, and those are the Chinese, Indian and Russian markets.

The neoliberal capitalism creators do not miss such opportunity, not even in microns. If we leave the main driving force aside for a moment - the accumulation of extra profit - we need to clarify that this economic model moves hand in hand with the sports industry and sports, primarily because of the signed equality between the financial oligarchs and club owners, competitions, production, marketing of consumer goods, and all other related phenomena in the wide range, both production and non-production service provision. These two economic models – two, because the sport would have to keep traditional values through the game, which is not a case, not even indicated - and neoliberal capitalism that dominate because of the indisputable fact that they produce and manage all of them, they design them themselves, dynamize them, expose them in the media, and give them a proper market-shape - eventually they implement them gaining the profit in millions.

The sports market is specific itself; it combines the sports achievements, creates idols and satisfy the people`s basic need to play. It does not represent a variable category. The business modalities, of course, experience great changes and transformations. The speed of adjustment to the new audiences' trends is permanently conducted together with a high percentage of continuity. If the placement of goods actually becomes "a bone in the throat" in this neoliberal concept stage – the production is higher much more than the sale - then in the created sporting ambience the problem does not exist.

In the social context, the audience has also made certain changes providing a great maneuvering space to the strong neoliberal players; starting from an individual need to consume a sports event - to the radical and fundamental changes in the fact that the attendance at some sports competition looks nothing more but a kind of a family ritual and lasting obligation.

This has multiplied the interests and so determined us to live our lives in the binary reality and inevitably be the permanent participants in the industry of creating new financial record bridgehead. With the presence of this neoliberal model, the man of modern times has practically lost the opportunity, in good part an illusion as well, to adapt to changes. They are, without exception, explosive and dynamic and do not tolerate the adaptation stage.

Simply, everything that is offered to the modern man today was examined and tested the day before. If the man had to check his own destiny in the past very often at the crossroads of the unknown, the pathways today are very much defined and recognizable. And on that main section of the human repackaging, following the creator`s taste coming from the world`s spiritual, mental, social and economic workshop, there is no defence.

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INFLUENCE OF SCIENTIFIC AND TECHNOLOGICAL REVOLUTION IN THE DEVELOPMENT OF PERSONAL AND PROFESSIONAL COMPETENCE OF MODERN HUMANS

Abstract: *Industrial computer age has blurred, and even erased, the boundaries between work and leisure time, the sphere of private life. Thus, profession has become one of the pillars of construction and development of identity. Hence follows the guiding principle, i.e. the aim to prove that an integrated approach is required to adequately reconcile professional and personal spheres. In the industrial era, the era of globalization and the knowledge economy, it is important to establish a clear, overall picture of the concept and the site of competencies and development of individuals. It is important to consider and analyze the impact of socio-emotional, and interpersonal competencies, motivation in the context of transformation of the form and content of work. Motivating factors of the new millennium, in line with the transition to the knowledge economy and intellectual capital, differ from the model that preceded it. The market reacts to the transformation of the form and content of work, in which the principle of growing individualization and pluralism of identity becomes emphasized.*

Keywords: *INTERPERSONAL COMPETENCIES, INTELLECTUAL CAPITAL, INDIVIDUALIZATION.*

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Introduction

Sustainable sense of being in their own habitus, as the main issue of modern man, arises due to the emergent discourse which is free of large and relatively consistent ideologies and narratives of the past, but not in a way that predict technoscienistic economistic paradigm and ideologism. This discourse, or frame of reference and model, strongly values and directs individual ambition towards the market-defined, tangible and quantitative definition of achievement and success, and imposes hypercompetitive individualism in their professional and private lives.

Great achievements in chemistry, mathematics, biology, physics, electronics and other sciences, in the late twentieth century have become the application of the law, the basis of a system of rapid and comprehensive change. Scientific and technological revolution has been brought to people's everyday lives, communication, and has accelerated the process of manufacturing large and rapidly changing modes. Scientific and technological revolution has brought new energy sources, computers have become operational devices, ferrous and nonferrous metals have been replaced by plastic; to create hybrid varieties of plants and breeds of animals, there are genetically modified organisms, and so on. Also, the computers have managed by the transport system to speed up the development of kilometers long bridges and underwater tunnels once unimaginable, introduced electric powered cars that do not pollute the air, and the rail is developing faster with modern tracks.

The emergence of the Internet has lead to a complete change in the perception of business, information flow, speed, and availability physically very distant subjects, learning "remote," e-commerce, etc. Scientific and technological revolution brings a big improvement for the man and makes his daily tasks but also brings environmental pollution, high acceleration of life which favors the development of stress and inevitable alienation through a new behavioral discourse. All this has significantly changed the former experience of life and work of individuals, as well as the experience of their professional and personal roles in the new internal order.

In addition, the man is now confused and lost in a multitude of (pseudo) able fragmented, superficial ideas and messages that serve him on a daily basis via new media. In this limbo, modern man experiences disorientation that creates a certain anxiety and even threatens to jeopardize the identity. Internal need for harmony, personal and professional spheres in themselves, and finding his inner being more and more demanding in the world that surrounds him, the man is trying to reach all the major work on it in terms of further education through the development of professional and personal competencies.

1. Personal and professional development through the concept of "lifelong learning"

Modernization and planetarization as synonims of globalization are the embodiment of the process of overcoming the global space and time, the global world market, global environmental problems and global interpenetration of cultural, economic, political and social processes of all. Globalization, as such, has an influence on economy of the emergence of multinational companies and the development of the World Bank and the IMF; on the territorial affiliation of countries by creating supranational formations and alliances and factually deleting formal boundaries to that; and for this work important, influence on communication and information globalization which contributed to the spread of information and communication networks (Internet, television, radio, etc.) due to which the whole world has become one big "melting pot."

Modern man was able to respond to new changes and challenges that have appeared before him, has completely revived the concept of "lifelong learning" in both developed and developing countries and countries in transition. This phenomenon can be seen through the prism of globalization due to the development and dissemination of technology, the Internet and a universal connection of all meridians. Information is today the largest weapon and tool, and to keep abreast of events and timely respond to the challenge, it is imperative to age in which we live. Therefore, we can no longer imagine life as it was in the last century, the life that separates business from the professional sphere in the hours of leisure (after hours), a life in which it was known that it is time for that activity. Imperative rate imposed is imperative presence, because only if you are present (online) you can be "in the game." "It is understandable, therefore, that the man in the modern, post-industrial, mass society, aiming at establishing social relationships and connections, must communicate almost entirely to engage in indirect communication and rely on the mass media" (Radojkovic, Miletic, 2008, p. 22).

A postulate that the personality and knowledge can be built only within the network, and that the subject is always intersubjective, communication seems substance from which the identity is built. Based on the large, relevant and important philosophical and scientific material accumulated, individual identity is understood as an integrity and is dynamically going through efforts and struggle, with external and internal factors, to achieve the integration of various parts, aspects, dimensions of his "I" which builds self. Failure to achieve that integrity we see, again on the basis of a long and varied tradition of thinking of the human personality, and a number of results of social and humanistic research, as the cause of many human problems, dysfunction and suffering, which is reflected in its environment. "If we could, by using a time machine, go back to the early days of the cave man, there is no doubt that we would hear the same kind of laughter, see the same faces and witness the same quarrels, making love, the scene of parental commitment to the children and friendly cooperation, as we do today. We may have made progress with abstraction, but our instincts and our actions are likely to remain the same" (Morris, 1977, p. 17).

The integrity and the integrity of the person still imply overcoming ambivalence of personal (often understood only as private) and professional spheres. The need for integrity (integrity of personality), or to greater harmonization of personal and professional existence and development, invokes the appropriate type of communication. In fact, it was realised a long time ago that communication is not only a means of conveying information, feelings and thoughts, but is also far larger than that, as self-knowledge and knowledge of all aspects of human understanding of the world around us arise, formulate, and grow within and through the communication process. “So far, only one thing is certain: the scene is a new interaction between man, his communication and society, the results of which have yet to be scientifically interpreted” (Radojkovic, Miletic, 2008, p. 25). Therefore, the communication approach and the quality of communications are both an inescapable way and a vital factor for the development and welfare of persons in unifying different spheres and segments of their life.

Communication that we have inherited from ancient philosophy, aimed at the integrity, balance and personal development and skills of life, we can now recognize (or at least its fragments) in some educational programs for the development of personal and professional competencies that are on the market. It allows us, unlike the traditional school education programs, to realize the way in the new era that we communicate with others, but also with ourselves. This type of education is not in the school textbooks, it is an important segment of our lives and helps us to cope with the challenges that we meet.

2. Intellectual Capital

“The theory of intellectual capital is a new theory that has not only caused a great deal of attention but promises to greatly increase in operating results in the future. The basis of the theory is the fact that tangible assets (land, buildings, equipment and money) today's leading companies in the world value less than the intangible assets that are not listed in their business balances. The theory is based on the belief that the company’s wealth is based on human capital, structural capital and consumer capital. Value creation occurs when one type of capital is converted to another. For example, the value is created whenever the human ability (human capital) creates new business processes (structural capital), resulting in a number of services for consumers and increases their loyalty (consumer finance)” (Marko Kolaković, 2003, p. 925) Intangibility is the intellectual capital’s main characteristic. It is also the greatest unknown fact of the modern world because there is no obvious financial value and no “hard” form that we may feel and see like property owned by a company. “While companies in the old economy were dependent on tangible assets, such as real estate and factories, today's new economy is based on a new type of companies that are dependent on intangible assets such as information and knowledge. In the current global information and new economy, knowledge has become more valuable than ever before in the history of the development of the theory of enterprise. Knowledge is what creates value, but also creates new knowledge. It allows the current spread of knowledge throughout the world. The more that people are involved in the distribution of knowledge, knowledge has a greater value, as it increases, expands and deepens" (Kolaković, 2003, p. 926).

For growth and development of a business within the modern organization, the human brain, and not his hands as they used to in the era of industrialization, has become the most important element for the growth and development of the organization. Capable employees who develop new ideas, create new value, and provide innovation in the work process have become key assets of the new economy. "The question today is no longer what a company owns, but what it knows and can do. Business enterprises have become more knowledge-intensive and less capital-intensive. Today, the most important is intellectual property that has no physical property. Therefore, instead of businesses based on the previous tangible assets, companies must develop a sense for creating, transferring, integrating, for the protection and exploitation of their intangible intellectual property, that is the most valuable form of capital that we now have: their intellectual capital" (Kolaković, 2003, p. 927).

A revolution in this field caused Thoma A. Stewart, the editor of Fortune magazine, to publish an article entitled "Brainpower - How Intellectual Capital is Becoming America's Most Valuable Asset" in 1991. "A significant contribution to the development concept of Intellectual Capital gave Michael Polanyi his work from 1967 entitled 'The Tacit Dimension,' which introduces explicit and implicit dimension of knowledge. Only the interaction between explicit and implicit elements of knowledge allows the company's success. Polan's confirmation of the existence and the role of tacit knowledge was also in conflict with the neoclassical assumptions relating to the full mobility of resources and a perfect awareness of all parties in the market" (Kolaković, 2003, p. 928). Although the concept of intellectual capital that was used before, the Panel has used the different contexts, in economic terms first used in 1958 in the financial analysis of the market value of the small and knowledge intensive enterprises. One of them was Hewlett-Packard. Their property consisted mainly of intellectual capital and their value on the stock market, which has been high, was called the intellectual premiums.

In the modern sense, this term was first mentioned by John Kenneth Galbraith back in 1969 in a letter to the economist Michael Kalecki (Feiwal, 1975), considering that this form of capital is not only a static property but has dynamic components that create value in business practice. "But wider use and popularity of the term intellectual capital begins only after the above-mentioned article from 1991 (Steward, 1991). And just this year is considered the "birth" of the concept of intellectual capital. Stewart said in this historical article that what defines intellectual capital as "the sum of everything everybody in a company knows gives it a competitive advantage in the market. This material is intellectual disabilities- knowledge, information, intellectual property, experience - that can be used to create wealth" (Stewart, 1997, p. 9). It is the knowledge of employees; research team of experts or knowledge of manual workers who developed thousands of different ways to improve the efficiency of a factory. Intellectual capital represents knowledge as a dynamic human process, transformed into something valuable for the company.

Today, one could say that the intellectual capital of an organization (and one man) is a set of knowledge, skills and competencies which can be owned and used to create a competitive advantage in the volatile times in which he lives and works. Also, it is necessary to emphasize a clear distinction between pure knowledge and intellectual capital. Intellectual capital represents knowledge as a dynamic human process but only when knowledge and integration are implemented and transformed into something worthy of the man himself (the organization), but also for its indirect and direct environment. Such knowledge becomes a valuable asset, i.e. human intellectual capital or labor organization. Otherwise, this knowledge becomes only unused intellectual potential.

"The most prominent distinction of intellectual capital was developed by the Leif Edvinsson, who was observing intellectual capital as the sum of human, consumer and structural capital, and interactions that create value for the company. Accordingly, the three basic elements of intellectual capital are:

a) human capital - different knowledge, skills, abilities and experience of the employees used in the business process.
b) structural capital - resulting transformation of human capital, and includes a variety of intangible factors such as organizational structure, routine, business processes, practices, databases, intellectual property, such as patents and licenses.
c) consumer equity - which promises relations and connections with consumers, but also with suppliers and distributors which are consumers too. Also, it includes the image, brand and identity of firms in the market" (Kolaković, 2003, p. 936).

In the past few years, the economy of knowledge has introduced significant changes in business organizations such as changing the organizational culture, structure, routine business, communications, all that influenced the change in perception of business in modern conditions. The most important change could be called the theoretical recognition of knowledge as a key economic resource. Knowledge is acquired and developed today in a new and modern way, through educational models for the development of personal and professional skills in a way to adopt new changes.

3. New communication and individualism

Recognizing the importance of intellectual capital and the adoption of the concept of "lifelong learning," the man has been striving to adapt to the increasingly demanding environment and to more efficiently eliminate the discomfort that we feel in everyday interactions, hectic and stressful pace of life. Specifically, transformed into a therapeutic society, the people of the new millennium for a new perspective in which to post their lives and themselves, intuitively feel that something essential is missing. What is missing is communication, interpersonal communication law, conversation, listening and reflection, which disappeared due to rapid acceleration of life and acceptance of global value (no/ value). He feels the inadequacy of narrow clinical (psychiatric and psychological) access to a vast array of problems in life. The most common problems are man's identity, value system, ethical dilemmas, situational difficulties, interpersonal relationships and similar, treated medically with an "adequate" diagnosis and prescribed therapy.

However, these problems and challenges require, in fact, different answers, or reflections, insights, skills, which belong to the art of living, and that go beyond strictly scientific psychology. It is this space that gives a chance for new education programs and the development of professional and personal competencies to help contemporary man in his private as well as business life. In fact, all of man's thinking and overall work on it gets its final confirmation through communication with others. That's the indispensable role of interpersonal communication as the vastest and the most elementary forms of social communication which gives the possibility to obtain current feedback. The possibility of obtaining immediate feedback and the presence of non-verbal dimensions of interpersonal have the greatest advantage over other forms of communication. The power of interpersonal communication is so great because it passes the cognitive, emotional and social needs. The quality and frequency of interpersonal communication play a key role in the creation and healthy working environment, good organizational culture and work motivation.

For the topic of this work, the things that are relevant are the movements of support, consulting, training and supporting combined personal and professional development, or intervening in individual, group and organizational level, based on the postulates and theoretical and empirical research and analysis of the practice, which establish the need for a comprehensive development and harmonization of private and business spheres. This is evidenced by the growing interest in the human side of management and leadership, the organizational culture, business ethics, teamwork, work motivation, trust, internal communication and so on. The growing interest in these topics, as well as for literature and movements of selfhelping is the reflection of perceived deficit of these things in reality.

Also, as far as the organization of work, with all the additional problems faced by countries in transition, the problem of adequate communication with internal customers (employees), in addition to the race for profit or crude struggle for survival, is put into the background. The basic human needs of employees and their role in shaping corporate identity, culture and image of the organization in which they work are neglected. In addition, it is much more invested today in the construction of a corporate image with the external public, with the neglect of internal public. This has repercussions on the employees that overlap and their intimate, family and social existence due to the fact that in the modern world professional life is often a backbone of identity. Therefore, the need of application of educational programs and the development of professional and personal competencies and work organizations is evident, because business is not only economic and financial discipline, but also a social activity that is the social (interpersonal, communication, motivation, value, ethical) dimension of business and not a supplement, decoration, secondary aspect or option, but its equally important segment.

Therefore, based on the model used for the first time in ancient philosophy and practical dialogue, whose exemplary form is considered a Socratic maieutic, and renewal of the model in today's philosophical and psychological production, caused by an acute perception of the fundamental crisis of man's personal and social identity, we emphasize the need of modern man for constructive communication, or communication that through education supports, promotes and motivates the growth and development of personality.

The new training and development of professional and personal competencies through communication law or the rights of communication through the new training and development of professional team and personal competencies provide an answer to one's main ”problem” of today.

4. Development of interpersonal competencies as a driving force behind new motivation

The answer to the question: “What is the motivation?” differs from epoch to epoch, and also from culture to culture. Motivation can be defined as the process of starting from human activity and its guidance on certain objects and coordination of these activities - in order to achieve the desired goals. More than any other mental functions, motivation is important for the social behavior of the individual. The motivation for the work includes complex forces that initiate and maintain employee to work at a certain place in the organization. From the standpoint of an individual - it is an internal condition that leads to achieving the objective and is affected by many factors. A manager, from the aspect of motivation, is an activity that ensures employees harder defined objectives. Motivation is also closely associated with the work and organizational efficiency. Motivation in the organization can be defined as behavior directed toward employees organizational goals while meeting the personal needs and goals. Thus defined, motivation has three main aspects: the motives of workers, the objectives of the organization and individual goals.

Motivation in the organization is efficient if workers meet their own needs and goals through organizational objectives. Motivation, as such, expresses a voluntary component of human behavior and represents the energy that moves us to certain actions and behaviors. The term motive usually means an internal factor that encourages, directs and integrates human behavior. Motives are the internal driving force of man and, as such, are often identified with the needs. But need is not motivation at the same time. For the need to grow into a motive, it is necessary that the man becomes aware of this need and becomes a driving force of his behavior. It is important, therefore, to understand that the effect of an individual depends not only on his abilities, but also on motivation. Educational programs for the development of professional team and personal competencies understand very well the importance of motivation for learning and acquiring new skills and try to emphasize that component of human behaviour.

Under the term motivation, we mean the conscious process of initiating and directing the activities of man to achieve a certain goal. Each process starts with a certain motivation needs and ends after their satisfaction. It is interesting and important to note that continuous meeting of the needs of man can stimulate excessively acquired confidence in themselves, and then the turnover happens and motives begin to dominate over it and begin to manage it. It happens, and vice versa: the failure to satisfy motives may disappoint the man, and then he loses confidence, becomes passive and powerless and eventually surrenders to chance. As very delicate terms, because they affect the human psyche, the words motive and motivation are psychological in origin and deal with internal driving forces of human behavior. They have this in common, but there are certain differences.

By the term motive we mean an inner motive that drives the human factor, directs, maintains and suspends human activity. From this, four key elements of the design are derived:

- What is the man initiated by for the activity?
- What has directed this activity?
- What is the thing that maintains this activity?
- What suspends this activity ?

The key is an internal balance of biological functions in the human body. It is called homeostasis. Any deviation from this balance is manifested in a behavior that tends to cater to the need to establish the balance. Disruption of homeostasis is the mechanism that drives the man to activate the body in order to establish equilibrium. An example is a thirsty man. He will pay full attention to the thirst he feels while all his other activities will be suppressed. We come to the conclusion that motives act selectively in the direction of satisfying our biological needs (in the above case, the need for water). So the motive is all that keeps human activity. Since the water demand has been satisfied, then the motive ceases to act and a state of homeostasis, i.e. balance, is re-established.

This type of need and the need to establish homeostasis, Abraham Maslow calls the lack of needs, and the needs are common in humans and animals. However, the man has more and more complex, but equally fundamental needs, such as the need for growth and development, (only) by overcoming the self-actualization. “The needs of the lack of” long ago called “hygiene needs,” and classifying them into real motivators, as soon as they are met, do not run over the man. When the man would tend only to homeostasis, he would not advance, innovate and create. The real motivators arise from the needs of those who do not saturate because, by definition, they need to overcome the achievements and to exercise unlimited or limited only to such limits that are normally inherent to human existence (Maslow, 2004).

In addition to homeostasis, therefore, one tends to overcome challenges and risks that go along with his development and individuation. Alderfer's ERG (Existence, Relatedness, Growth) theory of motivation (1969), which is a modification of Maslow's theory, contains three types of human needs:

- existential needs (physiological, material needs and the need for security). Social conditions and cultural values, as well as comparisons with other people affect the assessment of the satisfaction of these needs;
- the need for connection and belonging (acceptance, love, trust, cooperation, etc.) correspond to the needs of society and emphasize the human need to establish meaningful interpersonal relationships;
- developmental needs (training, self-realization, development in all aspects of life). These requirements encourage creative and productive human activity.

In Alderfer's opinion, not meeting the needs of a group is causing frustration that directs behavior to seek compensation in meeting other needs of low groups. This means that organizations that are not able to, for example, provide a high salary (fulfillment of basic needs), can activate many other motives, such as social (team work) or self-actualization (creative tasks) and thus compensate missing motive. This model indicates that, although all have similar needs, their relative importance for individuals may be different. Therefore, every individual should be approached as an integral personality to find out what are the dominant needs for him, but they should keep the motivation through educational programs for the development of professional and personal competencies.

One of the most important functions of communication in all spheres of life (education, pedagogy, psychotherapy, politics, public relations, marketing, etc.), the development of interpersonal competencies, will have positive impact on motivation. Through communications they encourage, strengthen, avert, attract, encourage, stimulate, influence, launch, and leave psychic powers and dispositions to influence the interlocutors. One of the key roles and functions of interpersonal communication is precisely the motivation to work in order to:

- improve efficiency, creativity, and quality of work;
- humanize working conditions, and improve the quality of working life;
- strengthen the competitiveness and business success of the organization.

It may be noted that the motivation and management are closely linked, as well as contemporary managers need to understand that the essence of successful bussiness - finding the best people, people with developed interpersonal competencies, teach them accordingly to motivate and let them do their job in a way that is peculiar to them and, of course, continue to constantly develop their employees through educational programs. Motives and motivation are key to understanding one's intentions and behavior, because all the psychological functions (cognitive, affective and conative natural, i.e. emotional and malleable) of each entity are in them.

John Adams and Zalman Grinberg's theory of organizational justice indicates an individual has a sense of fairness in the work environment, as well as a pronounced social need for a comparison with other people. The theory of organizational justice clearly indicates the need for regular, transparent and competent multidirectional interpersonal communication, which provides information in a timely manner, and then define, evaluate, assess, verify, approve (or disapprove) norms, procedures, organizational criteria of justice, or the perception of the same. A well planned and set internal communication, interpersonal communication that adopts modern educational trends, contributes to many in this area with adequate internal and external training and educational training.

5. Development of interpersonal competencies in response to stress

The time of rapid change and widespread accelerated progression of the most burdened countries in transition, resulting in socio - economic sphere, has lead to the emergence of negative stress. In order to survive in this environment, and on the other hand, with a certain quality of life, every man is under great pressure. "Stress is a word of English origin which means coercion, pressure, tension. Etymology: from the Latin verb stringers - pressure. It is found in the root of the word distress: the pain, misery, distress, misery, anguish, grief, etc. Tests show that the main causes of stress in the workplace are: a professional demand, the pressure of deadlines, the conflict between the demands of work and those required out of working hours, adversarial roles, job insecurity, changes, restructuring, overload or underload, accountability, poor interpersonal relations and moral and sexual abuse" (Milivojevic, 2009, p. 149).

Stress, contrary to popular opinion, is not always bad; sometimes even the absence of stress creates poor work organization. After Parkinson's (Parkinson Norhtcote) Act, the individual will be required to perform a single task the very time he was given. Authors who have studied administration and bureaucracy agree with this view. This outdated method that tends to multiply subordinates, not rivals, and much unnecessary work, should already be far behind us. Although then commenced, motivating stress is modernized and, in the meantime, has taken on new forms. It is clear that the pressure is a part of every job and that, in some way, maintains motivation. However, excessive pressure causes a range of illnesses among employees and disturbs the working atmosphere. This means that, when it crosses the threshold of endurance of the employee, he loses motivation, the effect of it is weaker, resulting in more pressure by managers. This creates a vicious circle, which movement is accelerated until someone or something is released. One gets the impression that the negative motivation prevails, but worse that the impression is that symptoms appear depending on the stress among employees. This is in the modern jargon called adrenaline that causes long-term catastrophic consequences, because the body, eventually, gets used to this situation, and its receptors warnings blow over time.[1]

Psychologist Robert Karasek focuses on "three different dimensions of stress at the workplace:

- Borrowing requirements;
- The degree of control an individual has over the situation;
- Support that has or does from colleagues and hierarchy" (Robert Karasek, 1979, p. 285-308)

One would say that all three dimensions are very conditional, and that is a clear fact that stress occurs in situations where there is discrepancy in personal perception between the set requirements and capabilities to achieve them. Also, stress occurs when we are at odds with ourselves when we split business and the private sphere, and that they allow us to "fight" each for their rights. Both negative and positive motivation similarly intervene in the work process. It is important to emphasize that the motivation by fear affects the lower needs (physiological and safety needs). So, motivated by internal users, employees will work just as much as they are supposed to, while the people motivated by the needs of a higher order will work even more than what is expected of them.

The fact is that, over time, because of excessive levels of stress which produces a negative motivation, it leads to fatigue, rather than increasing the motivation, which was the original goal. Then errors occur more, and satisfaction in work less. "In contrast, when there is a positive motivation, the action is accompanied by pleasure in activities and creating synergies, more action attracts more pleasure and more pleasure more action. The problem occurs when negative motivation is strong enough to support and, instead, kept positive motivation comes into conflict with it. The struggle between these two types of motivation produces ambivalence that 'swallows' a large part of mental energy and that you can not focus on the efficient performance of tasks. The most common of these are indicators of hesitation, doubt, uncertainty, confusion, and ineffectiveness in relation to the goals" (Milivojevic, 2009, p. 149). Then, in order to avoid the embarrassment, all the attention is being focused on non-verbal cues and superior behavior that is patronizing to the possible aggressor!

In addition that everything mentioned is rather non-business, it is very hard, especially if you take into consideration that one spends a good part of the day, and therefore life, in the organization. "Fight or flight" as an alternative is not possible in the working environment and, therefore, needs to introduce adequate training programs and the

[1] An example would be the brokers on the exchange market and the new science of neuroeconomics, which, among other things, studies risk addiction.

development of interpersonal competencies where there are none; with its proper application there would be no need for the aforementioned. We conclude that motivation can not maintain the toxic fuel, and if there were certain indications that it has positive effects on the results "of such methods should be the subject of severe social condemnation and sanctions. Economic and social success should not be achieved at the cost of social losses" (Milivojevic, 2009, p. 150).

Conclusion

In this paper we concluded that the scientific and technological revolution wiped out the boundaries between work and free temporary, private and business life. Profession, which is highlighted as the main pillar of the construction and development of identity, increasingly requires adequate interpersonal educational approach that reconcile professional and personal sphere of man, enabling of relay and also the fulfillment of personal and business premises of the individual. A clear picture and insight into the development of competencies provide an opportunity to respond adequately to the challenges of the new era and the current knowledge economy. Transformation of the form and content of labor imposes the need for serious approach to socio-emotional, i.e. interpersonal competencies in terms of their adequate development and application in the process of work and life. The market now reacts to the transformation of the form and content of work, in the principle of growing individualization and pluralism of identity. For this reason, motivating factors differ from the models that preceded them. Economy knowledge and appreciation of the benefits, and importance of intellectual capital provide new horizons and set new rules of conduct and business.

A link between business and a private (professional and personal) sphere of life, as the backbone of the work, is now growing and borders are no longer visible. That is why there is a need for high quality, but also the modern education that has the answer to all challenges of a new era with which a man encounters every day. One finds it more appropriate to attend psychological workshop, and another philosophical workshop depending on affinity, needs, beliefs and prejudices. One labor organization will organize training, and training in non-verbal communication for their employees, while another will include transactional analysis in its mandatory educational program. Affinities, needs and desires are different, but what connects them all is an evident need for modern education, education that relies on new communicational models, models of the 21st century. The good news is that the world and our environment and more and more individuals and organizations will perceive and become aware of this need, but this is the first step towards active work in this direction.

Finally, there is hope that this work will inspire readers to find out how important it is to educate, in addition to the professional technical man for the job done, and communication. In fact, as we said at the beginning, man is a social being in constant interaction, communication with other people and his life, the quality of his life, will depend on the way in which to communicate with his environment, both business and private. The new programs, models of education, are just trying to give an answer to the complex question of adequate interpersonal communication that has a huge impact on the motivation of modern man, motivating him to perform his tasks in a professional way, but also giving him a stimulus to further develop his professional and personal competence. The man achieves better communication both in everyday relationships, and in the long run, builds better and more meaningful way of life, at the same time using all the advantages of scientific - technological revolution with his contemporaries.

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