

Vol. 16, No. 1
January 2023
Quarterly publication

Publisher:



Research Media Center
Studentska bb, L8/16
Podgorica, Montenegro

Partnering with:



ELIT - Economic Laboratory for
Transition Research, Podgorica,
Montenegro



Centre of Sociological Research,
Szczecin, Poland



Faculty of Visual Arts,
Podgorica, Montenegro

Indexing

CrossRef
Google Scholar
Index Copernicus
ResearchBib - Academic Resource Index
SciLit
WorldCat

Editor in Chief

Prof. **Mimo Draskovic**, University of Montenegro, Maritime Faculty, Montenegro

Co-Editors

Prof. **Waldemar Rydzak**, Poznan University of Economics, Poznan, Poland

PhD **Jovana Davidovic**, Faculty of Political Science, University of Montenegro, Podgorica, Montenegro

Advisory Board

Prof. **Ratko Bozovic**, University of Belgrade, Faculty of Political Sciences, Serbia

Prof. **Robert W. McChesney**, USA

Academician Prof. **Veselin Draskovic**, University of Montenegro, Maritime Faculty, Montenegro

Academician Prof. **Slavo Kukic**, University of Mostar, Faculty of Economics, Bosnia and Herzegovina

Academician Prof. **Slavko Splichal**, Faculty of Social Sciences, University of Ljubljana, Ljubljana, Slovenia

Prof. **Andrzej Skrendo**, Vice-rector, University of Szczecin, Poland

Prof. **Nada Zgrabljic Rotar**, VERN University, Zagreb, Croatia

International Editorial Board

Prof. **Andrew Balas**, Augusta University, Augusta, Georgia, USA

Prof. **Sanja Bauk**, Maritime Studies Department, Faculty of Applied Sciences, Durban University of Technology, Durban, South Africa

Prof. **Yuriy Bilan**, Rzeszów University of Technology, Faculty of Management Rzeszow, Poland

Prof. **Gabriel J. Botma**, Department of Journalism, Stellenbosch University, South Africa

Prof. **Wincharles Coker**, Department of Communication Studies, University of Cape Coast, Ghana

Prof. **Boguslawa Dobek-Ostrowska**, Department of Communication and Journalism, Institute of Political Science, University of Wrocław, Poland

Prof. **Wu Feng**, School of Computer Science and Technology, University of Science and Technology of China, Republic of China

Prof. **Christos Frangonikolopoulos**, School of Journalism and Mass Communications, Aristotle University, Thessaloniki, Greece

Prof. **Yesim Kaptan**, School of Communication Studies, Kent State University, Kent, Ohio, USA

Prof. **Alexander Kashumov**, Head of Legal Team at Access to Information Program, Sofia, Bulgaria

Prof. **Frances E. Olsen**, School of Law, University of California, Los Angeles, USA

Prof. **Tapas Ray**, Maulana Abul Kalam Azad Institute Of Asian Studies, University of Delaware, West Bengal, India

Prof. **Nayia Roussou**, Communications Department, University of Nicosia, Cyprus

Prof. **Rrapo Zguri**, Department of Journalism and Communication, University of Tirana, Tirana, Albania

Prof. **Chunyang Zhu**, School of Journalism, Fudan University, Shanghai, Republic of China

Regional Editorial Board

Assoc. Prof. **Sead Alic**, Faculty of Philosophy in Zagreb, Croatia

Assoc. Prof. **Vedada Barakovic**, Department of Journalism, Faculty of Social Sciences and Humanities, University of Tuzla, Bosnia & Herzegovina

Assist. Prof. **Enita Custovic**, Faculty of Political Science, University of Sarajevo, Bosnia and Herzegovina

Prof. **Sandra Basic Hrvatin**, University of Primorska, Faculty of Humanities, Koper, Slovenia

Assoc. Prof. **Marija Cutura**, University of Mostar, Fakultet of Economics, Mostar, Bosnia & Herzegovina

Assist. Prof. **Milica Delibasic**, University Mediterranean, Faculty of Business Studies, Podgorica; University of Montenegro, Maritime Faculty of Kotor, Montenegro
Prof. **Marko M. Djordjevic**, Faculty of Contemporary Arts, University of Belgrade, Belgrade, Serbia
Prof. **Daniela Blazevska**, Faculty of Law, "Iustinianus Primus", University "Sts. Cyril and Methodius", Skopje, Republic of North Macedonia
Prof. **Radislav Jovovic**, University Mediterranean, Faculty of Business Studies, Podgorica, Montenegro
Prof. **Stjepan Malovic**, Faculty of Political Science, University of Zagreb, Zagreb, Croatia
Prof. **Djordje Obradovic**, Department of Mass Communication, University of Dubrovnik, Dubr., Croatia
Prof. **Zeljko Rutovic**, Faculty of Administrative and European Studies (FDES), Podgorica, Montenegro
Prof. **Natasa Ruzic**, Faculty of Political Science, University of Montenegro, Podgorica, Montenegro
Prof. **Zeljko Simic**, Faculty for Business Studies and Law, University of Belgrade, Belgrade, Serbia
Prof. **Lejla Turcilo**, Department of Journalism, Faculty of Political Science, University of Sarajevo, Sarajevo, Bosnia and Herzegovina.
Prof. **Gordana Vilovic**, Faculty of Political Science, University of Zagreb, Zagreb, Croatia
Prof. **Dubravka Valic Nedeljkovic**, Media Department, Faculty of Philosophy, University of Novi Sad, Novi Sad, Serbia
Prof. **Divna Vuksanovic**, Theory and History Department, Faculty of Dramatic Arts, University of Belgrade, Belgrade, Serbia

Technical Editor

Nikola Draskovic Jelcic, prof., Dubrovnik, Croatia

Milojko Pusica, prof., Niksic, Montenegro

Secretary of Editorial Boards

Associate Prof. **Niksa Grgurevic**, University Adriatic Bar, Faculty of Management, Herceg Novi, Montenegro / e-mail: niksagrgurevic@t-com.me

Media Dialogues / Medijski dijalozi, Vol. 16, No. 1 (January 2023)

The journal is published four times a year

Printing: 100 copy

Journal customer service:

Tel: + 382 68 583 622; + 382 67 092 768

E-mail: rookie@t-com.me

Web address: <http://www.media-dialogues.com>

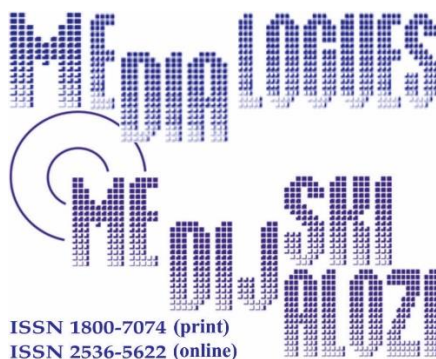
Account: 540-1000031178051-32 (Erste bank, Podgorica, Montenegro)

Printed by: „3M Makarije“ - Podgorica

Decision of the Ministry of Culture and the Media No 05-1203/2 of May 05, 2008
"Media Dialogues / Medijski dijalozi" was registered to the records media under
the number 647

CONTENTS

Communication, Psychological Violence and Performance of Foreign Employees in Istanbul Private Sector KHAIR MOHAMMAD AMIRI	7
Communication, Communication and Resocialisation Dimensions of Colours in Prison DAMIR NADAREVIC and NEBOJSA MACANOVIC	25
The Digital Communication model: A New and the Last of Models? (Reflexion and proposition) REDA EL YAZIDI	39
Modern State and New 'Shackles' VESELIN DRASKOVIC and MILICA DELIBASIC	51
Reporting on Gender-Based Violence on Bosnia and Herzegovina Portals – Sensationalism or Sensibilism? MARTINA PLANINIC and RUZICA LJUBICIC	67
The Impact of Virtual Reality on the Future of Media and Communication ENITA CUSTOVIC and EHLIMANA SPAHIC	95
<i>Author Guidelines</i>	104



For citation:

Amiri, K.M. (2023), „Communication, Psychological Violence and Performance of Foreign Employees in Istanbul Private Sector”, *Media Dialogues / Medijski dijalozi*, Vol. 16, No. 1, pp. 7-23.

Communication, Psychological Violence and Performance of Foreign Employees in Istanbul Private Sector

Ph.D. KHAIR MOHAMMAD AMIRI

Uniwersytet Ekonomiczny w Katowicach, Poland

e-mail: khairamiri@gmail.com

ARTICLE INFO	<i>Received: April 29, 2022 / Revised from: May 30, 2022</i>
DOI	<i>Accepted: June 30, 2022 / Available online: January 15, 2023</i>
	10.14254/1800-7074/2022.16-1.1

ABSTRACT

Psychological violence is the mental and emotional pressure on the individual working in the organization by approaching him/her through malicious and disrespectful behaviours (Tigrel & Kokalan, 2009). The performance of employees, especially of foreign origin, faces a series of challenges after performance coupled with high degrees of psychological violence. There are signals that employee stress and violence make one think that psychological violence could be responsible for the poor performance of employees. hence the study on psychological violence and performance of foreign employees in Istanbul's private sector. the current state of employee performance both local and foreign employees might threaten the existence of private organizations in Istanbul Turkey due to poor performance of the organization in terms of profits, sales, and the number of productions.

The proposed study adopted an exploratory descriptive and correlation research design based on the quantitative and qualitative approaches. The study targeted 100 foreign employees of private companies in Istanbul, a questionnaire survey was used for data collection. the results achieved from the research show that the increase in psychological violence has a great effect on the quality of employee service quality and employee creativity. The obtained results also allow us to confirm the hypothesis that the state of violence generally affects employee creativity.

KEY WORDS: communication, employee performance, psychological violence

INTRODUCTION

Historically, foreign employee performance just like a local employee once is known as a key avenue of the organisation existence, which has been achieved by an organisation related to its authority and obligation in attaining the objectives legally, not against the law, and conforming to the morale and ethics of the organisation (Almajali et al., 2019). Therefore, employee performance is measured through employee service quality and employee productivity (unit output) as well as employee creativity. Such large and developed countries as USA, Germany, Great Britain, or France have been able - due to their capacity - to manage their development for growth of the economies needed to sufficiently develop the economic capacities of the countries, and employee performance is hence a traditional aspect indispensable in enhancing the functionality of the organisations (Kaufman et al., 2015). But also, many countries which do not have such historical experience, especially in Africa and Asia such for example as South Africa, Ghana or Nigeria, have managed to develop strong employee performance standards geared towards the enhancement of the organisations.

Employee performance is the contribution of personnel to meet organisational objectives and is an indicator of how well an individual executes his/her duties and responsibilities within the organisation (Thao & Hwang, 2017). The performance of employees, especially of foreign origin, faces a series of challenges after performance coupled with high degrees of psychological violence.

According to the research on psychological violence in 1980, typical behaviours for such phenomena are bullying, maltreatment, emotional abuse, victimisation, intimidation, verbal abuse, psychological terrorism, and psychological violence (Demirgil, 2008). All of them are strongly connected with communication in the workplace. It can include manners such as verbal criticism, personal attacks, humiliation, belittling, and exclusion (Wu et al. 2020). Psychological violence is the mental and emotional pressure on the individual working in the organisation by approaching him/her through malicious and disrespectful behaviours (Tigrel & Kokalan, 2009). For example, in the case of mobbing, employees develop negative behaviours and push employees to leave the workplace (Divincová & Siváková, 2014) or to illnesses or even depression (Noring, 2000). Employees exposed to mobbing experience physical, mental and behavioural problems. Physical problems such as stomach diseases, weight gain or loss, insomnia, various body pains, low immunity, increased use of alcohol and cigarettes, and drug use. Emotional problems, depression, burnout, anxiety, apathy, emotional emptiness, meaninglessness of life, low motivation, and adjustment disorder. Behaviour disorder, nervousness, risky behaviour, lack of attention, forgetfulness, lack of emotion, rigidity, family problems, and suicide can result. The commitment and participation of an employee increases with the satisfaction of basic needs and innovations in the working environment (Safiullah, 2015). Changes in basic needs between individuals, as well as job satisfaction. As a result, the effects of the perception of psychological violence on employee service quality, employee productivity, and employee creativity are examined.

Psychological violence (Lin et al. 2015) has negative effects on employee performance, which generally affect the organisation and organisational environment and may cause many negative results for person especially among foreign employees. Cases of psychological violence are highly reported in many private organisations that occur in Turkey, especially among foreign workers. The job performance of an individual exposed to psychological violence in the workplace is negatively affected. The initial psychological effects of mobbing are unwillingness to go to work, exhaustion, loss of concentration, and frustration, where these lead to a decrease in job performance. Chronic tension, stress, and conflicts decrease an individual's creativity, innovative thinking skills, productivity, and motivation, which are collectively termed a decrease in performance.

1. STATEMENT OF THE PROBLEM

Foreign employees in the private sector in Istanbul, as probably in many other countries, are expected to be creative, with improved service quality and productivity. Moreover, the employee performance is coupled with failure to provide the daily productivity output and low employee standard output that was reduced by 10% in year 2020/21, low levels of service quality to customers, and low levels of creativity. The current state of employee performance both local and foreign employees might threaten the existence of private organisations in Istanbul Turkey due to poor performance of the organisation in terms of profits, sales, and number of productions. There are signals that employee stress and violence make one think that psychological violence could be responsible for poor performance of employees, hence the study on psychological violence and performance of foreign employees in Istanbul private sector. Taking into account the above remarks, the article aims:

- To determine the relationship between psychological violence and employee service quality among foreign employees in the private sector of Istanbul.
- To examine the relationship between psychological violence and employee productivity among foreign employees in the private sector of Istanbul.
- To establish the relationship between psychological violence and employee creativity among foreign employees in the private sector of Istanbul.

Review of the literature as well as analysis of empirical research allows for the identification of the following research hypotheses.

- H01: There is a statistically significant positive relationship between psychological violence and employee service quality among foreign employees in the private sector of Istanbul.
- H02: There is a statistically significant positive relationship between psychological violence and employee Productivity among foreign employees in the private sector of Istanbul.
- H03: There is a statistically significant positive relationship between psychological violence and employee creativity among foreign employees in the private sector of Istanbul.

1.1 Impact of Psychological Violence, Employee Productivity, and Creativity

N. Davenport et al. (2002) studies indicate that psychological violence seems to be more common in nonprofit organisations, educational institutions, and the health sector, which reduces job productivity in these fields. Communication and interaction between staff members, as well as perceptions of these interactions, have a significant impact on institutional productivity and performance levels, with bullying at work being the most common cause of a decrease in the quality and quantity of

work (Pillay, 2016). Individuals who are passionate about their work, the state of passion has a positive effect on them. Employees that are subjected to mobbing typically burn out because they have low work satisfaction and inadequate performance (Burke & Fiksenbaum 2009). Making managerial decisions to stop mobbing or bullying in the organisational culture is vital to maintaining the employees' passion for their jobs.

Fisher-Blando did research on aggressive behaviour, especially workplace bullying, and its impact on job satisfaction and productivity (2008). According to the study's results, 75% of participants said they had seen colleagues being treated unfairly at some point in their employment, 47% had experienced bullying, and 27% had been the subject of bullying in the previous year. L. Judith (2018) examined workplace bullying and aggressive behaviour and its effect on job creativity and revealed how bullying influences on a person's capacity to execute his/her work, which may have an impact on employee morale and an organisation's financial results. The main conclusions of this study explain how workplace bullying appears, what forms of maltreatment and bad behaviour are experienced by employees, how much stress is caused by physical and mental bullying, and what the impact of workplace bullying on the job creativity.

2. CONCEPTUAL FRAMEWORK

Considering all types of psychological violence, one may notice that all are closely connected with communication because they occur during the processes of interaction between the parties. That is why they should be examined by means of communication theories and practises. Such behaviours as bullying, maltreatment, victimisation, verbal abuse, and many others occur in the interactions and mostly take the form of verbal and non-verbal communication. Psychological violence in the workplace involves hostile and unethical communication (Leyman, 1996). Communication in the workplace is central because it enhances employee morale, engagement, productivity, creativity, and satisfaction.

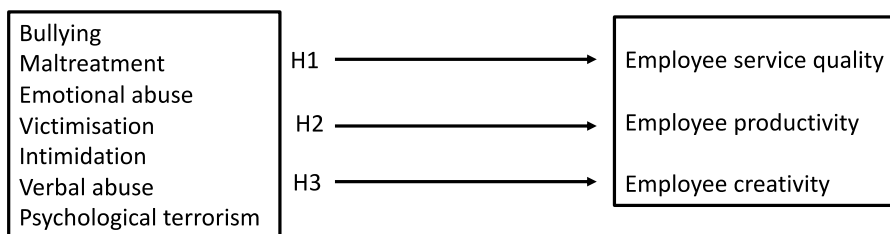


Figure 1. Conceptual framework of the research

Source: the author's own research

When communication takes the form of unethical behaviour such as bullying or discrimination, it must have an impact on performance, creativity, or the quality of the tasks performed by employees. Therefore, in the presented research, it is assumed that unethical communication such as bullying maltreatment, abuse, victimisation, intimidation, and psychological terrorism determines employee service quality, productivity, and creativity. (Figure 1).

Psychological violence among healthcare workers is associated with decreased job satisfaction, increased occupational stress, and poor patient care outcomes (Zampieron et al., 2019). It negatively influences the quality of the service of healthcare workers. Additionally, there are major implications for patients and the whole institution, since violent health care personnel are more likely to provide poor care and treatment, which has a negative impact on patients. The effects of psychological or emotional abuse can occasionally be more severe than those of physical assault. Perhaps the effects of psychological or emotional torture are more severe than those of actual assault.

Evidence has shown that people who experience psychological violence are seven times as likely to be victims of physical violence (Lanza et al., 2016). Studies set in the USA in 2004 and 2015 have shown that verbal abuse is the most used type of violence reported by physicians and nurses (39–99%), with physical violence being experienced by only 1–11% (Pompeii et al., 2015). Furthermore, in a study in Pakistan, more than two-thirds of the respondents ($n = 121/164$, 73.8%) were victims of violence in the previous 12 months, with verbal abuse ($n = 104/121$, 86%) being the main type of aggression. In Jordan, the prevalence of verbal abuse by patients and visitors was 63.9%, while for physical abuse, 7.2% was committed by patients and 3.1% by visitors. Approximately 30% of hospital staff in central Taiwan reported having experienced only verbal abuse (Hsieh et al., 2016). In both the private and public sectors in Hong Kong, nonphysical violence was found to occur more frequently than physical violence; furthermore, there is a reported lack of preparedness of many organisations in dealing with violence (Lo, Chappell, and Kwok, 2012). In Italy, around one-tenth of workers have reported some form of physical assault in the workplace, while as many as one-third have been exposed to nonphysical violence in the previous year. Nurses and physicians were found to be the most vulnerable occupations.

N. Davenport et al. (2002) put forth studies indicate that psychological violence seems to be more common in nonprofit organisations, educational institutions, and the health sector, which reduces job productivity in these fields. Communication and interaction between educational and other institution staff, as well as perceptions of these interactions, have a significant impact on institutional productivity and performance levels, bullying at work being the most common cause of a decrease in the quality and quantity of work (Pillay, 2016).

In people who are passionate about their work, the state of passion has a positive effect on people. Employees that are subjected to mobbing typically burn out because they have low work satisfaction and inadequate performance (Burke & Fiksenbaum 2009). Making managerial decisions to stop mobbing in the organisational culture is vital in order to maintain the employees' passion for their jobs.

The International Labour Organisation ([ILO] states that although psychological violence is considered harmless, it is included in bullying, homicide, rape, or robbery (Davenport, 1999). According to Pillays (2016) estimates, up to 23 million Americans experience workplace abuse daily, which is on the verge of becoming an epidemic. This demonstrated the severity of psychological abuse. Mobbing interferes with the physical, mental, social, and economic well-being of academics and other professionals and hinders productive scientific endeavours.

3. RESEARCH METHOD

The proposed study will adopt an exploratory descriptive and correlation research design based on the quantitative and qualitative approach. The design is multifaceted due to the contextual perspective of the research problem. Exploratory research ascertains an unfamiliar research problem (Van der Mescht, 2014), while descriptive research answers questions of who, what, where, when, and how related to the problem (Murphy,2013). According to Zeoga (2008), correlation research determines co-varying linkages between variables. As such, the exploratory and descriptive facets of the design will be used to explore and describe the practicality of psychological violence and the specified employee performance indicators.

Target population is an entire group of individuals, events, or objects having common observable characteristics that are being investigated (Mugenda & Mugenda, 2003). The study targets foreign employees of some private companies in Istanbul; on average in all selected companies, the study targets 100 foreign employees at least 20 from each company. These are considered fit since they are affected by psychological violence in the study companies.

The questionnaire survey will be used for data collection. The questionnaire survey method will be adopted based on the structured questionnaire as an instrument for collecting data. The questionnaire is suitable for the nonobservable form of data such as perceptions and feelings of the respondents and is appropriate for quantitative assessment (Artino et al.,2014).

Quantitative analysis of field survey data will be done using computer-based programmes, namely the Statistical Package for Social Scientists (SPSS) and the Microsoft Excel programmes, respectively. These will be used to aid the methods preferred for quantitative data analysis including descriptive statistics (frequency distribution, arithmetic mean & standard deviation), Pearson's correlation coefficient test, and multiple linear regression analysis.

4. RESEARCH RESULTS

The study is about psychological violence and the performance of foreign employees in Istanbul private sector. This chapter presents results based on the study on the objectives of determining the relationship between psychological violence and employee service quality, examining the relationship between psychological violence and employee productivity, and evaluating the relationship between psychological violence and employee creativity among foreign employees in the private sector. The results were obtained from 104 respondents who provided information through the questionnaire. The chapter presents the results on the demography of survivors followed by descriptive statistics and inferential statistics to determine the relationship between psychological violence and the performance of foreign employees in Istanbul private sector.

4.1 Demographic characteristics of the respondents

The results based on the findings are provided on the gender, age, education, and time of work of the respondents. The findings for the study based on the information are provided in the tabulations of Table 1.

Table 1. Demographic traits of the respondents

<i>Responses</i>	<i>Frequency</i>	<i>Percentage</i>
Male	65	62.5
Female	39	37.5
Age		
18-25 years	56	53.8
26-40 years	44	42.3
41-60 years	4	3.8
Education		
Certificate	14	13.5
bachelors	54	51.9
Master	34	32.7
Doctorate	2	1.9
Time for work		
1-4 years	68	65.4
5-9 years	19	18.3
10-14 Years	10	9.6
15 years of age or older.	7	6.7
Total	104	100.0

Source: the author's own research

The gender results reveal that 62.5% of the respondents were males while 37.5% of the survivors were females. The results show that the data was obtained mainly from males, although the information obtained is significant for decision-making. On the age of the respondents, the respondents of 26-40 years were 42.3% of the study, those of 18-25 years were 53.8%, and those of 41-60 years were 3.8% of the respondents. Regarding the education of survivors, the certificate holders were 13.5% of the study, while 51.9% of the survivors were bachelor's holders and the masters were 32.7% of the survivors and the doctorate was 1.9% of the study. The results show that most of the study participants were educated; they had the greatest understanding of the study area. Finally, in the time of work for respondents in the private sector in Istanbul, the majority had worked between 1-4 years, 65.4%, then 18.3% of respondents had worked for 5-9 years, then those with 10-14 years were 9.6% and finally 6.7% of respondents had worked for more than 15 years.

Table 2. Descriptive statistics on psychological violence among foreign employees in the private sector of Istanbul.

	<i>Mean</i>	<i>Std. D</i>
I am bullied by my fellow workers who are nationals	2.365	1.207
My managers are part of those who bully employees.	2.451	1.173
Maltreatment is provided to the international staff.	2.596	1.234
Foreign employees are emotionally abused.	2.519	1.246
There is victimisation of the employees in the organisations.	2.586	1.251
There is frequent intimidation by foreign personnel.	2.701	1.197
There are verbal abuses to international personnel.	2.634	1.292
There are psychological threats presented to the international staff.	2.596	1.265
There is a psychological behavioural misunderstanding among the international staff	2.769	1.3162
<i>Psychological violence</i>	2.558	1.019

Source: the author's own research

The results disclosed in Table 2 provide descriptive statistics on psychological violence among foreign employees in the private sector of Istanbul. The findings show that the overall mean was 2.558, the standard deviation was 1.019 interpreted as moderate, implying that the cases of psychological violence experienced among foreign employees in the private sector of Istanbul were generally moderate, meaning that some reasonable number of employees do experience psychological violence at their work places, comparing the mean of 2.558, out of the maximum mean of 5, it means that it is true that some moderate number of employees in the private sector do experience psychological violence.

Table 3. Descriptive statistics on employee performance among foreign employees in Istanbul private sector

<i>Descriptive statistics</i>	<i>Mean</i>	<i>Std. D</i>
The employees provide services in a timely manner.	3.192	1.043
The employee services are attractive to the customers.	3.259	1.061
The employee's services to the customer meet the desired standards	3.307	1.089
<i>Employee service quality</i>	3.253	.898
The standard output of the employees is generally good.	3.384	.978
The employees' output levels meet the demands of the customers.	3.281	1.097
The level of work of employees is without absenteeism.	3.250	1.021
<i>Employee Productivity</i>	3.278	.891
The employees are generally innovative in their work	3.211	1.146
There is new ideal generation amongst the employees	3.384	.948
The employees involved in designing new ways of working	3.278	1.110
<i>Employee Creativity</i>	3.275	.937
<i>Employee Performance</i>	3.268	.908

Source: the author's own research

Results in Table 3 on descriptive statistics of employee performance among foreign employees in the private sector of Istanbul. The overall mean was 3.268, the standard deviation was 0.908 interpreted as moderately high, implying that the employee performance in the foreign employees is generally moderately high, The quality of the employee service had the mean of 3.253, the standard deviation was 0.898 and then the employee productivity was 3.278, the standard deviation was 0.891 interpreted as moderately high, while the employee creativity had 3.253, the standard deviation was 0.898 interpreted as good.

4.2 Relationship between psychological violence and quality of employee service among foreign employees in the private sector of Istanbul

The first objective of the study was to determine the relationship between psychological violence and quality of employee service among foreign employees in the private sector of Istanbul; to achieve this objective, the researcher performed a Pearson's correlation analysis to determine the relationship between the variables.

Table 4. Relationship between psychological violence and employee service quality among foreign employees in the Istanbul private sector

		<i>Psychological violence</i>	<i>Employee service quality</i>
Psychological Violence	Pearson Correlation	1	-.114
	Sig. (2-tailed)		.247
	N	104	104
Employee service quality	Pearson Correlation	-.114	1
	Sig. (2-tailed)	.247	
	N	104	104

Source: the author's own research

Table 4 presents the results of the correlations of the correlations on the relationship between psychological violence and the quality of the quality of employee service. The findings show a negative low, nonsignificant relationship between psychological violence and employee service quality among foreign employees in the private sector ($r = -.114$, $P > 0.05$). The results of the study indicate that psychological violence does not significantly affect the quality of employee service. Therefore, the research hypothesis is rejected, and the researcher contends that there is no statistically significant positive relationship between psychological violence and employee service quality among foreign employees in the private sector of Istanbul.

4.3 Relationship between psychological violence and employee productivity among foreign employees in the private sector of Istanbul

The second objective of the research was to examine the relationship between psychological violence and employee productivity among foreign employees in the private sector of Istanbul. The study results based on the information attained based on Pearson's correlation analysis are provided in the study below.

Table 5. Correlation between psychosocial violence and employee productivity among foreign employees in the Istanbul private sector

		<i>Psychological violence</i>	<i>Employee Productivity</i>
Psychological violence	Pearson's correlation	1	-.022
	Sig. (2-tailed)		.822
	N	104	104
Employee Productivity	Pearson's correlation	-.022	1
	Sig. (2-tailed)	.822	
	N	104	104

Source: the author's own research

Table 5 presents the correlation results on the relationship between psychological violence and the quality of employee service. The findings show a negative low nonsignificant relationship between psychological violence and employee productivity among foreign employees in the Istanbul private sector ($r = -.022, P > 0.05$). The results of the study indicate that psychological violence does not significantly affect employee productivity. The research hypothesis is therefore rejected, and the researcher contends that there is no statistically significant positive relationship between psychological violence and employee productivity among foreign employees in the Istanbul private sector.

4.4 Relationship between psychological violence and employee creativity among foreign employees in the private sector of Istanbul

The third objective of the study was to establish the relationship between psychological violence and employee creativity among foreign employees in the private sector of Istanbul. The study results presented based on correlation analysis are provided in the study below.

Table 6. Correlation between psychological violence and employee creativity among foreign employees in Istanbul private sector

		<i>Psychological violence</i>	<i>Employee Creativity</i>
Psychological violence	Pearson's correlation	1	-.212*
	Sig. (2-tailed)		.031
	N	104	104
Employee Creativity	Pearson's correlation	-.212*	1
	Sig. (2-tailed)	.031	
	N	104	104

*. The correlation is significant at the 0.05 level (2-tailed).

Source: the author's own research

Table 6 presents the results of the correlation on the relationship between psychological violence and employee creativity. The findings show a low significant positive relationship between psychological violence and employee creativity among foreign employees in the private sector ($r = -.212, P < 0.05$). The results of the study indicate that psychological violence significantly affects the creativity of the employee. The research hypothesis is therefore accepted, and the researcher contends that there is a statistically significant positive relationship between psychological violence and employee creativity among foreign employees in the private sector of Istanbul.

CONCLUSIONS

The study was set up to determine the relationship between psychological violence and the quality of employee service among foreign employees in the private sector of Istanbul. First, the study concludes that psychological violence does not have a strong effect on the quality of employee service quality. However, the results show that the increase in psychological violence has a great effect on the quality of employee service quality.

Second, the study was established to determine the relationship between psychological violence and employee productivity among foreign employees in the private sector of Istanbul. The results let us conclude that psychological violence does not have a high effect on employee productivity. The data received also show that the increase in psychological violence does not have a high effect on employee productivity.

Third, the study was established to determine the relationship between psychological violence and employee creativity among foreign employees in the Istanbul private sector. The authors conclude that psychological violence has a high effect on employee creativity. The results show that an increase in psychological violence has a high effect on employee creativity. The obtained results also allow us to confirm the hypothesis that the state of violence generally affects employee creativity. In general, employee performance in terms of creativity in the private sector of Istanbul is highly affected by the existence of psychological violence.

RECOMMENDATIONS

The research results obtained allow for the formulation of certain recommendations. First, the existence of psychological violence is a danger to the existence of employees. That is why policy mechanisms and, if possible, special handling of foreign employees can be recommended if the employees are creative enough to carry out and execute their activities in the organizations. Second, the study also recommends that for the use of policy avenues needed to induce the performance of the employees in the private sector, motivation packages, and incentives must be provided and increased. There is a need to improve the counselling sessions needed to ensure the reduction of violence among employees in organizations. Communication training has been identified as critical to achieving change and reducing the risk of such violence.

REFERENCES

- Almajali, Y. A., Alamro, S.H., Al-Soub, Y. Z. (2019), „Factors affecting the financial performance of Jordanian insurance companies listed at Amman Stock Exchange”, *Journal of Management Research*, Vol. 4, No. 2, pp. 266-289. DOI: 10.5296/jmr.v4i2.1482.
- Artino, A.R., La Rochelle, J.S., Dezee, K.J., Gehlbach, H. (2014), “Developing questionnaires for educational research: AMEE Guide No. 87”, *Medical Teacher*, Vol. 36, No. 6, pp. 463-474.
- Azizi bin Hj Yahaya, Jamaludin Ramli, Noordin Hj.Yahaya, Saini Jaalam, Jasmi Ismail (2016), “Teachers and Students Perception towards Bullying in Batu Pahat District Secondary School”, *European Journal of Social Science*, Vol. 11, No. 4
- Burke, R.J., Fiksenbaum, L. (2009). Work motivations, work outcomes, and health: Passion versus addiction. *Journal of business ethics*, Vol. 84, No. 2, pp. 257-263.
- Davenport, N., Schwartz, R.D., Elliott, G.P. (2002), *Mobbing: Emotional bullying at work*, Sistem Publishing, İstanbul (in Turkish).
- Davenport, N.Z. (1999), “Mobbing in workplace: Is it an epidemic?”, *Article of Post-graduate*, Vol. 12, No. 1–2 (in Turkish).
- Demirgil, A. (2008), *A research on the relationship between mobbing practices and organizational commitment in businesses*, Unpublished Master Thesis, Yıldız Technical University Social Sciences Institute, Istanbul (in Turkish).
- Divincová, A., Siváková, B., (2014), “Mobbing at workplace and its impact on employee performance”, *Human Resources Management & Ergonomics*, No. 2, pp. 20 – 34.
- Fisher-Blando, J.L. (2008), *Aggressive behavior, workplace bullying, and its impact on job satisfaction and productivity*, https://www.researchgate.net/publication/265183961_Workplace...
- Flannery, R.B. (1996), “Violence in the workplace, 1970–1995: A review of the literature”, *Aggression and Violent Behavior*, Vol. 1, Issue 1, pp. 57-68, <https://www.routledge.com/Psychological-Violence-in-the-Workplace-New-perspectives-and-shifting-frameworks/Schindeler-Ransley-Reynald/p/book/9780367596026#>
- Hsieh, H.F., Chang, S.C., Wang, H.H.(2016), “The relationships among personality, social support, and resilience of abused nurses at emergency room and psychiatric Ward in Taiwan”, *Women & Health*, Vol. 57, No. 1, pp. 40–51.
- Judith L.F. (2018), *Workplace Bullying: Aggressive Behavior and Its Effect of Job Satisfaction and Productivity*, A Dissertation Presented in Partial Fulfillment of the Requirements for the Degree Doctor of Management in Organizational Leadership.
- Kaufman, T., Christensen, D.J., Newton, A. (2015), *Employee Performance: What Causes Great Work?*, Cicero Group, O.C. Tanner Institute, pp. 1–16.

- Lanza, M.L., Zeiss, R.A., Rierdan, J. (2006), “Non-physical violence: a risk factor for physical violence in health care settings”, *American Association of Occupational Health Nurses*, Vol. 54, No. 9, pp. 397-402.
- Leymann, H. (1996), “The content and development of mobbing at work”, *European Journal of Work and Organizational Psychology*, Vol. 5, No. 2, pp. 165–184.
- Lin, W., Wu, J., Yuan, L., Zhang, C., Jing, M., Zhang, H-S, Luo, J-L, Lei, Y-X., Wang, P-X. (2015), “Workplace Violence and Job Performance among Community Healthcare Workers in China: The Mediator Role of Quality of Life”, *International Journal of Environmental Research and Public Health*, No. 12, pp. 14872-14886. doi: 10.3390/ijerph121114872.
- Lo, C., Kwok, S. (2012), “Workplace violence in Hong Kong, China: nature, impact, and preparedness”, *International Journal of Offender Therapy and Comparative Criminology*, Vol. 56, No. 6, pp. 955–975.
- Murphy, K.J. (2013), *Executive Compensation: Where We Are, and How We Got There*, <https://doi.org/10.1016/B978-0-44-453594-8.00004-5>
- Noring, S. (2000), “Mobbing: Emotional abuse in the American workplace”, *American Journal of Public Health*, Vol. 90, No. 4, 636-650.
- Pillay, S.R. (2016), “Silence is violence: (Critical) psychology in an era of Rhodes Must Fall and Fees Must Fall”, *South African Journal of Psychology*, Vol. 46, No. 2, pp. 155–159.
- Pompeii, L.A., Schoenfisch, A.L., Lipscomb, H.J., Dement, J.M., Smith, C.D., Upadhyaya, M. (2015), “Physical assault, physical threat, and verbal abuse perpetrated against hospital workers by patients or visitors in six U.S. hospitals”, *American Journal of Industrial Medicine*, Vol. 58, pp. 1194–204.
- Safiullah, A.B. (2015), “Employee motivation and its most influential factors: A Study on the telecommunication industry in Bangladesh”, *World*, Vol. 5, No. 1, pp. 79-92.
- Thao, T.L.T., Hwang, C.J. (2017), “Factors Affecting Employee Performance – Evidence From Petrovietnam Engineering”, *Journal of Management Research*, Vol. 21, No. 3, pp. 21–33.
- Tigrel, E.Y., Kokalan, O. (2009), “Academic mobbing in Turkey”, *International Journal of Behavioral, Cognitive, Educational and Psychological Sciences*, Vol. 1, No. 2, pp. 91-99.
- Touliatos, J., Compton, N.H. (1988), *Research methods in human ecology*, Iowa State University Press, Ames, IO.
- Van der Mescht, H. (2014). Phenomenology in education: A case study in educational leadership. *Indo-Pacific Journal of Phenomenology*, 4 (1), 1-16
- Wu M., He Q., Imran M., Fu J. (2020). *Workplace Bullying, Anxiety, and Job Performance: Choosing Between “Passive Resistance” or “Swallowing the Insult”?* “Frontiers in Psychology”, Vol. 10 <https://www.frontiersin.org/articles/10.3389/fpsyg.2019.02953>, DOI: 10.3389/fpsyg.2019.02953

Zampieron, A., Galeazzo, M., Turra S., Buja, A. (2010), “Perceived aggression towards nurses: study in two Italian health institutions”, *Journal of Clinical Nursing*, Vol. 19, No. 15-16, pp. 2329–2341.

APPENDIX I

Psychological violence and Performance of foreign employees in Istanbul, Turkey questionnaire

SECTION I: Demography of Respondents

1. **Gender**
 - a) Male
 - b) Female
2. **Age**
 - a) 20 – 29
 - b) 30 – 39
 - c) 40 - 49
 - d) 50 and Above
3. **Qualification Academically**
 - a) Certificate
 - b) Diploma
 - c) Bachelors
 - d) Masters
4. **Time Period of Work**
 - a) 1-4 years
 - b) 5-9 years
 - c) 10-14 years
 - d) 15 Years above

PART B: Psychological Violence

Under the following sections, please tick according to your level of agreement

5= Strongly Agree, 4= Agree, 3= Not Sure, 2= Disagree, 1= Strongly Disagree

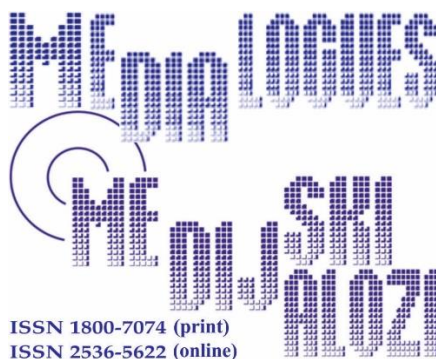
A	<i>Psychological Violence</i>	1	2	3	4	5
1	I am bullied by my fellow workers who are nationals					
2	My managers are part of those of bully the employees					
3	There is maltreatment provided to the international staff					
4	The foreign employees are emotionally abused					
5	There is victimization of the employees in the organizations					
6	There is frequent intimidation of the foreign staff					
7	There are verbal abuses to the international staff					
8	There is psychological threat presented to the international staff					
9	There is psychological behavioral misunderstanding among the international staff					

PART C: Employee Performance

Under the following sections, please tick according to your level of agreement

5= Strongly Agree, 4= Agree, 3= Not Sure, 2= Disagree, 1= Strongly Disagree

No	<i>Employee service quality</i>	1	2	3	4	5
1	The employees provide services in a timely manner					
2	The employees' services are attractive to the customers					
3	The employees' services to the customer meet the desired standards					
No	Employee Productivity	1	2	3	4	5
1	The standard output of the employees is generally good					
2	The employees output levels meet the demands of the customers					
3	The employees' level of work is without absenteeism					
No	Employee Creativity	1	2	3	4	5
1	The employees are generally innovative in their work					
2	There is new ideal generation amongst the employees					
3	The employees involved in designed new ways of work					



For citation:

Nadarevic, D., Macanovic, N. (2023), „Communication, Communication and Resocialisation Dimensions of Colours in Prison”, *Media Dialogues / Medijski dijalozi*, Vol. 16, No. 1, pp. 25-38.

Communication and Resocialisation Dimensions of Colours in Prison

Assistant Professor **DAMIR NADAREVIC**

Faculty of Health Studies,
Bihac, Bosnia and Herzegovina

e-mail: damir.nadarevic2@gmail.com

Professor **NEBOJSA MACANOVIC**

Faculty of Political Sciences,
Department of Pedagogy and Methodology
Banja Luka, Bosnia and Herzegovina

e-mail: nebojsa.macanovic@fpm.unibl.org

ARTICLE INFO	<i>Received: April 29, 2022 / Revised from: May 30, 2022 Accepted: June 30, 2022 / Available online: January 15, 2023</i>
DOI	10.14254/1800-7074/2022.16-1.2

ABSTRACT

According to ecological valence theory, the popularity of colours stems from the feelings we have about objects of a certain colour. We love blue because we associate it with blue skies and clear water, yellow with sun and heat... However, the problem is when we do not have colours. Imagine a world without colours. Prison environment (and majority of total institutions) are very close to such a world. Grey and white colours dominate. Black and white, and their combinations and shades are not considered colours. Such an environment cannot evoke any recollection, at least not a pleasant one. The space is "sterile", "barren", it does not give any information or stimulation. In such an environment, re-education and re-socialization are a prescribed form without appropriate content, without incentive. In this paper, we try to emphasize the importance of colours in creating an educational and stimulating environment in prison. In addition, we point out the importance of their correct interpretation in the environment that the prisoners themselves arrange, and we give advice for "managing" communication specifically by using colours in interaction. The paper uses methods of explicative analysis and ethnographic method of qualitative observation with participation. The research was conducted at the Semi-open prison in Bihac, where one of the authors of the paper was employed as the head of the department for the examination of prisoners' personality. The aim of the research was to determine whether and how colours in prison affect the mutual communication of prisoners themselves, but also the communication of prisoners with employees and ultimately the process of their resocialisation and re-education.

KEY WORDS: *Colour, communication, prisoners, interior, prison.*

INTRODUCTION

"Colors, just like facial features, follow emotional changes."

Pablo Picasso

We encounter colors from birth. Colors are all around us. We often don't pay attention to them. They are part of our environment, they complete our visible world, their presence seems self-evident. In addition, color is also a very important communication factor because it is found all around us (Hubinkova and Kirinic, 2020).

What is color? Isaac Newton (1642-1727) was the first to claim that colors emanate from light. He discovered that white light is made up of many different colors. He directed a beam of white light through a prism and on the other side got a rainbow made up of seven colors: red, orange, yellow, green, cyan blue, dark blue and violet. Something similar happens in our eyes. The human eye can only perceive white light.

When there is no light, there is no color, because color is light. Such light is a mixture of all the colors of the visible part of the spectrum (a mixture of different electromagnetic wavelengths that represent color). What the human eye sees is actually only a small part of the spectrum of electromagnetic waves (Tanhofer, 2000, pp. 26-28; Cramer et al., 2020).

Therefore, "color is a property of light, but also a subjective psychophysical experience that arises in the eye as a result of the action of electromagnetic radiation" (Miličić, 2013, p. 18). Color perception is completely subjective, people can experience it differently (Trstenjak, 1996, p. 9). From there, its influence on people is different. The very name of the color is an abstract concept. When we say that something is red, we will have an idea of what color it is, because we have agreed that light of a certain wavelength is called that. So it's an agreement. Likewise, the same wavelength of light could have been called differently if we had agreed on it. Similarly, Westland and Cheung (2006: 7) argue that color exists only in our minds as a reaction to light entering our eye directly from light sources and indirectly by reflecting light off objects. Not a single object that we see has its own color, but reflects, transmits or reflects light of a certain color. Objects have a pigment that allows us to recognize the wavelengths of the light spectrum. What the pigment has not absorbed we see as color. So, what we called red, blue, green pigments are, in fact, different substances that reflect or transmit light of a certain wavelength, which activated certain photoreceptors in our eyes and created the sensation of a certain color in the brain (Cramer et al., 2020).

Colors are most often perceived as an optical phenomenon. However, there are studies that have established that in the perception of colors we still use the whole being, that is, all the senses (Tanhofer, 2000, p. 20). The body also recognizes color through the skin. Research was conducted with blind people who felt color on their fingertips and claimed that e.g. red is rough and warm, and blue is smooth and cold (Jelavić, 2009, p.12). Therefore, light is part of the spectrum of electromagnetic waves. So, color is also a form of energy.

Colors represent strong symbols in each of us, evoking numerous emotions and associations in us and acting differently on each individual. Color can calm, but also encourage action or cause stress. Intense colors can cause aggression, while gentle colors can soothe (Lovgren, 1996, p. 20).

People, in all cultures, have been using color for centuries in communication, religion and cultural relations in their social environment (Annen, 2017, p. 62). Color symbolism is relevant to a certain social community, culture, in a certain space and time. So, for another community or culture, the same color can have a different symbolism, or for the same culture that lives in another space or after a certain time, it can change its symbolic meaning. Therefore, the perception of colors also depends on the culture (Lovgren, 1996, p. 20). That is, from the meaning they have in a certain culture and are therefore also a means of expressing social identity (Jelavic, 2009, p.

8). The clothes of the nobility, the clergy, and the togas of the senators in Rome were of specific colors and those colors could not be worn by those who did not belong to that social class. "*Colors were often subject to luxury laws that protected the privileged classes from the attempts of others to imitate them... Lepers, dimwits, prostitutes, executioners, heretics, Roma, Jews, Muslims, all of them were forced at a certain time to wear clothes or marks that distinguished them from society*" (Pastoureau, 2003; Sarti, 2006, pp. 234-235; Jelavic, 2009, p. 9).

Psychologists point out that colors affect human behavior, stimulate us to action, stimulate our senses or cause certain moods, influence the visual, aesthetic and spatial perception of the world around us, have a psychological effect (Nadarevic, 2021, p. 216). E. Annen (2017) claims that colors "are in the head" of a person and they are something very personal for each person. Therefore, the communicative value of color cannot be observed without context, its "background" (the same). In our specific case, the gray color associates prisoners with prison walls.

"So based on the above, we can define colors as the energy of electromagnetic waves whose physical dimension provokes chemical reactions that create a subjective experience in the human brain that depends on the culture and social identity of the person and as such have a symbolic meaning that influences behavior, encourages action, stimulates the senses and causes certain moods" (Nadarevic, 2019, pp. 111-112).

A complicated definition for something that seems very simple to us. However, precisely because we consider color to be some everyday-thing, we usually do not pay enough attention to its influence on humans.

1. PSYCHOLOGICAL AND SYMBOLIC MEANING OF COLORS

Colors have always had a great symbolic value. E.g. the golden color (especially in Christian painting) represents the radiance of the spirit and holiness, while purple (purple or porphyry) is the ruling color because the Roman emperors who inherited the title were given the addition "Porphyrogenet" (born in porphyry) because of the rare purple stone - porphyry that for the emperors was brought from distant Egypt" (Kairos, 2009). Furthermore, the symbolism of colors depends on the environment, red is the color of love but also communism, green is the color of hope, Islam, the movement for environmental protection, yellow is the color of Judaism but the Vatican, black is the color of fascism, pink is optimism, etc. The meaning given to a color is the result of the agreement or perception of several people trying to generalize and associate the color with something known. What the response to color will be depends on experience, but also on inherited traditions. Thus, Palmer and Schlos (2010) study color preferences within their ecological valence theory, according to which, for example, brown color was less popular than blue because the former reminds them of faeces and the latter of a clear sky, etc.

The influence of colors on humans is studied by color psychology. Knowledge about the influence of colors on humans is important in marketing, but the symbolism and meaning of colors are also part of a broader communication process (Nadarevic, 2019). T. Whitfield and T. Wiltshire (1990) discuss the basic principles of color psychology that we must be aware of when trying to explain their influence on humans:

- The meaning of color is based on either a learned meaning or a biological innate sense,
- Color can carry a specific meaning,
- We usually notice the effect of color immediately,
- The perception of color causes an automatic evaluation by the observer,
- Color meaning and effect are related to the context in which they are found.

Trstenjaka (1996) gives psychological, physiological and symbolic significance to colors and talks about their influence on health. For our subject of research, it is interesting how to use certain colors in the decoration of the interior of the prison.

Red is the color of emotions, it encourages activity and violent reactions. It acts on the body as a psychophysical stimulant. In space, it is usually used to furnish hallways, staircases, kitchens and playrooms (Bilban, 2015, 29). In a prison, it is not recommended, except when furnishing the rooms with an accent, that is, in order to break the monotony of a space with a detail of red color, say a part of the wall, a piece of furniture.

Blue color has a relaxing effect (not all tones, too much is depressing). Blue clothes symbolize loyalty and trust. It is interesting that in most countries the police uniform is blue. Prisoners hate "blues", however a room painted in blue, especially a lighter tone, will have a calming effect on them and reduce anxiety.

Green color is a color that relaxes, calms, acts harmoniously, contributes to self-control and harmony, but also has a pronounced emotional value resulting from religious commitment, which should be taken into account in environments where that religious moment is emphasized. Green color is acceptable for decorating prisons. It often comes in shades of blue. If the rooms are not painted with this color, at least part of the wall should be painted with an oily green color to make it easier to maintain, so that it is almost the "official" color of total institutions.

Yellow, like other intense colors, has extreme meanings. Due to its warm effect, it promotes cheerfulness, optimism, intellectual activity, creates muscle energy, but in excessive doses it has a disturbing effect (children cry more in rooms painted yellow). It is also the color of marginalization, which is probably related to the influence of religious symbolism, but also the materials from which this color was made in the past. In the gray environment of the prison, the color yellow breaks the monotony,

creates a memory of warmth and closeness. However, over time it becomes saturated and becomes disturbing.

Purple is not recommended for coloring a prisoner's bedroom. However, in rooms where counseling, psychotherapy, etc. take place because of its mysticism, it creates an atmosphere of authoritarianism and competence of the therapist. Thus, the walls of the educator's office painted purple can affect the communication climate during work with the prisoner.

Orange is suitable for dining rooms, bedrooms. The flame of the candle gives an orange color which gives a feeling of warmth, security and comfort (Bilban, 2015: 32). Similar to yellow, it is suitable for furnishing rooms where prisoners spend most of the day, the so-called living rooms, rooms for hobbies, etc.

Pink is suitable for the bedroom. However, after a certain time it becomes saturated and encourages aggressiveness. Its symbolism is especially problematic in the prison environment, where even the slightest hint of homosexuality leads to violent reactions among the prisoners.

Black in prison is associated with authority, usually the special police unit wears a black uniform. The space is not painted in this color, however the furniture in the offices can be black. Authors Hubinkova and Kirinic (2020) claim that the symbolism of the color black ranges from elegance, fashion or status, to mourning, protest, anarchism. The results of the research they conducted indicate that "... a high percentage of respondents associate the color black with a rationalizing style of communication based on facts, rational phrases, arguments and evidence. Also, they indicate that business people really consider the color black in business communication to be a symbol of quality business communication and the choice of black clothes for important business moments is not accidental. Likewise, they indicate the meaning and certain power of the color black in resolving conflicts" (Ibid., 2020, p. 443).

White color has a purifying effect on the body because it prevents emotional distress and hopelessness. If the space is white, it seems cold and lonely. In the prison, it is the most common color, the walls, bedding, tablecloths are usually white. It indicates officialdom, asceticism and seriousness, cleanliness, order, but also social mortification and a new beginning.

The floors can be painted *brown* in the prison, but the upholstery of the furniture is acceptable because of the warmth and closeness that this color creates. However, in that case, there must be some accent, warm, color in the space that will "break" the gloom of the environment and the position in which the prisoners are.

Gray is the predominant color of prisons, it is the color of concrete walls, the basic color for iron, concrete blocks, etc. Its color suits no other space as well as the gray color of the prison. The feeling of fear, alienation, uncertainty is, among other things, a consequence of the gray color of the walls.

These are just some of the interpretations of the meaning of colors. An attempt was made to look at it from different aspects without pretensions to give a comprehensive analysis. There are also different interpretations and studies of different aspects of colors (heraldry, fashion, design, etc.). The goal was to point out the complexity of the problem and the need to deal with it when dealing with interpersonal relationships in different environments (Nadarevic, 2019, pp. 117-132).

2. HOW TO PAINT THE JAIL?

We often hear the term "color matching", whether it's about clothes, decorating one of the rooms, a bouquet of flowers, etc. It is actually about determining the group of colors that best match each other (Itten, 1973, p. 34). Some prefer warm colors, others pastel, light colors, darker shades, etc. When we furnish a space, a room in a house, a dormitory in a prison, an office, we must ask ourselves the following questions (Starmer, 2006):

- What will a certain room be used for?
- Who will use it the most?
- Which part of the day will be used the most?
- How much natural light does it receive?
- What are the architectural features of the room?
- How big are the pieces of furniture or will they be in the room?
- What colors were used in the adjacent rooms?
- What emotions and feelings should the room arouse?

Colors, therefore, give each space a special meaning. There are countless combinations of colors that can be used in a prison, from the colors of furniture, walls, ceilings, floors to the colors of bed sheets and other personal items. Everything together forms a kind of harmony, i.e. contrasts that are unique and give a special feeling (Nadarevic, 2019).

Our daily activities take place in different rooms. In one room we eat, in another we sleep, work, study, do some hobby, spend our free time. Accordingly, we "furnish" the space. An important factor of a pleasant feeling in a space are its colors, the colors of the walls, furniture, floor, etc. In our apartments and houses, we usually paint the spaces where we spend most of the time out and have fun (kitchen, dining room, living room) with warm colors (red, orange, yellow, brown). It is the opposite in the rooms where we relax and sleep (bedroom), which we paint with cold colors (blue, purple, green). When furnishing an apartment, red is the most appropriate color for the kitchen, etc. However, what is the situation in the prison? Prisons are total institutions where most activities take place in one place. Currently, due to a number of more or less justified reasons, white and gray prevail. Such an environment provides little information, i.e. it is insufficiently stimulating educational, if by

education we mean the maturation, growth, change... of prisoners (Nadarevic, 2019, p. 143).

However, discussions about how to paint prisons must first answer the following questions:

- what are prisons and what is their goal, the often asked question of the purpose of punishment - punishment or "rehabilitation", resocialization, re-education. Do prisoners need to "atone for their sins" or to learn, mature, grow, or both?
- is the threat of prison, intimidation, one of the ways to prevent crime or does the high standard of prisoners indicate the benevolence of society towards all its members and the willingness to help those who need help?
- does the similarity with the home atmosphere intensify the deprivations (at the same time he is deprived of a number of things that he would have at home, eg freedom, heterosexual relations, autonomy...)?
- how to evaluate individual influences of colors on an individual?
- how to meet safety standards, etc.? (Nadarevic, 2019, pp.144-145).

The answers to the above questions also determine the way the prison environment is arranged. Therefore, starting from the declarative goals of the execution of the prison sentence and the restrictions that affect their realization, some rules can be defined when arranging prison premises:

A. Entrance hall. When reporting to serve his sentence, the prisoner reports to the main duty officer of the prison. The sense of fear and uncertainty is given by the heavy metal door at the gate, wire, white walls, bars. Initial animosity and anxiety can be overcome by creating an atmosphere that exudes confidence and professionalism. In the hall, there must be a place where the prisoners will sit while they wait to be admitted, a place where they will put their things, possibly a table on which there will be magazines or an information leaflet about the institution.

Accent furniture in the form of brightly colored sofas with light colored walls is suggested, or considering that the corridors are only being passed through and the stay in them is short, bright wall colors can be used to facilitate orientation and attention. In this case, the furniture is lighter in color. Decorate the walls of the corridor with various suitable pictures or handicrafts of the prisoners. The reception area must fill the welcoming atmosphere: planters, greenery, flowers, decorative paintings... (Nadarevic, 2019, p. 145).

B. Day care centers should create a positive and relaxed atmosphere in order to make the stay there as pleasant as possible. Therapeutic meetings are usually held in them, which is why the walls should be painted green or blue. Due to the mysticism of the purple color, some therapeutic spaces are also found in that color, however,

considering that it is a multi-purpose room, it is not recommended to paint it in "heavy colors".

C. Rooms should be single, double and triple. Paint the walls of the room with bright, pastel, lively colors that seem warm, intimate, and create a feeling of a family atmosphere. White color should be avoided because it emphasizes institutionalism and separation from the family. Curtains in the room of light colors (pastel, blue, green or orange). Designs can be in the form of small patterns, cubes or stripes. Flowers or large patterns are not recommended. Floor surfaces must be smooth but not slippery, easy to maintain hygiene, disinfect, reduce noise and banging when walking, conduct heat, and have an aesthetically pleasing effect. You should not have any rug or if you already have a rug, the room should be completely covered. The floor must not be shiny and should contrast with the colors of the main wall surfaces.

In accordance with the Law on the Execution of Criminal Sanctions of the Federation of Bosnia and Herzegovina, every prisoner must have at least 4 square meters and 10 cubic meters of space in his room, however, ideally it would be about 7 square meters, with 40-50 cubic meters of space, without the height of the room be more than 3 meters. The room where the prisoner stays would be best if it faced east, if it were spacious, bright and clean. We have to pay attention to: room temperature (heating and cooling), air humidity, ventilation, lighting, smells in the room, tidiness, silence, safety of prisoners. The temperature of the room must be even, the permissible difference in temperature is up to 3 degrees. Central heating is the most economical. The room should not be overheated. A sufficient temperature is 18-22 degrees Celsius. In the summer period, it is difficult to maintain a lower temperature, and air conditioners should be provided for this. Windows must be opened for ventilation. Airing allows for fresh air, but also lowers the humidity of the room and removes odors (Ibid., pp. 145-148).

The lighting of the room should be natural (daily sunlight) because it is one of the basic stimulating factors of the environment and has a great biological impact. Well-adjusted natural or artificial lighting has a significant impact on various vital functions of the body and its psychological and physiological reactions. The standardization of natural lighting is based on the ratio of the window surface to the floor surface (photo coefficient 1/3 to 1/5 in schools and hospitals, 1/6 to 1/7 in office buildings and 1/6 to 1/8 in residential premises (Versic, 2007)). Artificial lighting must not be too strong or too weak, it must not glare, create strong shadows, it must be homogeneous and even, it must not flicker, it must have a color as close as possible to natural lighting, so as not to create stronger heat.

D. Educators' offices where the most treatment activities take place should exude warmth and creativity, and the colors should have a lively and calming effect, light enough but not too much to ensure privacy, also the size of the room provides an intimate space (Zulevic, 2016).

3. LIGHTING AND COLOR GAMES

The importance of light in the prison is particularly emphasized. "Lighting also helps shape our perception of an environment, and that perception can influence the type of messages we send. If we enter a dimly lit or candlelit room, we may speak more quietly, sit closer to each other, and expect more intimate communication' (Meer, 1985; Knapp and Hall, 2010, p. 126). The opposite is true when the light is stronger. "Lack of light seems to be the main problem for people suffering from "seasonal affective disorder" (eng. seasonal affective disorder, USA) a form of depression that is particularly acute in the winter months" (Rosenthal, 1993; Knapp and Hall, 2010, p. 16).

It is almost a rule that prisons do not have windows or the glass on the windows is thicker, often reinforced or impenetrable, which makes them less light permeable. Architectural solutions are sometimes difficult to change, however, with the planned use of colors and possibly artificial light, the darker areas of the prison can be "brightened". With color, we can influence the perception of space and emphasize or hide the size, lighting, depth of the space. So:

- A small space can be optically enlarged with cool, light tones (mainly light blue), with a white ceiling that gives the impression of spaciousness. On the other hand, let's reduce the space and make it more intimate with warm, darker colors.
- Optically shorten a long space by painting the farthest wall in a darker tone or by painting it with a warmer color that optically brings it closer. On the other hand, a short space can be optically extended if we paint the opposite wall in a light color or place a mirror on it.
- A high ceiling appears lower in a light or warm color, the effect is even greater if it is painted in a dark warm color (Psychology of colors in space, n.g. in Nadarevic, 2019, p.150).
- Bright colors optically narrow the space, while calm and unobtrusive colors offer a feeling of spaciousness. Cold colors such as blue, white, green, some shades of purple are unobtrusive and therefore more suitable when we want to increase the space. With very bright cold tones such as light blue, light green and light yellow we increase the dark and small space. Prisons are just such spaces. In addition, the color green is pleasant to the eyes, especially the shade of sage has a beneficial effect on the brain and reduces emotions. A room that is painted green has the effect of lowering the heart rate, blood pressure drops and muscles relax (Nikolic, 2013). Pink curbs aggressive tendencies and reduces physical pain. Belan (2016) points out that in America as many as 1,400 hospitals and correctional homes use the color pink because of its calming effect. However, other research concluded that this effect was only temporary and after a certain time it even increased the aggressiveness of the prisoners.

- Warm colors that contain a little black and red, such as burgundy, yellow, orange, brown, etc. they act as heavy colors and seem to reduce the real size of the space and bring the elements in the space closer together. The walls in the space can be in different colors and tones. When choosing colors, we must take into account the colors of the entire space, which means the colors of the floors, tiles, parquet and ceiling, which should be white to create the impression of spaciousness. Namely, darker colors on the ceiling reduce the space (Psychology of colors in space, n.g. in Nadarević, 2019, p. 151).

All these are "tricks" aimed at reducing the gloom of prison spaces. However, they must not be the only solution. When building a prison, one must strive to create bright, open areas, however "security-dangerous" that may seem. In the end, the panopticon concept itself is based on these principles, i.e. complete transparency of space (this was discussed in previous chapters).

The resocialization of prisoners largely depends on the psychological atmosphere in penitentiaries, and one of the factors that contributes to the imbalance between the inner and outer worlds is the living and working conditions of prisoners (Macanovic, 2011). The smell, colors, and sounds in prisons are often a reflection of the depressing state of such institutions, which often reflect on the communication and behavior of prisoners. Often the very balance of the formal and informal prison system depends on the communication and resocialization dimension in the prison. That is why, in addition to exogenous and endogenous factors that affect resocialization itself, it is important to adapt the conditions in prisons more and more to the conditions in freedom, and in such a way to more effectively influence the later reintegration into the social community (Macanovic, 2007).

CONCLUSION

The rattling of keys, iron doors, drafts, broken windows, cold, concrete, etc. are synonymous with prison. The colors are those "that don't get dirty", to make them easier to maintain, and the walls are white because of the need to show cleanliness (although they are never clean). It ignores the fact that colors have always had a great symbolic value, that they arose from the feelings we have towards objects of a certain color and as such evoke memories that can have different values. There are established color schemes to which people react in a similar way, i.e. color can create the atmosphere in the prison that we want. Based on the research carried out in the paper, we came to the conclusion that bright colors are recommended in the prison, with green and blue colors being the best rated because people perceive them as soothing, stimulating, pleasant and safe. Yellow is also acceptable because the prisoners perceive it as a bright and cheerful color. E.g. painting the walls of the room with soft shades of yellow and green (kiwi color) was seen by the prisoners as "refreshing". They interpreted these modifications positively and were actively involved in the

work related to the arrangement. They painted the walls themselves and often had very constructive suggestions. E.g. particularly interesting was the suggestion that they draw diagonal lines across the walls and thereby create fields in the form of geometric figures (triangles) that they would paint in different colors. A constructive communication climate between employees and prisoners was noticeable during the works, animosity was reduced. The prisoners got "their" space, something that they could personally influence and that, according to their statements, makes them satisfied.

Therefore, the prison environment must, as oxymoronic as it sounds, be in the function of "opening up" the prisoner, and not of his physical and (causally) consequent psychological "cocooning" because that way the prison cannot fulfill its task. Arriving in an environment that does not justify stigma can have a positive effect on overcoming animosity and making "useful" use of the time they spend in prison. The free choice of colors for the decoration of one's space can also indicate the "hidden" in the prisoner's personality, prevent the development of deprivations and make the prison a more pleasant place to live, but above all an educationally stimulating environment. The perception of prisons must change from a casemate to an institution to help people who need it, because they do not "fit" into socially established norms and laws. Colors can undoubtedly help with this.

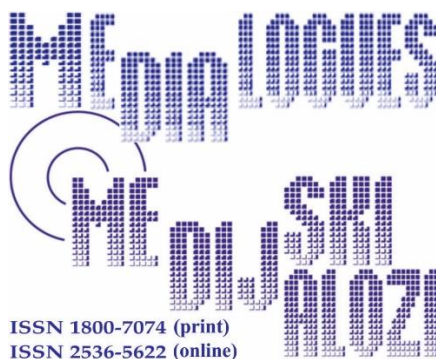
REFERENCES

- Annen, E. (2017), „Kommunikations-Wirkungen von Farben sind vielfaelting, vielschichtig und nie eindeutig“, *Marketing Review St Gallen*, Vol. 2, pp. 62-75.
- Bilban, M. (2015), "Properties of colors", *Work and safety*, Vol. 60, No. 2, pp. 27-34 (in Slovenian).
- Cramer, F., Shephard, G. E., Heron, P. J. (2020), „The misuse of colour in science communication“, *Nature Communications*, Vol. 11, pp. 1-9.
- Hickson, M. i Stacks, D. (1989), *NVC: nonverbal communication: studies and applications*, Dubuque, Iowa.
- Hubinkova, Z., Kirinic, A. (2020), „Informational Meaning and Symbolism of the Color Black in Business Communication“, *Social and humanistic studies*, Vol. 3, No. 12, pp. 429-444.
- Itten, J. (1973), *Art of color*, Art Academy, Belgrade (in Serbian).
- Jelavic, Z. (2009), "Introduction", in Brenko, A., Randić M. (Ed.), *The power of color. How colors conquered the world*, Ethnographic Museum, Zagreb, pp. 95-163 (in Croatian).
- Knapp, M.L., Hall, J.A. (2010), *Non-verbal communication in human interaction*, Edition Slap, Jastrebarsko (in Croatian).
- Lovgren, B. (1996), "Color your world", *Business Mexico*, Vol. 6, No. 2, pp. 20-22.
- Macanovic, N. (2007), „The relationship between the formal and informal system in

- penal and correctional institutions“, *Temida*, No 4. pp. 57 – 61.
- Macanovic, N. (2011), Resocialization of convicted persons, IK Sermon, Banja Luka (in Serbian).
- Milicic, I. (2013), *Introduction to design and publishing*, Algebra, d.o.o., Zagreb (in Croatian).
- Nadarevic, D. (2019), *When the walls "talk". The influence of space on the communication of prisoners*, Center of modern knowledge, Banja Luka (in Serrbian).
- Nadarevic, D. (2021), “ Subliminal messages in prison“, *Journal CM: Communication and Media*, Vol. XVI, No. 2 , pp. 206-226.
- Palmer, S.E., Schloss, K.B. (2010), “An Ecological Valence Theory of Human Color Preferences“, *Proceedings of the National Academy of Sciences of the United States of America*, Vol. 107, No. 19, pp. 8877-8882.
- Starmer, A. (2006), *Color schemes: learn how to create a pleasant environment with color combinations*, Technical Publishing House of Slovenia, Ljubljana (in Slovenian).
- Tanhofer, N. (2000), *About color*, New Liber, Zagreb (in Croatian).
- Trstenjak, A. (1996), *Color psychology*, Institute of Anton Trstenjak, Ljubljana (in Slovenian).
- Versic, Z. (2007), *Windows, requirements: sound, heat...*, Faculty of Architecture, University of Zagreb, Varazdin (in Croatian).
- Westland, S. Chung, V. (2006), “Colour perception“, in J.H. Xin (Ed.), *Total Colour Management in Textiles*, Woodhead Publishing Limited, Cambridge, pp. 7-12.
- Whitfield T.W. Wiltshire T.J. (1990), “Color psychology: A critical review“, *Genetic, Social & General Psychology Monographs*, Vol. 116, No. 4, pp. 385-411.
- Law on Execution of Criminal Sanctions FB&H, "Official Gazette of FB&H 44/98, 42/99, 12/09, 42/11.

WEB SITE

- Belan, I. (2016), “ Power is in colors! Check out how colors affect mental and physical health“, *Dnevno.hr*, <https://www.dnevno.hr/zdravlje/snaga-je-u-bojama-provjerite-na-koji-nacin-boje-utjecu-na-mentalno-i-fizicko-zdravlje-981591/>, accessed 11.01.2023.
- Kairos, (2009), “ Color is a powerful tool/means of communication“, The first student PR blog Kairos, <http://blog.dnevnik.hr/kairos-student/2009/12/1627061427/boje-mocan-alatsredstvo-komunikacije.html>, accessed 24.02.2023.
- Nikolic, N. (2013), “ Why green and blue in hospitals???, Faculty of Medicine, Novi Sad, dostupno na <http://medicinskifakultet.blogspot.com/2013/12/zasto-zeleno-i-plavo-u-bolnicama.html>, accessed 11.02.2023.
- Zulevic, J. (2016), „Ideas for therapy rooms“, ePsychotherapy, <https://www.Epsihoterapija.com/blog/ideje-za-terapijske-sobe/>, accessed 12.02.2023.



For citation:

El Yazidi, R. (2023), „The Digital Communication model: A New and the Last of Models? (Reflexion and proposition)”, *Media Dialogues / Medijski dijalozi*, Vol. 16, No. 1, pp. 39-49.

The Digital Communication model: A New and the Last of Models? (Reflexion and proposition)

REDA EL YAZIDI Ph.D.

Laboratory of Literature and Linguistic Studies, Media and Communication Sciences

Sidi Mohamed Ben Abdellah University, Fes, Morocco

e-mail: elyazid.reda@gmail.com

ARTICLE INFO	<i>Received: March 10, 2022 / Revised from: April 10, 2022 Accepted: May 10, 2022 / Available online: January 15, 2023</i>
DOI	10.14254/1800-7074/2022.16-1.3

ABSTRACT

This paper proposes a new communication model that is specifically designed for the digital age we live in. The proposed model takes into account the unique features of digital communication, including the use of social media and other online platforms, as well as the various ways in which we engage with others in this context. The model is based on a synthesis of existing theories and models of communication, as well as a critical analysis of the challenges and opportunities presented by the digital context. We argue that this new model can help individuals and organizations better understand and navigate the complexities of digital communication.

KEY WORDS: Digital Age, internet, digital communication, communication model, digital Model.

INTRODUCTION

As we continue to live in a digital age, communication has become an essential part of our everyday lives. With the rise of social media and other digital platforms, we are constantly communicating with others, sometimes without even realizing it. However, traditional communication models are no longer sufficient for this new context, and we need to develop new models that can help us navigate and understand the complexities of our digital communication.

Our attempt to propose a new model for communication in the digital age, aims mainly at a theoretical contribution to monitor, describe, understand, define, and interpret the communication phenomenon in the digital context we live in today, trying to understand the intellectual and ideological premises that stand behind the radical changes in the process of the action of communication and its elements, which we notice, especially at the level of the social contexts and distances of communication, the exchange of roles between the sender and the recipient/receiver, the disturbance of the temporal and spatial dimensions of the communicative process, the emergence of a comprehensive system of flows of personal information, the confusion of the message trajectory, the emergence of economic systems and business models whose main engine is personal information.

2. BACKGROUND: INTERNET 2.0: A CHANGE OF PARADIGM

If the development of media has already contributed, at a certain stage, to the development of communication models and the emergence of new elements and temporal and spatial dimensions of communication, such as continuous broadcasting on radio and television, and permanent access to world news. The Internet and social networking sites have also redrawn the boundaries of time and space in the process of communication, not only at the level of receiving, but also at the level of position,

broadcasting, and transmission. The user not only connects to the Internet from anywhere (office, home, public or private space) and at any time, and this is due to the abundance and diversity of information and communication networks that he chooses, but also transfers his intimate personal world to the digital space (through the medium of digital tools and personal websites). (Jouet, 2000) Thus, the digital today confirms the exhaustion and expiration of previous communication models as a prelude to redefining and rearranging social relations and imposing new parameters of time and space: Public and private/personal, as long as communication constitutes a continuous process and an indispensable social-psychological practice in all scenes of daily life, which has become digital to a large extent and varying degrees according to the nature of society, is it an industrial society from a technological point of view, or is it just a consumer of it?

So, the focus on the principle of interaction, whether with technical tools or with people, has been a major idea and a decisive factor in the radical change that the communication model has known in the digital age. This model, which is based in its essence on integrating the social, psychological, and cognitive needs of humans, appeared in the design of the structure of the Internet 2.0 and social networking sites, which led to its rapid spread and use by more than four billion people on the surface Earth. (Statista, 2023)

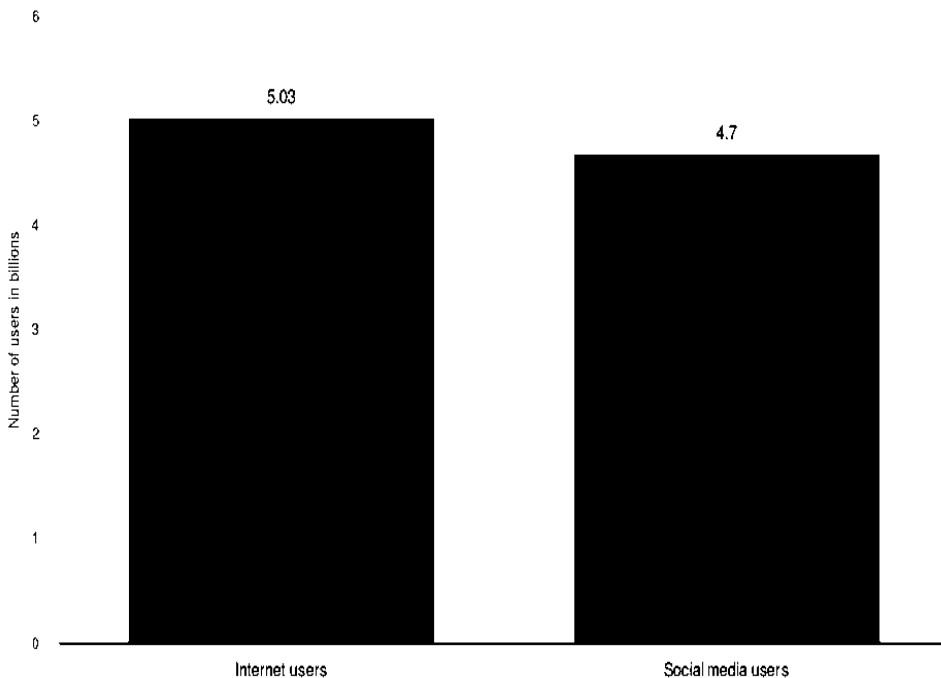


Figure 1. Number of internet and social media users worldwide as of January 2023.

The following is a table showing the most important differences between Internet 1.0 and Internet 2.0 as a starting point for proposing a communication model in the digital age:

Table 1, Comparison Between Technologies: From 1.0 to 2.0.

<i>Internet 1.0</i>	<i>Internet 2.0</i>
<i>Characteristics*</i>	
Document-centric	People-centric
Structured	Freedom
Taxonomy	Folksonomy
Folders	Tagging
Knowledge management	Knowledge sharing
Need to know	Need to share
One to many	Many to many
Centralized	Distributed
Rigid	Flexible

Source : Quoniam, & Lucien, 2009, p. 28.

3. DIGITAL COMMUNICATION MODEL (PROPOSITION)

Communication in the digital age has become a system of instantaneous network interaction, meaning that communication processes can be conducted at any time without specifying a time for that, regardless of the place in which the communicator is located, and it also gives the possibility of communication and interaction between the individual and himself, that is if the goal Of the communicative act is only an attempt to satisfy psychological needs such as self-affirmation, self-reflection, and highlighting its independent identity from the other, as we indicated earlier. And also between an individual and another, and between an individual and a group of individuals.

Thus, the place element in the communicative process is no longer the physical space that should be moved to according to the social context that requires it, and the personal social distances for communication have become largely unclear and overlapping with each other, and from it, it can be said that the power of the Internet and

* It should be noted in this context that between the years 1994 and 2004, there was no existence of both the terms internet (Web) 1.0 and Internet 2.0. Hence, only the issue of the Web was generally discussed, until the distinction between Web 1.0 and Web 2.0 was announced for the first time in October 2004 at a conference organized by O'Reilly Media in an attempt to provide an inventory of the development that the Web has known since its inception. Dougherty and O'Reilly, who are considered professors of information technology, took advantage of the conference in order to make a comparison between the initial uses of the Web, that is what uses Web 1.0 permits and what Web 2.0 brought as new uses.

social networking sites as an interactive channel is evident in its diversity and inclusion of various elements of the communicative process and breaking the logic of previous models. It is a model in which the principle of relationalism flourishes and connections are formed par excellence, and in which temporal and spatial boundaries shrink.

The elements of the communication model in the digital age are as followed:

3.1 The sender

Constitutes the starting point of the communicative act, i.e. the center and core of the network, which automatically becomes a receiver/recipient for other senders who in turn form the center and core of their communication networks, meaning that roles are exchanged between the sender and the receiver automatically every moment a new message is transmitted.

3.2 The receiver/recipient

It constitutes the target of the communicative act, it is an element of the network, which becomes a sender as soon as it broadcasts any message in the network.

3.3 Channel of communication

The channel of communication has become a digital environment and space that takes the form of a relational network that can include thousands, millions, or billions of elements (individuals) and their constituent links in an endless process of growth, expansion, and divarication. It carries the characteristics of the Internet and social networking sites. It is also not accessed except by relying on modern communication tools/gadgets such as smartphones, computers, electronic tablets, and smart watches.

3.4 The message

The message in the form of digital communication takes all the methods and forms of expression that modern technologies allow for communication, including audio, written, visual, and even avatars: Pictures, written posts, comments, audio and video clips, icons, signs, and symbols. However, we note that there is confusion and overlapping in the paths and destinations of the message that were not the case in previous communication models. In other words, the messages that are broadcast on the network reach all its elements even if there is no special social context that frames the form and content of the message between the sender (center of the network) and the receiver/recipient targeted by the message (all elements of the network) which means depersonalizing the message. This is due to the overlapping contexts and per-

sonal distances of communication imposed by the structure and design of the Internet and social networking sites. To clarify this idea more, for example, a user on social networking sites publishes personal photos of a family occasion, in which he targets only part of the elements of the network, i.e. his relatives and close friends, and it also happens that the sender shares an article or scientific content related to his professional field, targeting his classmates or co-workers, and it happens that the user shares written proverbs, music, video clips, or satirical content, targeting only part of the network elements... But all these messages reach all network elements, that is, all network elements become within the same distance from the sender, the center of the network, regardless of the possibility of blocking content and assigning it to a specific recipient as a technical choice provided by social networking sites. This confusion, overlap, and disturbance in the paths of the message and its content is something, in our opinion, intended and deliberate by the designers of social networking sites. It has been integrated into the structure and design of the latter, to capture various social interactions with the same degree of spontaneity that we see in the physical/material world, and this makes the communicative process, with all its elements, transform into digital traces that can be classified later. Among the indicators that also show confusion and overlap in the paths of the message and its target is the amount of interactions and reactions (number of comments, number of likes, number of shares) that the sender gets in every message he broadcasts on the network. The confusion of the message is also directly related to both the elements of context and distance of communication, which we will discuss below.

3.5 Contexts and distances of communication and interaction

Among the characteristics of the communication model in the digital age is the overlapping of social contexts and distances, whether it is the satisfaction of psychological and social needs or the satisfaction of cognitive needs that take the form of communication, the search for information, self-expression, and recognition. To explain this idea more, we must go back to what was proposed by Edward T. Hall (1959, 1966), who has done extensive studies on forms of non-verbal communication, showing that four categories of personal space can be projected onto the digital world. At the level of physical reality/material world, Hall believes that the “intimacy” distance is about half a meter and includes only a very few social communication processes, and it is commonly used in most cases among individuals who are allowed to touch and get close to each other regularly, such as spouses, parents, and close family. As for the “personal” distance, which ranges between half a meter and one meter, it is the distance that separates us when we meet with friends and close acquaintances. A degree of intimate contact may/might be allowed in such meetings, but it is very limited. And there is the “social/formal” distance, which ranges from one to three meters, and represents the macroscopic physical area in which formal gatherings such as the workplace, interviews, and small seminars take place. The fourth category is the “public” distance that exceeds four meters and separates those

who perform an act or role in front of the audience (Giddens, 2006:5, PP 145-146). These four social distances vanish and wither as soon as one enters the digital space, where everyone becomes at the same distance from everyone, i.e. between the center of the network and its constituent elements, and the social contexts fade away, so that everything personal, intimate, or official, professional or public becomes available to everyone and is subject to probing, comment and criticism and interpretation by all elements of the network. Physical contact can be alternated by the available forms of digital interaction. You touch me digitally when you comment on my profile picture or like certain content by placing a heart, flower, or hug symbol. It should be noted in this context that major companies in the field of digital communication, such as Facebook, which changed its name to "Meta", are working on developing the digital space to become an integrated space, Metavers (movement, travel, contact, etc.) in which it is possible to conduct all kinds of communication and social interactions while trying to reach the same degree of feeling that we feel in real, physical life.

3.6 Temporal and spatial dimensions

We notice in the digital communication model that there is an unprecedented merging and overlapping of times and a reduction of places in the communication process. It is a process of neutralizing time to the point of canceling it, stripping communication of its physical spatial dimension, and presenting a symbolic alternative to it, to indicate only movement and transition from one place to another and from one subject to another in the form of recorded digital traces. Thus, there is a change in the time unit, as indicated by Pascal Robert, and this is due to the rapid, almost instantaneous, and uninterrupted flow of information, with the possibility of fixing technically the moment and place of broadcasting and receiving (2004, p 58). So this is what we call hyper-communicative and observable flow. Users of smartphones, computers, and smart watches connected to the Internet all the time have made digital and real life so closely linked that it is difficult to separate them. In this context, one can use McLuhan's saying, "The channel is the message," describing the increasing interdependence between different parts of the world as the "global village." This is an image that greatly expresses the digital society, where we can communicate with any connected person, and benefit through networks from services located anywhere on the planet. It is possible to be present in the workplace and talk at the same time with family members or friends. And to buy products from shops thousands of kilometers away from us, and visit institutions and monuments while we are in our places thanks to communication and chatting applications. Thus, the various social roles involved in all communication situations and contexts are activated simultaneously.

3.7 Archiving and preserving the communicative act over time in the form of digital traces

Among the characteristics of the communication model in the digital age is the saving of dates and archiving of the communicative process, keeping it in a globally shared digital memory, fixing it over time, and the possibility of referring to it at any time as digital traces produced through a digital medium. This feature, which was not present in previous models, stems from an economic and ideological vision aimed at profiting from communication processes, given that every communication passes through a digital medium, passes between one digital identity and another, and results in a huge number of digital traces, these traces reflect the true identity of each user, starting with the characteristics of the physical self and ending with the psychological and intellectual structure. With the ability to track and monitor all users. This communication forms the core of a business model in which the user becomes both the consumer and the product.

3.8 Response / responsiveness or reaction

We notice flexibility at the level of the response, which can be immediate and instantaneous, or be delayed according to the nature of the message and its importance to the receiver/recipient, in addition to the receiver's availability at the moment of the broadcast and his desire to respond or not.

The following is the communication model we propose:

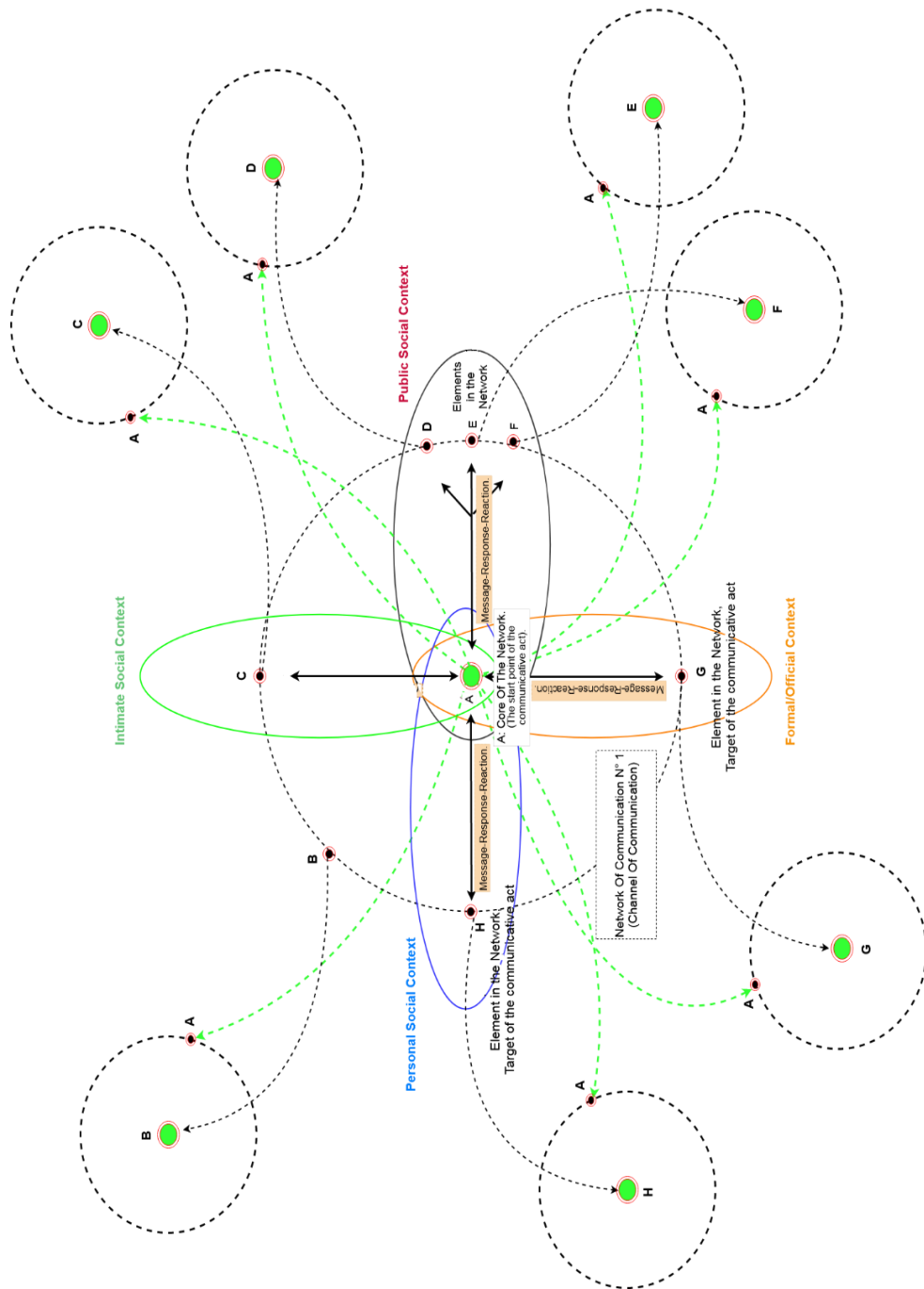


Figure 2. Digital Communication Model

Source: By Author

CONCLUSION

In summary, the explosion of the Internet, so to speak, and the widespread of social networking sites and personal digital platforms have disrupted the linear structure of communication from the sender to receiver, and abolished the vertical control, and the hierarchical structure of communication. Thus, this is what led to the fall of the hierarchical or linear mathematical model of communication and the emergence of a new logic in which the elements of communication exchange the roles of interaction, sending and receiving in a simultaneous, smooth, and easy manner. It is a model of multilateral and horizontal communication, in which power is transferred from the communicator to the technical digital space (the communication channel), and all forms and types of communication and the social contexts framing it are fused within a single model, this model is imposed by the structure of modern communication technology. It is a comprehensive system of multiple relationships, links, and expressive forms.

It is also noticeable that the Internet, social networking sites, and digital platforms of all kinds have contributed to the increase and expansion of the number of social relationships between individuals, regardless of their type and quality. Today, theoretically and technically, if we are more³ than seven billion people on the planet (Statista, 2023), this means that this same number can be multiplied many times in form of communication channels and relational networks centered on the self as the starting point of communicative action, in the sense that each person (individual) becomes a self-contained media institution, with its editorial line that reflects its identity with its various intellectual, doctrinal, psychological, social, political and cultural components.

At this particular point, we wonder if humanity is prepared -psychologically at the level of reception, intellectually at the level of analysis, and communicatively at the level of response - for the amount of information that is being produced at every moment and that is flowing uninterruptedly and without ethical institutional censorship of the content. Can we say that the digital age has brought us to the end of communication and its last model and at the same time to its death, where too much communication kills communication?

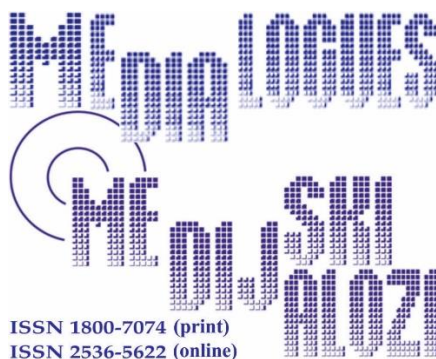
ACKNOWLEDGEMENT

I would like to thank Salwa Mousdil for her comments and corrections that have contributed to the evolution of this paper.

³ <https://www.statista.com/statistics/805044/total-population-worldwide/>

REFERENCES

- Aurélien, F. (2015), "Les enjeux de l'ère numérique: a philosophical and computer-based approach for contemporary visibility devices – innovatio", Numéro 3, *Les Doctorales 2013-2015 de l'innovation*, <http://innovacs-innovatio.upmf-grenoble.fr/index.php?id=309>.
- Edward, T. H. (1966), *Proxemic Theory*, CSISS Classics.
- Giddens, A. (2006), *Sociology. Fifth edition*, Plity Press.
- Jouet, J. (1989), „Nouvelles techniques: des formes de la production sociale“, *Technologie de l'information et société*, Vol. 1, No. 3, Presse de l'université du Québec, pp 13-34.
- Jouet, J. (1993), „Pratiques de communication et figures de la médiation: des médias de masse aux technologie de l'information et de la communication“, *Réseaux*, Vol. 11, No. 60, pp 99-120.
- Jouet, J. (2000), „Retour critique sur la sociologie des usages“, *Réseaux*, Vol. 18, No. 100, Communiquer à l'ère des réseaux, pp. 487-521, doi: <https://doi.org/10.3406/reso.2000.2235>.
- McLuhan, M. (1964), *Understanding media: The extensions of man*, Signet, New York, NY.
- Pascal R. (2004), „Critique de la dématérialisation“, *Communication & langages*, Nec Plus, pp. 55-68.
- Quoniam, L., Lucien, A. (2009), „L'intelligence économique 2.0?“, *Les Cahiers du numérique*, Vol. 4, No. 4, pp. 11-37, <https://doi.org/10.3166/LCN.5.4.11-37>.
- Statista: *Number of internet and social media users worldwide as of January 2023*, consulted in 20/02/2023, <https://www.statista.com/statistics/617136/digital-population-worldwide/>
- Statista: *World: Total population from 2011 to 2021*, in 20/02/2023, <https://www.statista.com/statistics/805044/total-population-worldwide/>



For citation:

Delibasic, M., Draskovic, V. (2022), „Modern State and New 'Shackles'”, *Media Dialogues / Medijski dijalozi*, Vol. 15, No. 4, pp. 51-65.

Modern State and New “Shackles”

Assistant Professor **MILICA DELIBASIC**

University Mediterranean, Faculty of Business Studies, Podgorica, Montenegro;

University of Montenegro, Maritime Faculty of Kotor, Montenegro

ORCID: 0000-0001-6217-4303 // e-mail: 23.mildel@gmail.com

Professor **VESELIN DRASKOVIC**

University of Montenegro, Maritime Faculty, Montenegro

ORCID: 0000-0003-3968-422X // e-mail: vesodraskovic@gmail.com

ARTICLE INFO	<i>Received: March 01, 2022 / Revised from: April 02, 2022 Accepted: May 02, 2022 / Available online: January 15, 2023</i>
DOI	10.14254/1800-7074/2022.16-1.4

ABSTRACT

The subject of this article is a critical analysis of the thirty-two-year post-socialist „transition“ in Montenegro and its immediate area in terms of revisiting the existing crisis practices and many of the dilemmas that I have been thinking about. Among them, the pernicious quasi-neoliberal experiment occupies a dominant place. The purpose of this article is, in addition to confirming real institutional changes, to demystify the interests and anti-developmental ideological and dogmatic platform, apologetics and politics of this experiment, which led to a vicious circle of crisis repetition. I have tried to explain this „ominous transitional phenomenon“ (E. Husserl's expression) in this articles, highlighting its main causes and effects, using descriptive, politico-economic, institutional and comparative analysis, with selective quotations from well-known authors. Although the text offers several hypotheses, one of them was the main one for me: the reproduction of any social evil is possible only under conditions of institutional underdevelopment and a quasi-institutional alternative. In conclusion, it is stated that the instruments of violence were distributed among the elite groups. In this sense, we suggest to liquidate alternative institutions and privileged "elites".

KEY WORDS: Modern state, transition, quasi-neoliberal experiment, crisis, “new elites”, alternative institutions

INTRODUCTION

In this article also tried to identify the government's nomenklatura as the main culprit in mentioned "*ominous transitional phenomenon*" and the creation of many „new shackles“¹. Although this concept is interdisciplinary and essayistic in nature, it is dominated by an economic approach. It involves the simultaneous observation of the economy as a complex whole of three interrelated and intertwined subsystems: science (theory), economic policy (decision making) and economic practice (actions of economic entities and their results). From the point of view of general philosophy and especially economic philosophy, this is a synergy of three different and complementary worlds of abstraction: the world of competing ideas, the world of competing

¹ „The so-called post-communist transition is an ideological trap into which the capitalist West, which won the Cold War, lured former socialist societies into absolute dominance and unrestricted control over them. He managed to impose on them one non-alternative goal - blind imitation of the West. Their whole future was reduced to repeating someone else's past. Moreover, post-socialist societies have been given over to a kind of Western tutelage, like some of the youths of history who have not reached maturity to control their own destiny. Such was the price of integration into global capitalism, in which many of these societies were destined to never achieve the prosperity and power of their masters and speculators ... These vassal relations have a pronounced neo-feudal character. In this sense, the transition as a process is directly opposite to enlightenment. So not a way out of one's own immaturity, in which Kant saw the meaning of enlightenment, but, on the contrary, a voluntary acceptance of this state of one's own immaturity and the need for mentoring...“ (Buden, 2021)

ways (methods) and the world of competing things. I believed that such a methodological approach would make it easier and better to distinguish between institutional and opportunistic and alternative behaviour and thus more clearly verify the proposed scientific argument related to the subject and purpose of this study. This manuscript mainly refers to the economic and social reality of Montenegro (where I live) and its neighbouring countries (region). Of course, I do not exclude other transitional "recognitions". I tried, scientifically and politically, extremely neutrally, exclusively through the prism of the systemic-phenomenological paradigm, to critically suggest the need to rethink and eliminate an interest, quasi-neoliberal concept (Draskovic M. et al., 2016, 2017, 2017a, 2019), as a new destructive and dogmatic experiment that contributed to the emergence of „new shackles“, that is, major abuses and problems hindering development not only in Montenegro, but also in many countries with economies in transition. There are certain terminological repetitions in the text. They are deliberate, inevitable and functionally aimed at enhancing the impression, at a better understanding of individual phenomena and their interconnections, emphasizing their importance and pointing a critical edge against the soullessness, immorality, lawlessness and injustice of extreme quasi-neoliberal monism (Draskovic, V. and Draskovic, M., 2013).

This article is not an attempt to provide a complete and definitive answer to these many and complex questions. It is only a descriptive and critical analysis of some negative post-socialist social manifestations and their cause-and-effect relationships, which often turn into social “shackles” and hinder progress. In all my analyses, I proceeded from the well-known fact that in most of the "transitional" countries, allegedly democratic and liberal changes ("reforms") were carried out without the social, economic, political and institutional conditions previously created for their successful implementation. All these "reforms" were carried out mainly by party cadres, often without work experience, hastily, occasionally, voluntaristically, without a consistent development strategy and consultation with the profession, and with selfish motives. Of course, my analysis concerned primarily Montenegro and neighbouring countries (the former SFRY).

Therefore, after 33 years, it seems that all these so-called neo-liberals (putative "marketers", "shockists", "reformists", "gradualists" and "monetarists") were, in fact, quasi-neoliberals, i.e. selfish conductors. I deeply believe that by overcoming the various modern shackles with which I have metaphorically and symbolically marked the main barriers to transitional socio-economic development, the mentioned acceptable world could be established, in which the rule of law and formal institutions would dominate. They would prevent the phenomenon of "*Faustian settlement*" (in terms of the strength of alternative institutions, not knowledge, work, success and results), which is based on dogmas, myths and negative selections that prevent the establishment of real democracy, leading to the spread of non-freedoms and institutional violence as defined by D. North et al. (2009). Moreover, this phenomenon absolutely and paradoxically confirms the ironic Russian proverb: "*A better democrat*

than your humble servant has not yet been born." In the end, and from a philosophical point of view, trusting absolutely anyone is not freedom!

1. ACCEPTABLE WORLD

It is difficult to imagine an objective narration of the subjective discussions associated with neoliberalism and its many paradoxes, myths, criticisms, approvals and contradictions, which are dominated by antinomies and disagreements. This story is not only a phenomenological and ontological critique of a crisis and long process (quasi-institutional monism that does not give up) with poor results but also a sincere commitment to institutional pluralism, which I consider the imperative of development and civilization, which should become a milestone in a gruelling struggle for the realization of so many proclaimed freedoms, democracy, institutionalization and a better, more just, humane and developed society (order) and standard of living in general.

I often remember the words of H.A. Simone (quoted in Aleksic, 2007, p. 128): *"Think about what a sustainable and acceptable world should look like. Notice I didn't say the best possible world. I don't know how to define such a world."* Then I imagine how to describe such a world? Probably so that it functions better, more efficiently, more honestly and institutionally. Whatever this world is called, it must include real political democracy (the absence of personal and party despotism), developed and effective social and economic institutions (institutional pluralism), a developed civil society, the legality of all types of elections and human behaviour, freedom and morality. entrepreneurship, fair taxation, stimulation of knowledge, culture and creativity of people, an effective system of environmental protection that satisfies the level of law and freedom, the subordination of institutions to the interests of citizens and the functional complementarity of economic efficiency and social justice. In addition, it is necessary to build and improve the state and society in parallel, and not create a state and neglect society.

The nomenclature of the government and political parties should not be identified with the state, and they should not forget that they are only a service to the state and the people. It is not clear why such a system of government is not being built that will prevent the spread of injustice, lack of freedom, negative selection, inequality and privileges? Why are they constantly and unsuccessfully looking for the *"philosopher's stone"* (Shatalin, 1989, p. 19), that is, the unsolvable socio-economic "squaring of the circle" is being solved? And this is always stubbornly done with slogans, stereotypes and promises (communist, socialist, post-socialist, neoliberal, quasi-neoliberal and others). But in fact - all this is done in various forms and manifestations of dirigisme, party dominance, interest motivation and opportunistic behaviour.

2. MAIN REASONS FOR THE TRANSITION CRISIS

The main reasons for the ongoing crisis of transition lie in the recipes and practices of quasi-neoliberalism. It gave rise to great problems and deformations, and in essence created a new dogma, a new elite system of privileges and, consequently, “new shackles”. He identified deep contradictions between individualism and collectivism, liberalism and dirigisme, legally unacceptable and logically incomprehensible private and group interests, irresponsible “games without rules” and organized “*games with higher rules*”, in which the main goals of the so-called. The “reformers” had great interests. This is evidenced by their huge wealth and polarized poverty and stratification in society. It is symptomatic and regrettable that with all this, at the height of the information age, the authorities are programming and using all possible (fraudulent) methods of ignoring knowledge and mass moronisation of society (making fake diplomas, allowing plagiarism, negative selection of personnel, destroying values criteria, etc.). At the same time, they abuse institutions and existing culture (Bozovic, 2021).

It is too naive to expect that consciousness, conscience, morality, mentality, culture, motives and habits of people can change quickly, through some rhetorical and palliative changes (the so-called “reforms”). As a result, “reforms” failed in most transition countries. There have been many failures in the levels of alignment of public and private interests (which can be divided into massive and rare, i.e. privileged), real institutional changes and the rule of law. Practice has shown that even institutions that should regulate all social elements and subsystems are rapidly changing and adapting to the needs of interests! It has been scientifically proven that they change in the long-term historical perspective. This means not only their imperative development, strengthening and improvement but also the formal transformation of some (old) institutions into others (or their recombination). They sometimes abuse power nomenclatures in order to strengthen of the so-called alternative institutions. The creators of alternative institutions correspond to quasi-market regulation (hybrid, uncontrolled, unregulated, disorganized, monopolized, cartelized, narrow interest), which is not found anywhere in developed countries. Alternative institutions are non-civilizational in nature! In this regard, many questions can be asked, of which, perhaps, the most important one is the connection of monopoly, neo-totalitarianism and violence with the formation, existence and strengthening of alternative institutions. Therefore, that's why we gave it a try to explain the modern post-socialist paradox and the phenomenon of post-totalitarianism (neo-totalitarianism), which exists in the environment of formal and informal institutions and is associated with alternative institutions. The latter strengthened, imposed themselves and began to function in society as its determinant!

The quasi-liberal socio-economic reality of Montenegro and its environs, as well as numerous media reports and interviews with famous authors, have further convinced me that we live in a dependent (“*fettered*”, “*neo-hermetic*”) society. It can be defined as a special form of the so-called “contractual society”, in which social mani-

festations are visible and invisible, depending on whether and to what extent social agreements are implemented institutionally or extra-institutionally (bypassing institutions), as well as depending on the level of culture, democracy, morality, self-awareness, social responsibility, personal and group interests, etc.

3. ALTERNATIVE INSTITUTION AND DEMOCRACY

To perceive and understand the neoliberal interpretation of democracy and freedom, one historical fact must be recalled. Civilized and civil societies in Europe shared an ideological consensus from the French Revolution of 1788 to the European Revolutions of 1848 that did not distinguish "*liberal democracy*" from "*social democracy*" (Carr, 1947). It was only in 1848 that democratic values were divided into different sides of the political barricades, where they exist to this day. In this fact, by the way, the imaginary "concerns" of liberal democracy are visible (in transitional countries) in the whole society, i.e. visible abuses of such democracy! She can be called without hesitation a competitive (profitable) "democracy". First of all, thanks to the work of strong alternative institutions. Quasi-liberals, who often (when they need it) mistakenly refer to themselves as "liberals", clearly distinguish between a crisis world that exists (to their extent) and a just world (which should exist). In this sense, they point out that "liberal teaching" is allegedly superior "*because of its theoretical completeness and logical consistency*" (Madzar, 2004, p. 256). At the same time, they ignore the fact that under the slogan of "radical and progressive liberalization" since the early 1990s, various dogmas, myths and a specific "*neoliberal culture*" have been created, artificially supported and cultivated. At the same time, neoliberals directly influenced the formation of official economic policy (Delibasic, 2019). As if in developed countries periodically (especially during periods of severe depressions and crises) enhanced measures of centralization are not carried out, as if they do not have strong, flexible and effective state institutions. No matter how strong, tenacious and forced the aforementioned neoliberal dogmas and myths may be, the experience of developed countries shows that without strong institution of state regulation, it is impossible to form effective market, legal and other social institutions capable of punishing the opportunism of market entities and bureaucratic structures. The lack of state regulation is precisely one of the main reasons for the institutional vacuum (and fiasco) in most transition countries and the strengthening of alternative institutions. Democracy and alternative institutions cannot co-exist, because they are mutually exclusive categories!

Developing the ideas of L. von Mises about the interconnectedness of forms of ownership and mechanisms of economic coordination, J. Kornai (1990; 1992) emphasized a great "similarity" between private property and market coordination, as well as their antipodes - state property and bureaucratic coordination. He believed that all other combinations (institutional pluralism - note V.D.) do not have such "proximity". However, the practice of some countries with the transition economy

rejected him: it showed that a deviant relationship between private property and bureaucratic coordination is possible! Of course, the specific (consensus) form (symbiosis) of such a “*mixed economy*” (the so-called “*bureaucratic capitalism*” - Orru et al., 1991, p. 365) was realized through non-market opportunism, mediated (again!) alternative institutions. Much has been said about the “*great achievements of the market and democracy*”. The non-market opportunism he broke the ideological and teleological postulates about democracy and the market (as supposedly “*Siamese twins*”). So was with of democracy can it be if it is under the control of closely directed, privileged and corrupt interests?! That's how it was with a market economy, which was undermined and discredited in the conditions of illegal, uncontrolled and robbery privatization, (“*grabbing*”, „*predatory*“ - note V.D.), opportunist behaviour, asymmetry of information, lack of institutional infrastructure and dominance of closely privileged interests (Stiglitz, 1999). The quasi-liberals persistently and simply “glued” some fragmented, non-critical, apologetic, propaganda, manipulative and pseudo-scientific labels and promises that circulated as supposedly absolute truths. Such self-promotion served society as a positive recommendation, an exemplary model, a landmark and a “lighthouse”. The time and actions of the quasinoliberals clearly showed that all these were only banalities and strict means to achieve the goal, which is called the creation of a stereotype of mass knowledge, despite all the hardships which the masses have experienced.

Ignoring the background of their supposedly “scientific interests”, it was primarily about popularizing a pernicious ideology and pure politics (represented mainly by neo-liberal economic policies)! At the same time, the “new order” has become neither better (more efficient), nor more stable, nor fairer, nor more humane. Why? First of all, because there was no proper and controlled transfer of property rights (public and/or state), because it was blocked by interest groups that had tremendous power (Kornai, 2000, p. 49). However qualitative, quantitative and “cosmetic” the differences between the old and the new political monopoly, its abuses and interest motives, the fact is that social consequences and privileges have multiplied. This means that dirigisme as a phenomenon has survived! The privileged wealthy could not be the bearers of institutional change. They (mostly former communists) got rich precisely thanks to the existence of the so-called “*minimal state*” (Draskovic, V., and Draskovic M., 2012), which allowed its nomenclature to abuse it because of their interests. The neo-liberal “flight” of the former planners to the “market people” was accompanied by neo-elite apologetics that rhetorically exalted abstract (but not mass!) individualism and criticized any (even necessary) form of unity and solidarity (conditionally: collectivism). But economics is characterized by a specific duality on many important issues, which arises from the paradoxical interpretation of institutional contradictions associated with the incorrect prioritization of market or state regulation. In a more general form, this can be expressed through two opposite (alternative) types (mechanisms) of decision-making in the economy and society: individual and collective.

Contradictory theoretical views in economics would not be such an insurmountable problem if the set of individual benefits were logically viewed as the well-being of society as a whole. The problem is the immoral approach to resources, i.e. in non-compliance with several basic criteria of social choice: Pareto optimality, collective rationality, lack of dictate (when one individual chooses for the whole society) and independence from irrelevant alternatives. Beautifully and seductively works the general phrase of the neo-liberals "*to affirm the principle of freedom (primarily market) from any coercion.*" But when you look at practice and see what "their freedom" includes (privileges, opportunism, social pathology, criminal activity, non-market activity, etc.), it becomes clear that the freedom of some (privileged minorities) leads to a wide and branched labyrinth of the unfreedom of others (majority). According to the unwritten quasi-neoliberal recipe, the freedom of the privileged simply and "naturally" turns into coercion, violence, neo-totalitarianism and terror against others! Privatization in most transition economies has shown conclusively that the term "freedom" has often been used in a highly arbitrary manner, following with the doctrine, ideology and policy mentioned, through the operation of kindred interests. It all boiled down to useless rhetoric and empty promises of freedom of enterprise and freedom of private property and markets², without any moral, legal, control, institutional or other restrictions³.

4. IMMORAL APPROACH TO RESOURCES

The solution of crisis problems and the clarification of many issues of the development of socio-economic systems has always been the subject of attention of economists. In recent decades, this topic has attracted increased interest, which is associated with major global changes and problems, as well as more frequent crises. For more than three decades, multiple crisis tendencies at all levels and in many ways have been shrouded (wrapped) in a false, paradoxical, contradictory, general, rhetorical, two-standard, contradictory and deceptive neoliberal ideological mantra. The practice has convincingly denied, discredited and demystified it through numerous market failures with catastrophic and lasting consequences. This mantra was initiated and supported by geopolitical, geoeconomic, geostrategic and elemental political discourses and ambitions. It is a constant "idea struggle" of coalitions of interests (the so-called "new elites") against all alternatives in order to win and maintain privileges, power and superiority. The state has consistently been posed as the problem

² K. Polanyi (1990) rightly and sincerely noted that the free market in modern developed countries was formed not by itself (spontaneously), but mainly under the influence of the institution of state regulation, which destroyed corporate and many other feudal restrictions on market freedom.

³ Many failures, setbacks and tragedies occurred while the "guru" of extreme neo-liberalism M. Friedman repentantly admitted: "*I was wrong, it turned out that the rule of law is probably more elementary than privatization.*" Let's remember, in the early 1990s, he sent the erroneous message to the transition economies: "*Privatize, privatize, and only privatize.*" (Friedman, 1995)

and the market has been posed as the solution, even as quasi-neoliberals have drastically used and abused the resources of the state and society. Further, the alleged "fight of ideas" continued along ideological paths, through deeply self-serving rhetoric of allegedly "free-thinking", "reformist" and abstract promises and justifications, reduced to an unconvincing story about the superiority of everything private over everything that is governmental. At the same time, no one mentioned the presence or differences between private and state monopolies as one of the main market restrictions (Draskovic, 2000, 2018; Draskovic V. et al., 2020; Delibasic, 2016).

The real-world market is far from the Friedmann-Hayek ideal. Without going into the reasons for this situation, there is no doubt that the main reasons are institutional in nature, as well as the impossibility of an absolute separation of political and economic power, i.e. separation of government from business. The socialist phenomenon of the "*bureaucratic market*" (Gaidar's term, 1990) is still active in most transitional countries, only the methods of its functioning have been improved. One of them is the so-called "*clan economy*" (my expression).⁴ J. Robinson's (1979) statement fits well here: "*Economists' answers are questions for politicians.*" It goes without saying that these answers should not lend legitimacy to false teachings. Politics directly influenced the creation of a mutated monopolistic-bureaucratic order, the essence of which is in the so-called "*predatory state*" model⁵. This is a mixture of the pursuit of profit and rent-oriented motivation of economic agents (and not only them!). It was this model that allowed numerous deformations, usurpations and manipulations, which led to the colossal enrichment of a minority of privileged persons and the impoverishment of the majority of the people. This "model" in all respects contradicts the abstract neoliberal theoretical model, as well as the model of evolutionary development formulated by D. North (1990), R. Nelson & S. Winter (1982), P. Pelican (1967) and others.

Obviously, quasi-neoliberals do not know enough about economic theory and are not interested in it. They don't even mind the so-called "market fundamentalism", with all its vices, because they made a very big profit on it ... Their interests were and remain the main goal! Old (socialist) habits, rules of the game and privileges have been inherited, which have been raised to the highest level and formalized in the power of alternative institutions as specific and criminal meta-institutions, i.e. "*alliances of interests*" and "*violence against institutionalization*" (Draskovic M. et al., 2017; Draskovic, 2001). They are similar to the so-called "*total institutions with explicit control*" (see Goffman, 1968, p. 41). Within our then regional framework (Montenegro and its environs), for decades, some quasi-neoliberal "gurus" at various "scientific forums" meditated and propagated one-sidedness, half-truths, vagueness

⁴ Used in jargon: A person who hides other people's property and business

⁵ Its antipode is the so-called "development state" (see Evans, 1993), in which national resources are rationally, institutionally and economically directed towards dynamic economic development.

and virtual "development recipes" that metaphysically fit into a system of organized lies, which, what very interesting, criticized!

Regional neo-liberals often asked provocative and nonsensical questions, such as: "*Why are people against liberalization and freedom*"? Their "thoughts" that the biggest problems of the transition period are "*distrust of business*", "*fear of the growth of individualism*" and "*belief in demagogues*" are ironic, cynical and irritating. However, they wouldn't pass the responsibility test. These are just a few of the selected sayings of the "neoliberal gurus" who have sat next to in state chairs (managers) for decades, showing of false intelligence, propagating persistently the profane phrase of a "minimal state" that should be a life-saving solution. We entered the 21st century with the same but much sharper "damned question" that M. Menshikov (1902) asked 120 years ago: "*Where will the redundant hands go*" (unemployed and beggars - ed.)? This simply limits the freedom of people and their labour potential. Paradoxically, the more history moves away (time passes), the more the general and material security of the majority decreases, the circle (and concentration) of (too) rich expands, as well as economic inequality among people. Where are people and what are they waiting for? How much did they schedule? Will the saviour spirit, voice and reason of humanity ever awaken?

5. MODERN WORLD AND STATE

Building a modern, civilized and sustainable society is impossible without an active, flexible and efficient economic and social (primarily institutional, security and environmental) role of the state. All alternative approaches are contrary to common sense, reason and practice of the most developed countries. At the same time, it is clear that the question of the institutional relationship between market and state redistribution is open and depends on the specific choice of their combination in individual countries. We live in a world of one big and universal paradox: too fast changes, in which many old dogmas and negatives do not change, or change slowly, and many even become aggravated and new ones appear. Starting from the lack of a culture of dialogue and knowledge, avoiding work, order and responsibility, ignoring dissidents and various pressures on opinion and choice, through blurring reality, deceiving the public, plagiarism, inflating diplomas and ignorance, to denying and re-writing history, forcibly changing identity, great stratification and separation, the collapse of moral and cultural values, the sale of public resources, etc. The modern world most often confirms, but sometimes (partially) also denies the correctness of the statement of Heraclitus "everything changes". In this and such a world, after three and a half decades of stubborn, programmed, sophisticated and most importantly self-serving echoes of the same immoral repetition and philosophizing of quasi-neoliberals, who fell silent during more and more frequent periods of crisis, but they resurrect with their fictitious and abstract propaganda of what - they themselves perfectly understand - does not exist, except for their predatory desires, illusions, quasi-

contexts and brain cavities ... After all, they promote something that often contradicts with constant sources of their existence and/or their enrichment!

The public sector is not an ideal regulatory mechanism because, among other things, it is unable to transform resources into public goods in a way that satisfies the needs of the majority of consumers of these goods. Because people in all activities, even in politics, have and follow their own interests and preferences. Political power, even in the so-called “democratic societies”, “naturally” (according to the logic of the organized interests of small privileged groups) passes into the hands of political leaders (representatives of these groups), who defeat the unorganized and unprotected (or poorly protected) interests of large latent groups in elections. This is contrary to majority rule (and therefore real democracy). Thus, relatively small but influential lobbying groups often receive various benefits and privileges (tax, customs, monopoly, credit, information, etc.) at the expense of the population (taxpayers). This is what serves as the basis for their unreasonable enrichment. In all societies, there are unfair, lobbying, sociopathological and undemocratic ways to pursue the personal economic interests of those in power and small groups of lobbying businesses that are closely associated with the state and support it. These are the paradoxical ways in which the minority exploits the majority in various perfidious ways, and the majority has made this possible through their votes, through the many imperfections of the political process.

It is known that in addition to legal violence, which is in the monopoly of public authorities (Weber), there is also the so-called "residual violence" that accompanies decision-making functions and is associated with the irrationality of politics. The main task of any democratic regime is to find forces capable of effectively resisting this residual (in fact: privileged) violence. By definition, the state must effectively perform the function of managing institutions. Otherwise, it may lead to quasi-institutionalization. When the state consciously assumes the role of frustrating coordination with parallel successes of “*life projects of individuals*” (A. Sen’s term), it is clear that these are systemic deformations of the functions of the institutional mechanisms of social action. Let us recall that the main functions of institutions proposed by D. North (after: Draskovic, 2005, pp. 49-50) are: limiting the behaviour of various subjects (economic, legal, political, etc.), saving their time and effort in decision-making, reducing transaction costs, assistance in adapting to change, minimizing risk, uncertainty and entropy, ensuring the implementation, connection and coordination of economic relations, resources, actors and activities, ensuring the implementation of contracts and collecting penalties for non-performance, facilitating social, legal, economic and interpersonal communication, ensuring reliable protection against opportunistic behaviour and providing driving motives for human actions. If these functions are blocked, usurped and abused by certain holders of power, one can rightfully speak of institutional violence (see, for example, Cerovic, 2012).

CONCLUSION

After all of the above, how can one believe in a stable and acceptable world of G. Simon, which should be better than the existing one? In the existing world, for example, in Montenegro, only after three and a half decades later there was a change of government. Without going into an assessment of the quality of these changes (the formation of the so-called "expert government", party disagreements and numerous systemic blockades), it was expected that the new majority would begin accelerated institutional changes. However, the political promises and rhetoric were not kept. People's expectations were deceived. A year later there was a new (paradoxical, but expected) political change and an unusual construction (the so-called "minority government") - outside the framework of the winning parliamentary majority. It remains to be seen whether this new experiment will lead to any institutional changes (which I sincerely doubt). Judging by the experience, it will be more about the political and party struggle for power than about major institutional changes. Various institutional blockades and crises support this assertion. The reasons for this condition can be analysed. But for the purposes of this article, it suffices to state that we are talking about the combined influence of political authoritarianism and corruption, the corresponding party combinatorics, the interests of the oligarchy and international factors.

It is impossible to talk about institutional changes in the context of the political struggle for power and the lack of elementary public consent. Probably, we should mention the deficit of one lofty human feeling - patriotism. Expressed patriotism would probably greatly relativize the effect of many of the new shackles I write about in this manuscript. The lack of patriotism, i.e., surplus false patriotism is one of the important reasons for the institutional fiasco. As well as various ways of "measuring" and manifesting patriotism (priority of personal interests, the desire for power and *"hatred and ignorance of others and the rejection of others in what is required for oneself"* (Jergovic, 2022)). But, on a transitional path (process) that is promoted and allegedly conceived from socialist political authoritarianism through post-socialist institutionalization to political pluralism and democracy - little has been done.

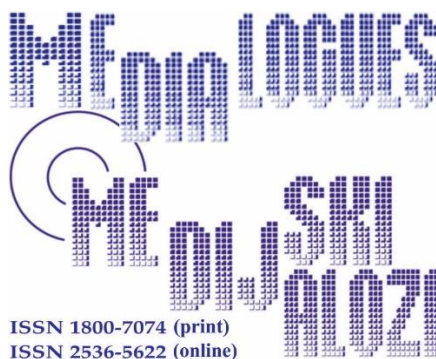
It is much easier to point out and describe a problem than to suggest specific ways to solve it. That's why I tried to make some suggestions. It is clear that the main problem lies in the functioning of strong alternative institutions that support the brake system of privileges, corruption and the dominance of the rich "elite" over the impoverishment of the people, state and society. It is clear that the so-called "new elites" created laws for others and exceptions for themselves. The instruments of violence were distributed among the elite groups. In this sense, we suggest liquidating alternative institutions and privileged "elites".

REFERENCES

- Aleksic, A. (2007), „Herbert Simon – an innovator in the field of business management and organization”, *Economic Annals*, Vol. 52, No. 172, pp. 128-138 (in Serbian).
- Bozovic, R. (2021), „Towards a definition of culture“, *Socio-economic essays*, Vol. 7, No. 1-2, pp. 37-41 (in Serbian).
- Buden, B. (2021), Interview with a newspaper „*Globus*“, 05. february.
- Carr, E. (1947), *The Soviet Impact on the Western World*, MacMillan, New York.
- Cerovic, B. (2012), *Transition - ideas and realizations*, Faculty of Economics, Belgrade (in Serbian).
- Delibasic, M. (2016), “Hypothetical Matrix for Institutional Modeling of the Basis for Economic Development in the Countries of Southeast Europe”, *Montenegrin Journal of Economics*, Vol. 12, No. 2, pp. 147-159.
- Delibasic, M. (2019), “The Impact of Neoliberal Economic Policy on Economic Development in the Countries of Southeast Europe”, *Transformations in Business & Economics*, 18 (2/47), pp. 323-336.
- Draskovic, M., Draskovic, V., Bilan, Y., Delibasic, M. (2016), “Quasi-neoliberalism as Quasi Institutional Monism and Causes of the Crisis in South-Eastern Europe”, *Transformations in Business & Economics*, Vol. 15, No. 2B (38B), pp. 755-765.
- Draskovic, M, Jovovic, R., Draskovic, V., Jovovic, N. (2017), “Levels and Factors of Transitional Crisis in Bosnia and Herzegovina, Montenegro, and Serbia”, *Sociology and Economics*, Vol. 10, No. 2, pp. 21-32. doi: 10.14254/2071-789X.2017/10-2/2
- Draskovic, M., Bauk, S., Streimikiene, D., Draskovic, V. (2017a), “Testing the Level of Alternative Institutions as a Slowdown Factor of Economic Development: the Case of Montenegro”, *Amfiteatru Economics*, Vol. 19, No. 4(5), pp. 477-492.
- Draskovic, M., Draskovic, V., Delibasic, M. (2019), *Modeling of Alternative Institution, CSR and SPH*, Szczecin and Celje.
- Draskovic, V. (2005), “Individualism and institutions”, *Montenegrin Journal of Economics*, Vol. 1, No. 2, pp. 57-70 (in Serbian)
- Draskovic, V. (2018), *Clockotrization of Transition - Critical Essays*, Agharta Science Publishing House, Centre of Sociological Research, Szczecin.
- Draskovic, V. (2020), *Clockotrization of transition: critical essays*, Monograph, Translated from Serbian, entry. article and scientific ed. B.A. Yerznkyan, Leland, Moskow (in Russian).
- Draskovic, V., Draskovic M. (2012), “The neoliberal myth of the “minimal state”, or the state is preserved”, *Economics of conterporary Russia*, Vol. 58, No. 3, pp. 7-15 (in Russian).
- Draskovic, V., Draskovic, M. (2013), *Institutions, order, transition*, ELIT, Podgorica (in Serbian).

- Draskovic, M., Draskovic, V., Bilan, Y. (2017), „Socio-economic factors of inhibition: the experience of the development of the countries of South-Eastern Europe“, *Sociological research*. Vol. 4, pp. 107-115 (in Russian).
- Draskovic, V., Jovovic, R., Streimikiene, D., Bilan, S. (2020), “Formal and Informal vs. Alternative Institutions”, *Montenegrin Journal of Economics*, Vol. 16, No. 2, pp. 193-201.
- Evans, P. (1993), *Rethinking on Embedded Autonomy*, University of California, Berkeley.
- Friedman, M. (1995), „Public Schools: Make Them Private“, *Briefing Paper*, No. 23, June 23, Cato Institute.
- Gaidar, E. (1990), *Economic Reforms and Hierarchical Structures*, Science, Moscow (in Russian).
- Goffman, E.A. (1968), *Etudes sur la condition sociale des malades mentaux et autres reclus*, Paris.
- Jergovic, M. (2022), „Patriotism here is measured by hatred and ignorance of others“, <https://nova.rs/vesti/drustvo/jergovic-za-novu-patriotizam-se-ovdje-mjeri-mrznjom-i-neznanjem-o-onim-drugima/> (in Serbian)
- Kornai, J. (1990), „The Affinity between Ownership Forms and Coordination Mechanisms: The Common Experience of Reform in Socialist Countries“, *Journal of Economic Perspectives*, Vol. 4, No. 3, pp. 131-147.
- Kornai, J. (1992), *The Socialist System: The Political Economy of Communism*, Princeton University Press.
- Kornai, J. (2000), „The Path to a Free Economy: Ten Years Later (Rethinking the Past)“, *Questions of Economics*, No. 12, pp. 41-55 (in Russian).
- Madzar, Lj. (2004), „Neoliberalism and alternatives“, *Economics of Entrepreneurship*, Vol. 40, No. 5, pp. 242-256 (in Serbian).
- Menshikov, M. (1902), *Critical Essays*. Issue 2, St. Petersburg, Moscow (in Russian).
- Nelson, R., Winter, S. (1982), *An Evolutionary Theory of Economic Change*, Harvard University Press.
- North, D. (1990), *Institutions, Institutional Changes and Economic Performance*, Cambridge University Press.
- North, D.C., Walis, J.J., Weingast, B.R. (2009), *Violence and Social Orders – A Conceptual Framework for Interpreting Recorded Human History*, The Syndicate of the Press of the Cambridge University.
- Orru, M., Biggart, N., Hamilton, G. (1991), “Organizational isomorphism in East Asia” in Powel, W., DiMaggio, P. (eds.), *The New Institutionalism in Organizational Analysis*, University of Chicago Press, Chicago.
- Pelican, P. (1967), *The Dynamics of Economic System. Politics and Economics*, Routledge and Kegan.
- Polanyi, K. (1990), *The Great Transformation. The Political and Economic Origins of Our Time*, Beacon Press, Boston.
- Robinson, J. (1979), *Collected Economic Papers*, Vol. 5 Blackwell, Oxford

- Shatalin, S.S. (1989), „Irreversibility of reforms“, *Economic newspaper*, No. 17, pp. 19-20 (in Russian).
- Stiglitz, J. (1999), *Whither Reform? Ten Years of the Transition*, Annual Bank Conference of Development Economics, World Bank, Washington, D.C., April 28-30.



For citation:

Planinic, M., Ljubicic, R. (2023), „Reporting on Gender-Based Violence on Bosnia and Herzegovina Portals – Sensationalism or Sensibilism?“, *Media Dialogues / Medijski dijalozi*, Vol. 16, No. 1, pp. 67-93.

Reporting on Gender-Based Violence on Bosnia and Herzegovina Portals – Sensationalism or Sensibilism?

Assistant Professor **MARTINA PLANINIC**

Faculty of Philosophy, University of Mostar,
Bosnia and Herzegovina
e-mail: martina.planinic@ff.sum.ba

RUZICA LJUBICIC, doctoral student

Postgraduate doctoral study Languages and Cultures in Contact, Information and Communication Sciences, Faculty of Philosophy, University of Mostar,
Bosnia and Herzegovina
e-mail: ruza.ljub@gmail.com

ARTICLE INFO	<i>Received: March 23, 2022 / Revised from: April 23, 2022 Accepted: May 23, 2022 / Available online: January 15, 2023</i>
DOI	10.14254/1800-7074/2022.16-1.5

ABSTRACT

The aim of this paper is to point out the often present shortcomings and ethical errors that oppose proper objective and professional media coverage of violence against women. The dynamics of reporting on online portals is very fast, therefore journalists often create sensational headlines, usually with quality content of scarce texts. Tabloid phrases are often additionally dramatized with exclamatory sentences. All this leads to the suppression of the primary idea of the text, even to the indirect justification of the issue. The news is focused on the details of the crime and the description of the circumstances instead of questioning the causes and consequences of gender-based violence in society. On the other hand, investigative journalism implies a deeper analysis of these issues and a way of reporting them that relies on facts, analysis of omissions in laws and responsible institutions. Research portals analyze the causes of violence. It is precisely the topic of gender-based violence that is extremely important due to worrying data on the prevalence of the problem in Bosnian and Herzegovian society. The role of the media in reporting on gender-based violence can be determined in relation to the way they treat the victim and through an assessment of the spread of influence on raising public awareness of this social issue. Given that the media play a major role in shaping social awareness and reactions to violence, in the paper analyzed the media content on which the media report and present physical violence against women and girls based on the materials made up of the Bosnian and Herzegovian portals Bljesak.info, Klix.ba, Srpskainfo and two research portal Detektor.ba, which is in the system of the Balkan Research Network (BIRN) and Radio Free Europe.

KEY WORDS: Violence against women, media, sensationalism, tabloid journalism, investigative journalism, victimization, stigmatization,

INTRODUCTION

Gender-based violence is one of the biggest social problems, and it includes physical, family violence, intimate partner violence, psychological, economic. It is logical that such topics occupy a large media space. News about murders of women, domestic violence, rape, sexual abuse, sexual harassment, and Internet violence dominate the black chronicle. Journalists usually take a sensationalist approach. On the one hand, they do not take into account the fact that victims of violence are in an extremely difficult situation and are particularly sensitive to the reactions of the environment, and on the other hand, they do not take into account that the way of reporting affects the shaping of social awareness of violence. Such reports are not in accordance with the rules of journalistic ethics, considering that the media, with its sensationalist approach, neglects its educational function, does not contribute to the suppression of violence and the achievement of women's equality in society.

The hypotheses are:

- The aforementioned mainstream portals in Bosnia and Herzegovina report on violence against women in a sensationalist manner, while research media try to show the background and make gender-based violence concrete as a problem with causes and consequences.
- The aforementioned mainstream media do not respect the ethical codes of their profession.
- The aforementioned mainstream media reflect the patriarchal matrix of gender relations, and often justify violence against women.

1. THE PROBLEM OF VIOLENCE AGAINST WOMEN

One of the main causes of the spread of violence directed against women is the patriarchal social system that foresees the dominance of men in all spheres of life from corporations, economy, economy, finance, then politics, all the way to ideology and religion, each system supports a hierarchy according to which men have the highest degree of power. and making a decision. Unlike them, according to the patriarchal belief, a woman should be inferior, subordinate and obedient to a man,

Simone de Beauvoir believes that patriarchy is an imposed system of values in which women and men (gender) become men and women (gender), it is called. The author states that it is a system in which men have the power to deny women's sexuality or to designate its desired frames to manage the work and product of women's work; to control female offspring; that they physically restrict them and prevent the movement of women; to use them as objects in men's transactions; that they prevent their creativity and deny them access to society (De Beauvoir, 1962) K. Miller (1979) defines patriarchy as a process of hierarchical dominance of the male gender over the female in the context of a political act. The author believes that patriarchy is a political institution that represents a social form of enslavement.

This social condition was supported by tolerance and omissions in legislative systems. Many women are not informed and educated about their rights and self-respect, and men take advantage of this because they are aware that society is used to an increase in domestic and other violence. Violence is treated as a private matter in which others must not interfere, as it violates the right to privacy of the married couple. The lack of empathy in society allows numerous rapes and sexual harassment to remain unsanctioned and unpunished,

It is estimated that every third woman in the world suffers some form of violence, most often from a person from her immediate environment, usually a partner. According to data from the World Health Organization, 38% of murders of women are committed by their partners. Violence against women is recognized as a global public health problem, and numerous studies have been conducted on it in recent years, and significant efforts are being made in prevention. Celebrating November 25 as the International Day against Violence against Women aims to raise awareness

and sensitize the public to this problem as a form of unacceptable social behavior. The problem of violence against women should be talked about publicly, and society and institutions that deal with this problem should be encouraged to better cooperate and work together to ensure a life free of violence and discrimination for everyone.

According to the *Report of the Council of Europe on the prevention and fight against violence against women and domestic violence*, the so-called Istanbul Convention, 2013). the devastating power of gender-based violence has the most common consequence of completely preventing women from actively participating in social and political life, disrupting family and community relationships and negatively affecting society as a whole. Most often women and children, especially girls, although it is present on men and old people. All these forms of violence have not been sufficiently clarified, but its scale warns that this phenomenon cannot and must not be ignored (Council of Europe Convention on the Prevention and Combating of Violence against Women and Domestic Violence, the so-called Istanbul Convention, 2013)

Physical violence against women and girls is a pronounced social problem in Bosnia and Herzegovina. According to the data of the 2019 OSCE study on the safety and well-being of women in BiH, 48% of women in BiH have experienced some form of violence since the age of 15. The United Nations Declaration defines gender-based violence as "any act of gender-based violence that results or is likely to result in physical, sexual or psychological harm or suffering to women, including threats of such acts, coercion or arbitrary deprivation of liberty, regardless of whether it occurs whether in public or private life" (UN Convention on the Elimination of All Forms of Violence against Women - CEDAW). Z. Spahic Siljak (2019, p. 117) states that violence against women is considered gender-based violence because it is committed against a woman based on her gender. The author highlights the fact that there is also violence against men, however, violence against women is an indicator of the uneven distribution of power between women and men. According to Cohen, women who are exposed to gender-based violence belong to one of the following categories, namely: younger women, economically dependent women, women with a lower level of education, women whose partners have problems with alcohol or drug addiction, women who leave partners and return to them (Cohen, 2015).

The most prevalent form of violence is physical violence against women, followed closely by other forms such as sexual harassment of a partner or another person. Such violence includes hitting, pushing, inflicting injuries with heavy or sharp objects, rape, sexual abuse. The worst forms of violence are femicide and murders of women and girls. The political use of femicide dates back to 1976, in the speech of the feminist Diana E. H. Russell, who made the greatest contribution to defining of the term itself and the meaning attached to it today, at the first International Tribunal on Crimes Against Women, "International Tribunal on Crimes Against Women", in Brussels (Radford and Russell, 1992; Russell and Van De Ven, 1976) This is how a short and clear definition of Femicida was created : "*The killing of*

females by males because they are female." Diana deliberately uses the term "feminine" instead of "woman" to emphasize that her definition includes girls and women. Her intention was to reveal the "sexual politics of killing" women in particular. In other words, femicide is defined as the killing of women simply because they are women.

So, the root of femicide is found above all in a culture dominated by gender discrimination, the inferior position of women in a patriarchal society and unequal power relations. That is why it is very important to separate femicide from other forms of murder and to prevent it based on special measures and strategies. Femicide often comes as a terminal phase of long-term domestic violence or as revenge by a former partner for abandonment.

A woman's position in relation to violence is often complicated by her economic dependence and inability to meet her needs financially. Every form of violence is accompanied by psychological violence that leaves huge traumas. In Bosnia and Herzegovina, four out of ten women have experienced one form of violence, and statistics show that the highest percentage of violence was committed by their partners (Babovic, 2013). According to research from 2019, 44% of respondents believe that domestic violence in Bosnia and Herzegovina is a private matter and they are not sufficiently aware and educated about protective mechanisms and legal procedures in the fight against gender-based violence (OESC, 2019). Boric emphasizes that the most common consequence of the devastating power of gender-based violence is the complete prevention of women from actively participating in social and political life, disrupting relationships in the family and community, and negatively affecting society as a whole. Domestic violence affects mothers and children the most. The forms of violence have not been sufficiently clarified, but its scale warns that this phenomenon cannot and must not be ignored (Boric, 2016).

The cultural concept of violence and sexist attitudes are still deeply rooted in Bosnian society. So, it is easy to see that the causes of femicide should be sought in the position of women and gender roles, where two thirds of people believe that violence against women by partners, acquaintances or strangers is common and where the general opinion is that women should be subordinate to men. In addition to the large presence of stereotypes and prejudices, attitudes about violence against women and the causes of femicide are often riddled with misconceptions. The most common misconception is that the murder of a woman happens suddenly, suddenly, in an extreme situation (Zablock, 2020).

In her work *Economic violence against women in intimate relationships in Croatian society*, conceptual assumptions, K. Klasnic (2011) addressed the issue of economic violence, which is a consequence of why women remain in a vicious circle of manipulation and violence, namely financial dependence on a spouse, father or guardian prevents them from leaving violently environment to which they are ex-

posed. In contrast to physical, sexual and emotional violence, which can be characterized as interpersonal violence, structural violence against women is expressed in the ideology of the lesser value of women, their disrespect and treatment as objects. Klasnić states that structural violence in the context of violence against women refers to various obstacles that women encounter in realizing basic human and women's rights. These obstacles have their roots in the unequal distribution of social power between sexes (and genders), which legitimizes gender inequality as opposed to physical, sexual and emotional violence.

The Law on Gender Equality of BiH is the most important instrument for developing awareness of gender equality issues and introducing the principle of gender equality into public policies and regulations. The Law on Gender Equality in BiH (ZRS) was adopted in 2003, amended and supplemented in 2009, and a revised text of the Law was published in 2010. The basic goal of the Equality Act is to establish a general framework that promotes and protects gender equality in all areas of life and regulates protection against discrimination based on gender and sexual orientation.

Since Bosnia and Herzegovina officially signed the ratification of the Istanbul Convention in 2013, its membership committed itself to implementing mechanisms in the context of sanctioning abusers and prevention in the fight against all forms of violence directed against women. What is positive as an example of practice is that the current legislation in BiH goes ahead of the standards from the Convention, when it comes to the obligation to report acts of domestic violence. According to the Laws on Protection from Domestic Violence in FBiH and RS, reporting acts of domestic violence is mandatory for all citizens who have knowledge about it. The European standard talks exclusively about taking measures by the state to encourage people who have knowledge of violence to report violence, which foresees a lower standard of this obligation. (<https://bhnovinari.ba/wp-content/uploads/2020/09/Nasiljenad-%C5%BEenama-2017.pdf>)

2.THE REIGN OF SENSATIONALISM AND TABLOIDS

In the media, exaggeration, emphasizing unnecessary details, failure to verify information, conjecture and speculation prevail. Tabloid journalism is becoming an increasingly preferred form of reporting. If these trends continue, we are at risk of losing professional and objective reporting.

The term media sensationalism means the trends of increased editorial and journalistic treatment of social events in the form of reporting and stories which, according to the assessment of media workers, but above all media owners, will cause increased interest of the public, i.e. media audiences, and thus will be interesting for the main business associates of most of today's mainstream media advertisers, i.e. corporate entities (Kordic et al., 2017, p. 26).

Zorica Mršević in her monograph *Violence and We* analyzes in detail the issue of tabloidization and sensationalist journalism. The author claims that tabloid-type media contribute to the creation of a new dimension of reality by distorting facts. As a specific "pollution" of the media space, tabloidization represents a trend of falling professional standards in journalism with increased interest in private lives and gradual destruction of the seriousness of reporting on events. Mršević (2019, p. 15) warns that tabloidization means bad, cheap, aggressive and sensationalist journalism that is not in the service of informing readers but spreading misinformation and mockery. Tabloidization is a process that tends to degrade the news and give importance to information about sex, scandals, vulgar content, popular culture and entertainment. (Vilović, 2003, pp. 958-960). In his article *Today's Media: Problems and Manipulations*, K. Pavelić (2021, p. 2959) criticizes the mainstream media for abusing their role as creators of public opinion and forgetting about the credibility of information, looking at the context and critically questioning the facts.

In the other hand, investigative journalism is fundamentally different from mainstream journalism, which is a slave to trends and blindly follows the principle of speed without verifying data. Investigative journalism is extremely demanding and specific, and is characterized by a serious approach, work methodology and duration. Investigative journalists are those who use investigative methods to gather facts and establish the truth. The general name for such activity is investigative journalism, and it differs from seemingly similar activities carried out by the police, lawyers, auditors and supervisory bodies in that it is not limited by the subject of research, is not based on law and is closely related to publicity (De Berg, 2007). The goal of investigative journalism is to expose social anomalies such as corruption, illegality and other activities that are in conflict with public interests (Miroslavljević, 2009, p. 8).

3. MEDIA APPROACH TO WOMEN

Many international and Bosnian ethical codes mandate that women should be reported without inciting stereotypes and prejudices and respecting women's human rights. The code of honor of BH journalists¹⁴ states that a journalist should protect a person's private life from unjustified or sensationalistic disclosure in public. A journalist is obliged to respect everyone's right to private and family life, home, health and correspondence" (Code of Honor of BH Journalists, 2012) *The BiH Press and Online Media Code*, derived from European standards of journalistic practice, represents the basics of the self-editing system in the press and online media. Regarding discrimination, he says that journalists "*must avoid prejudiced and offensive allusions to someone's ethnic group, nationality, race, religion, gender, sexual orientation, physical disability or mental state*" and that such allusions "*will only be made when they are in direct connection with case reported*". Regarding gender equality, the Code states that journalists "*will avoid direct or indirect comments that place*

individuals in an unequal position or discriminate against them on the basis of their sex, gender, sexual identity, gender identity, gender expression and/or sexual orientation" (Press and Online Codex) media in BiH, 1999)

T. Lubina (2014, pp. 216-217) cites the problem of mass objectification and idealization of the female body in the media and advertising industry. The author believes that treating the female body as an object destroys its own identity and reinforces sexism and patriarchal power in the media and advertising industry. The influence of patriarchal society is undeniable, and as such it has been implemented in culture and media. Patriarchal forms are different, they can be manifested in the complete exclusion of women in the media space, reduced visibility to excessive reduction of content about women that is written in a sexist context. S. Milojevic (2016, p. 14) believes that patriarchal exclusivity is the basis for all other exclusivities because at the beginning of gender inequality it is transmitted in family relations, through socialization, and then to culture and the media.

Secondary media victimization, stigmatization of victims of violence and their stereotypical portrayal in the media, where they are often blamed for the violence, are additional consequences of media reporting on violence against women. Due to the dominance of patriarchal social values that are also reflected in the media, victims and perpetrators share responsibility for the violence committed. Victims of violence are guilty because they influenced the bullies with their behavior, provocation, conflicts or fraud and thus incited them to violence. Such attitudes are very dangerous and promote distorted values in society.

Milutinovic and Pavlovic (2019, p. 9) state that a major problem with incorrect reporting on violence against women is that the media is looking for immediate reasons and not investigating the causes. Namely, journalistic sources testify about the bully as a calm, decent or kind person, and the motivation for violence is connected, or justified, to excessive alcohol use or, on the other hand, to some psychological deviation. In the media portrayal of the victimization of women who have experienced gender-based violence, the forms of visible criminal victimization that take place in public places dominate, while the problems of domestic violence remain invisible and hidden, as part of the personal and private sphere of life. Investigations of criminality and victimization from a feminist theoretical perspective led to the disclosure of serious forms of victimization of women behind closed doors, in the space where they spend most of their daily lives. However, in media reports, there is no tendency to talk about the family home as a "*dangerous place for life*" as an area of danger for women (Konstantinović-Vilic and Zunic, 2012)

Sanja Sarnavka states that media representations of gender and sex are very important because they can strengthen or shake our beliefs. She emphasizes the need for media analysis, the image of a woman served by the media (Sarnavka, 2010, p. 43). The media has great power and influence on the creation of certain attitudes in

society and the formation of value judgments, stereotypes, prejudices and discrimination. The ways in which women are presented in the media send a strong message about their role in society (Jurcic, 2020, p. 112). In the context of gender, the media do this in three ways:

- reflect cultural values about gender so that any media coverage of men and women reflects on the creation of public opinion about their gender roles
- suggest cultural viewpoints, ie define normal women and men
- they reproduce the power model of one gender in relation to the other

According to a 2016 study on media reporting on gender-based violence against women in Bosnia and Herzegovina, only a fifth of the covered content dealt with violence against women as a social problem, not an isolated incident in one "unfortunate" family. The problem became bigger because media attention was focused only on cases of physical and sexual violence, although psychological violence is also present in Bosnia and Herzegovina (Jukic, 2016). Responsible media coverage cannot stop or solve the problem of violence against women, but it can contribute to making the public aware of and reacting to cases of violence and getting involved in the prevention of violence (Dekic, 2017, p. 5). The role of the media is not only to report on something that has happened. Their questions can encourage bystanders not to turn their heads and not to turn up the TV when they hear screams and banging from the apartment next door, to understand that gender-based violence is not a show that takes place far away from them, but that they can get involved and prevent someone else's death (Dekic, 2017, p. 7). Unprofessional approach and negative practices in reporting on gender-based violence against women are still present. o girls in Bosnia and Herzegovina, according to research on media coverage of this topic for the year 2020, published by UN Women. The lack of thematic and in-depth media reporting on violence against women through analyses, comments and research results in the fact that there is not enough problematization of violence against women as a social problem in the media. (https://www2.unwomen.org/media/field%20office%20eca/attachments/publications/2021/9/unwomen_istrazivanje%20o%20medijskom%20izvjestavanju.pdf?la=en&vs=421)

In the media portrayal of the victimization of women who have experienced gender-based violence, the forms of visible criminal victimization that take place in public places dominate, while the problems of domestic violence remain invisible and hidden, as part of the personal and private sphere of life. Investigations of criminality and victimization from a feminist theoretical perspective led to the disclosure of serious forms of victimization of women behind closed doors, in the space where they spend most of their daily lives. However, in media reports there is no tendency to talk about the family home as a dangerous place to live (Konstantinovic-Vilic and Zunjic, 2012, p. 224)

Victimization represents additional trauma and pressure for victims of violence. Unfortunately, every time victims of violence decide to report violence, they face condemnation and resentment from the police, the prosecutor's office and the court, and numerous women have testified about horrible experiences in which the police judged them because of the clothes they wore and how they said they were should have beaten harder. Thus, entrenched patriarchal and chauvinistic attitudes that celebrate violence against women are mixed with the victim's sense of fear, shame, and guilt. Adding salt to the wound are sensationalist media reports that portray violence against women as a play with a tragic ending.

4. ANALYSIS OF MEDIA CONTENT

The texts were analyzed on the basis of ethical guidelines on reporting on violence against women, which state that it is not ethical and professional to present information. The document, which was created within the framework of the project called Challenging gender stereotypes and promoting gender equality in the media, supported by WACC - *World Association of Christian Communications*, contains detailed recommendations on correct, accurate and professional reporting on women. According to this document, information on violence against women must not contain:

- information that in any way reveals the identity of the victim, abuser and children
- information in which the entire media content is solely based on police reports, statements of neighbors, friends, without a wider context of the problem
- information by which the act of violence can be justified by the circumstances or characteristics of the victim or the perpetrator
- it is not professional to state the characteristics of the bully that could justify the violence in the context of alcoholism, aggressive behavior or mental illness.

According to the mentioned document (<https://newroadbih.org/index.php/gender-media/gmmp/item/546-preporuke-za-medijsko-izvjestavanje-o-zenama.html>) journalists are recommended to avoid sensationalist and stereotypical dramatic headlines and subtitles, terms for violence, survivor/victim and bully. In the texts, it is not appropriate to state any insinuations about the reason that would justify the violence, as well as expressions that diminish or ridicule the violence and express direct distrust of the survivor/victim. Journalists should not present bullies as good people and justify their reasons. The problem is that they are often good in the eyes of society, that is, ordinary people in the context that they are not socially visible blood-thirsty people. The essence of the problem of tolerance of gender-based violence is

that patriarchy and its constructions give men the right to be violent, and this is generally not a psychological deviation, no psychological problem, at least not visible, but visibly, they are mostly citizens who function normally in society, integrated into the context of their male privileges and a society that approves of "a little" male violence, when a woman "deserves it." It is unethical to publish photos showing blood, bruises, brutality, photos of victims in any context with or without the abuser

4.1 Analysis of Bosnian mainstream portals Bljesak.info, Klix.ba and Srpskainfo

The analysis was made in the period from June 25 to July 10, 2021.

"A murdered woman in Sarajevo" (published on July 4, 2021)

In the text, the victim's initials and age are listed, followed by the perpetrator's initials, which is correct because it protects the identity of the victim and the perpetrator and prevents additional stigmatization and victimization of the public. A statement from the Ministry of Internal Affairs of Sarajevo County was cited, which states that the perpetrator fled the scene of the crime before his arrest. The text does not describe dramatic details because it was written based on the facts known so far about this case (<https://www.bljesak.info/vijesti/crna-kronika/ubijena-zena-u-sarajevo/352855>).

"Landlord from a nightmare: He set up cameras and filmed female students" (published on 7/6/2021)

The text was written in an objective and professional manner without retelling the details and revealing the identity of the female students who reported the case (www.bljesak.info/vijesti/crna-kronika/stanodavac-iz-nocne-more-postavio-kamere-pa-snimao-studentice/353202).

"Indictment against a driving instructor from Visoko: Touched the candidate's breasts, wanted to kiss" (published on 6/25/2021)

The headline is written in a tabloid style as it details sexual harassment. The text mentions the details of the indictment, which state that Mustafa Karavdić "in order to satisfy his sexual urge (...) said: 'The drive was good, everything is fine, are you in a hurry?'" The perpetrator of violence is the subject because it is stated that the accused would have committed the crime of rape if the injured party had not escaped and if he had been fully aware of his intentions to rape the girl. There is a lack of questioning of the causes and consequences of violence because the text relies exclusively on shocking details in which the emphasis is placed on the details of violence (<https://www.klix.ba/vijesti/crna-hronika/optuznica-protiv-instruktora-voznje-iz-visokog-dirao-kandidatkinju-za-grudi-htio-je-ljubiti/2106250>).

The promise of minors: Nevesinjec (80) was ordered into custody on suspicion of touching girls in the park"

The terms "lure" and "promise" are not appropriate for a serious journalistic informative discourse because the use of such terms instead of the terms "rape" and "pedophilia" diminishes the heinousness of the crime committed and the guilt of the perpetrator. It is correct that the crime is clearly defined and that the identity of the perpetrator has not been revealed, as this is a sensitive case of violence against minors (<https://www.klix.ba/vijesti/crna-hronika/nevesinjcu-80-odredjen-jednomje-secni-pritvor-zbog-sumnje-da-je-dirao-djevojke-u-parku/210630047>).

"Details of the liquidation in Sarajevo: Eldin Hodzic killed a 34-year-old woman with a pistol and fled to Ilidža" (published on July 4, 2021)

In this text, the journalist focused more on the details of the crime: photos of the crime scene, the crime scene and the weapon used to commit the crime, instead of on the causes and consequences of the violence committed. The media should have warned the public that this is a brutal murder that is the result of years of family violence, persecution and abuse. It was not stated that the victim of violence called the police countless times for help and pointed out to them the serious threats she received from her ex-spouse (<https://www.klix.ba/vijesti/crna-hronika/detalji-likvidacije-u-sarajevu-eldin-hodzic-iz-pistolja-ubio-34-godisnjakinju-pa-pobjegao-na-ilidžu/210704087>).

(Maniac arrested in Banja Luka: secretly filmed female students for months" (published on July 8, 2021

The perpetrator is addressed as a maniac, which may mean a warning about the seriousness of the case of filming young girls and violating their privacy for possible sexual harassment. The name of the settlement where the female students lived is given, while their identity is protected, which is correct because it protects the victims from stigmatization and association with this event. (<https://www.klix.ba/vijesti/crna-hronika/uhapsen-manijak-u-banjoj-luci-mjesecima-u-stanu-tajno-snimao-dvije-studentice/210708025>).

"Young Violeta (19) was stabbed 39 times: 40 years of imprisonment for Dusan, who brutally killed the girl, was confirmed" (published on June 26, 2021)

The title contains a large amount of sensationalism as the details of the murder are described in a shocking and brutal manner. It was described that the defense of the condemned stated that the pain and suffering that Violeta suffered did not exceed the usual pains when taking life. From the beginning of the process, she requested that he be tried under article 113 for murder, which carries a maximum penalty of 15 years (and in the legal and media context, it is discussed how much pain the victim suffered, which is another warning sign of how much society at every level is trying to justify femicide and other forms of gender-based violence). The details of the murder are described in a dramatic way, such as "he massacred the unfortunate girl with 39 stab wounds, 29 of which were in the neck, head and left side of the back", "the killer went with them and sat in the back seat with his stepmother, while father

Dragiša was holding the steering wheel with one hand and holding his half-dead daughter on the front seat with the other." This shows that the journalist who wrote the article is more focused on the terrifying details of the description of the crime than on the consequences of violence against women. (<https://srpskainfo.com/mladu-violetu-19-izbo-39-puta-potvrjeno-40-godina-robije-dusanu-koji-je-brutalno-ubio-djevojku>).

"She was drunk, she attacked me first! Scandalous defense of the thug who kicked the girl in the parking lot" (published on June 29, 2021)

It is not professional and ethical to justify violence. The title of the text was written in a tabloid style due to the use of the phrase "She was drunk, she attacked me first!" (justification of violence), then "scandalous defense" and "kicked the girl" (an inappropriate expression indicating disrespect for the victim of violence). The text is written in a sensati tone that seems to mock the act of violence. In addition, the interlocutor's testimony was given, which justifies the abuser, that is, that he regrets the videos that show the violence. Not On June 27, a text was published about revealing the identity of the perpetrator after the video spread on social networks with the sensational title "Known identity of the abuser: He kicked the girl in the head and left her lying on the asphalt" which describes the details of the beating of the girl and reminds the public about the tolerance of society towards violence. The report was written in a tabloid narrative as if it were a spectacle and not a serious violation of human rights.

(<https://srpskainfo.com/bila-je-pijana-prva-me-je-napala-scandalozna-odbrana-nasilnika-sa-vozovca-koji-je-sutnuo-devojku-na-parkingu>).

"The girl, the victim of 'Cool chick', told about the horrors she went through in 2013" (published on 7/1/2021)

The text states that all the victims have been summoned to the court to testify, because without their testimony it is not possible to file a report and start an investigation. The important legal fact was emphasized that since the adoption of the "Mary's Law" in 2013, it has been prescribed that criminal offenses against sexual freedom committed to the detriment of minors and children do not become statute-barred (<https://srpskainfo.com/afera-petnica-fotografije-nagih-djevojaka-found-in-the-apartment-of-the-suspect-for-molesting-students/>).

"I poured gasoline on myself to prove that I love her" - Lovro denied that he tried to set fire to his common-law wife (published on 7/2/2021)

Portal Srpskainfo published an article about domestic violence and attempted murder with a sensational headline that contains a dramatic justification of the accused "Prove That I Love Her!". Placing a cover like this promotes a dangerous context and links violence with love. Violence should not be romanticized. The main subject of the content of the text is the perpetrator, because the entire text is devoted to the testimony of the accused, who made several statements that try to justify the

violence committed, such as "he slapped him to calm down" (which is included in the subtitle), "he happened to have a gun", "this is how they would burn and you and me if I had set us on fire." Such presentation of details and writing of the text can be interpreted wrongly, because bullies are given media space to justify their actions and to motivate others to violent behavior. (<https://srpskainfo.com/polio-sam-sebe-benzinom-kako-bih-dokazao-da-je-volim-lovro-negirao-da-je-pokusao-zapaliti-vanbracnu-suprugu/>).

"Drama At the Pool: The police detained a teenager (17) who secretly photographed his peers while they were changing" (published on 7/2/2021)

The text states that the young man was not detained by the police because the police transferred the report to the Higher Public Prosecutor's Office in Nis, which makes the final decision on the testimony of the interlocutors who said that the young man justified himself by saying that this was a joke. It is not professional that the texts on gender-based violence state any justification for the committed violence or sexual harassment. (<https://srpskainfo.com/drama-na-bazenu-policija-privelatinejdzera-17-koji-je-krisom-fotografisao-vrsnjakinje-dok-su-se-presvlacile/>).

"Arrested Maniac filmed a girl under her skirt in a shopping center, the police found hundreds of videos in his phone" (published on 7/4/2021)

The title has elements of sensationalism due to the mentioned detail "filmed a girl under her skirt." It is stated that the suspect has many photos and videos of naked girls and women. In this context, it would be correct for the media to warn the public about the increase in online violence as well as the spread of revenge pornography, which is becoming an increasing social problem (<https://srpskainfo.com/uhapsenmanijak-u-trznom-centru-snimao-djevojku-ispod-skirts-the-police-found-hundreds-of-records-in-his-phone>).

"He hit her head with his fists: He beat his unmarried wife, then threatened to kill her brother and rape her sister" (published on 7/5/2021)

The center of the title is focused on presenting the brutal details of violence and threats. It is not specified that it is also about physical and psychological violence that leaves much more severe consequences for the victim and numerous traumas. The text contains the initials of the accused and the victim. It was written that the victim reported the violence and told the police officers all the details of the violence, and that A. S. threatened additional violence if she reported it. The media should certainly warn of the danger of increasing violence in underage relationships and marriages, as well as the problem of the increase of underage extramarital unions and raise the question of the legitimacy of extramarital unions with underage girls and the abuse of their position. The educational function of reporting helps to alleviate the stubborn patriarchal social stereotypes. (<https://srpskainfo.com/udarao-je-pusnicama-po-glavi-pretukao-nevjencanu-prugu-pa-pretio-da-ce-joj-ubiti-brata-i-rapovati-estru>).

Violent behavior at work: A drunk insulted and then attacked the owner of the bar" (published on July 6, 2021)

The title has elements of trivial reporting due to the use of the phrase "drunk insulted and attacked" instead of the term verbal insult and violence against the bar owner. Stereotyped reporting is observed in the text, which is becoming more and more frequent, and this type of writing results in placing the blame on the victims of violence for provocations and behavior, which is not correct. (<https://srpskainfo.com/nasilnicko-ponasanje-na-djelu-pijan-vrijedjao-pa-nasnuo-na-vlasnicu-lokala>).

"He told his ex-partner that he would Certificate Her In The Forehead: An indictment was filed against a man from Prijedor" (published on July 6, 2021)

The title is written in a sensationalist style, with a literal threat written in capital letters ("to stamp in the forehead"). The initials of the suspect and the victim, details from the indictment that the suspect threatened with murder and suicide and how he insulted her were listed. The threat of suicide is often misused by the media for the purpose of manipulating readers, so that the audience would side with the bully in the context that it is much more difficult for him than for the victim. This way of reporting encourages stereotypes about the shared responsibility of the victim and her abuser (<https://srpskainfo.com/bivsoj-partnerki-rekao-da-ce-je-ovjeriti-u-celo-podignuta-optuznica-protiv-prijedorcanina>).

"The Horror In Elijas A man (50) raped his mother (83), entered the room and said that they should live as husband and wife" (published on 7/7/2021)

The title contains elements of sensationalism and stigmatization of the victim due to the disputed sentence that the son said that they should live as husband and wife. The origin and place of residence of the accused and the victim are stated, which may cause additional traumatization of the victim. The details of the rape are described in a sensationalist style, such as "whereupon her lustful son approached her and carried him to the double bed in her room". "Come on, take off your clothes," was her son's order, which she refused to do. In the report, the victim's dignity and her right to privacy were violated. With this kind of media approach, victims of violence are exposed to vulnerability and to negative comments of mockery and ridicule due to the committed violence for which they are not guilty. It is disputed that the text describes details that come from an unofficial source of information. They should not be presented because s a case that is under investigation (<https://srpskainfo.com/uzas-u-ilijasu-muskarac-50-silovao-svoju-majku-83-usao-u-sobu-i-rekao-da-trebaju-zivjeti-as-husband-and-wife>).

In this way, the media encourages the cultivation of rape culture, which describes in detail those cultures in which rape and other sexual violence against women and children is pervasive and normal behavior (Field, 2004, p. 174). Rape

culture is strengthened by promoting myths about rape, that is, false or distorted information about the act itself, victims and perpetrators of rape (Field, 2004, p. 175). Elements of rape culture are characteristic of patriarchal social structures with emphasized sexist beliefs. Sexism is "a social and cultural phenomenon of discrimination or segregation of a gender group based on gender and/or gender" (Galic, 2012, p. 156).

"Partial Confession The violent man from Voždovac was offered detention for brutally beating a girl" (published on 7/8/2021)

On the portal Srpska.info, a text was published about the proposal of the basic public prosecutor's office to order custody of a suspect for physical violence against a girl. Along with the text, a video was shown, which should have been removed after the arrest of the perpetrator. The video must not be disseminated due to the privacy of the victim, exposure to potential negative comments, hate speech and additional stigmatization of the victim of violence. (<https://srpskainfo.com/jelimicno-priznanje-nasilniku-sa-vozdovca-predlozen-pritvor-za-brutalno-prebijane-djevojke-video/>).

"The courage of a girl (14) from Banjaluka amazed everyone: Under the cover of night, she escaped from her abusive father" (published on July 9, 2021)

The title is written in a sensationalist style. On the one hand, the girl's bravery is amazing, while on the other hand, the situation is worrying if it challenges escape and survival inspires admiration. The wrong context is being shown that violence should be kept silent and tolerated. It is also worrisome due to the fact that institutions do not provide sufficient quality care for victims of domestic violence. It was stated that the girl grew up without a mother and that the suspicions about sexual abuse that the girl suffered from her father, who was detained by the police, culminated. Dramatic parts are described that the little girl ran away despite the danger from her armed father. At the end of the text, it was stated that many abusers and domestic abusers were detained and arrested, while numerous victims sought refuge in safe houses. Along with the text, there is a telephone number for help to victims of violence.

"The Darkness Will Eat You Two girls claim that they were beaten in Herceg Novi because they are Serbian, the president of the municipality says that the investigation is ongoing" (published on July 10, 2022)

The title of the text contains the phrase "Darkness will consume you", which is not appropriate for the title of a text that talks about violence. It is unprofessional that the names and surnames of the victims of violence are listed in the text and their photos are published alongside the text (<https://srpskainfo.com/pojesce-vas-mrak-dvije-djevojke-tvrde-da-su-pretucene-u-herceg-novom-because-they-are-Serbian-municipal-president-says-that-the-investigative-procedure-is-in-progress/>).

"He brutally attacked a gym worker, then justified himself 'She cursed my mother and didn't apologize, that's why I beat her up'" (published on 7/9/2021)

Since the title attracts a large number of readers, it should not have included the reason and justification of violence due to the fact that there is no justification for violence against women. Along with the text, a video of the case is shown, which is unethical for several reasons. The victim is shown and her privacy is not protected, the video has the possibility of sharing and commenting, so it can have a wrong influence and incite violence, the statements of the accused who described the violence against the girl, trying to justify himself, are listed. (<https://srpskainfo.com/brutalno-napao-radnicu-teretane-pa-se-pravdao-opsovala-mi-je-majku-i-nije-mi-se-izvinila-zbog-toga-sam-je-pretukao-video>).

4.2 Analysis of the Bosnian research portals Radio Free Europe and BIRN

"UN Women in Bosnia and Herzegovina: Adopt the Law on the Protection of Domestic Violence in FBiH" (published on July 2, 2021)

On the website of Radio Free Europe, the UN Woman report was published, appealing for the adoption of the Law on Protection from Domestic Violence. According to data from UN Woman in Bosnia and Herzegovina, half of women over the age of 15 have experienced some form of violence (<https://www.slobodnaevropa.org/a/bih-zakon-nasilje-porodica/31337381.html>). Statistics show that the perpetrators of this violence are mostly men.

Radio Free Europe Kosovo: "The first verdict for rape during the war" (published on July 4, 2021)

An analytical text was published on the portal about the historic verdict in Kosovo during the war. The basic court in Pristina sentenced the former member of the Serbian police, Zoran Vukotić, to ten years in prison for the crime of "sexual violence during the war in Kosovo". This is good news for all victims who suffered the agony of rape during the war, considering the credibility of the text, which is supported by the statement of the Minister of Justice in the Government of Kosovo, Albulena Haxhiu. The texts "Kosovo recognizes the status of war rape victims" were written about this poignant topic (<https://www.slobodnaevropa.org/a/kosovo-prva-presuda-za-silovanje-tokom-rata/31341985.html>).

"Victims of war rape in Kosovo are still waiting for justice due to non-recognition"

In such texts, an exhaustive methodology of investigative journalism was used, which includes the collection of data, documentation and witness statements over several months and even annually. The article mentions the issue of lack of support for women and the fact that most acts of violence against women are not punishable

(<https://www.slobodnaevropa.org/a/ratno-silovanje-seksualno-nasilje-rat-kosovo-zrtve/30484019.html>).

"Parliament of the FBiH on the draft Law on protection against domestic violence on July 27" (published on 05.07.2021)

The text describes a woman's testimony about her stay in a safe house and the emotional and psychological consequences of domestic violence. From such authentic testimonies, readers can feel the suffering of the victims, sympathize with them and help them. The text states the actual implementation of the Istanbul Convention according to the Agency for Gender Equality, which shows that a total of eight safe houses operate in BiH within the framework of non-governmental organizations, and their accommodation capacity is 181 beds. "Although Bosnia and Herzegovina has ratified all international standards and the Istanbul Convention, with which the state has assumed the obligation to harmonize the national legislation with international standards, regardless of the level, we are still in the process of harmonizing the legislation", explains BiH human rights ombudsman J. Dzumahur for RSE (<https://www.slobodnaevropa.org/a/fbih-zakon-nasilje-porodica/31342156.html>).

"Museum of Wartime Childhood: Exhibition against the stigmatization of women and children victims of wartime sexual violence" (published on June 25, 2021)

The report was made at the opening of the exhibition, and it talks about the poignant testimonies of victims of sexual violence through photographs and their memories. It shows how art reflects all lived pain and speaks loudly when institutions are silent. The text includes documentation of wartime rape and sexual abuse, as well as the consequences of stigmatization and the burden of shame and guilt in a patriarchal society. The poignant testimony of Jusic, who grew up in a safe house and learned that her mother survived wartime rape, was cited. In 2018, she spoke publicly about her painful experience with a strong admission that she is a child of war rape. In addition to hers, Lejla Damon's testimonies are also described. Reports like these can be socially useful in providing help to all victims of war rape, and to ensure that women who have lived through these horrific experiences are not treated as second-class citizens. M. Kaloper Oruli stressed that society must show understanding for the tragedies experienced. Women have experienced shame and carry other people's guilt on their backs all their lives. This high-quality and professional text expresses empathy and respect for victims of war rape (<https://detektor.ba/2021/06/25/muzej-ratnog-djetinjstva-izlozba-prot-stigmatizacije-zena-i-djece-zrtava-ratnog-seksualnog-violence>).

"Public reaction: About the murder of A. Kadic" (published on 7/9/2021)

BIRN BiH research portal published a press release from five non-governmental organizations: NGO "Atlantic Initiative", civil initiative "I did not seek", CURE Foundation, NGO "Forgotten Children of War", NGO Network of Activist Changes

and Competent Services on media reports and the work of competent authorities in cases of family violence. Non-governmental organizations have warned that this way of reporting is not appropriate. Numerous media have omitted the fact that the victim of the murder repeatedly reported the mistreatment and abuse of Eldin Hodžić. The public and institutions react late, and the worst consequence of repeating domestic violence is femicide. The press release emphasized that numerous portals indirectly expressed sympathy for the murderer (<https://detektor.ba/2021/07/09/javno-reagovanje-o-ubistvu-alme-kadic/>).

4.3 Analysis and comparison of titles

Selected titles:

- "Young Violeta (19) was stabbed 39 times: Dušan, who brutally killed the girl, has been sentenced to 40 years in prison"
- "He told his ex-partner that he would Certificate Her In The Forehead: Charges filed against a man from Prijedor"
- "She was drunk, she attacked me first! Scandalous defense of the thug who kicked the girl in the parking lot"
- "I poured gasoline on myself to Prove I Love Her - Lovro denied that he tried to set fire to his illegitimate wife"

All the headlines were published on the Srpskainfo portal and are an example of sensationalist reporting in which the emphasis is on dramatic and explicit details instead of concretizing the problem of violence against women. In the first headline, the emphasis is on the number of stab wounds and the name of the victim. The first part of the title is inappropriate because it emphasizes the brutality of the crime rather than its consequences. In the second title, emphasis is placed on the justification of the bully and sends the message that violence is justified. It is not ethical and professional to put the motives and justification of the abuser in the title of the text. In the fourth title, a declaration of love is written in capital letters, which indicates the context of the romanticization of violence and the indirect justification of the committed violence.

In the aforementioned headlines there is a large dose of sensationalism, which is based on the choice of terms that try to attract the attention of the public, where descriptions of the abuser's rudeness and the circumstances of the committed violence are used, speculation, and distorted facts in which the subject is the abuser and his cruelty. These headlines show that regardless of the fact that they report on a subject that is extremely sensitive, they allude solely to attracting the attention of readers with provocative headlines that can initiate further violence, prejudice and discrimination against victims of violence, and not to objective reporting that will

raise public awareness that domestic violence is and intimate partner violence is socially negative appearance.

- Parliament of the FBiH on the Draft Law on Protection from Domestic Violence on July 27"
- "The prosecutor's office in Valjevo invited the victims of the Petnica case to contact them"
- "Museum of Wartime Childhood: With an exhibition against the stigmatization of women and children victims of wartime sexual violence"
- "Victims of war rape in Kosovo are still waiting for justice due to non-recognition"

These headlines are an example of objective, fair and professional reporting. Emphasis is placed on the facts, correct terms are used, there are no trivialities and shocking details. The headlines clearly and concisely say that gender-based violence is a serious problem that requires a serious approach with correct reporting on the causes, consequences and prevention of violence against women.

5. DISCUSSION

The problem of abuse has been noticed and the main focus of these texts is the abuser's rudeness, the brutality of the violence, the trauma of the victim and the violated dignity. Namely, the description of the details and circumstances of the violence affects the stigmatization of the victim in the eyes of the readership or the condemnation of her appropriate behavior that can be expressed in user posts.

From the above examples, an unprofessional approach and negative practices in reporting on gender-based violence against women and girls in Bosnia and Herzegovina were observed. Content analysis shows that media reporting on the topic of violence against women is still sensational. The negative consequence of such a way of reporting, which is that the victim is continuously placed in the position of an unfortunate victim of brutal violence, with reasons such as the perpetrator's jealousy or lust being placed in the context, and almost exclusively outside the context of the existence and recognition of gender-based violence against women and girls as a social problem that concerns the entire community, not just those to whom it happens. Texts about domestic violence and physical violence are exclusively placed in the black chronicle section, and the main sources of information are police and judicial information, i.e. indictments and verdicts that focus on the brutality, harshness and horror of the physical violence committed. At the same time, in some cases, more space is given to the perpetrator of violence. and by using a non-adjusted vocabulary that emphasizes describing details in a sensationalistic way, blows, injuries, threats, attempted murders, then the weapons that were used, attempts to set fire to houses. The descriptions go so far as to emphasize the attempt to help other family

members towards whom the abusers were merciless. In some texts, it was observed that the committed violence is indirectly apologised, in a certain part also through the stereotypical representation of the relationship between men and women (it is described how violent people call their partners whores).

Following such reports, we do not receive a warning from journalists that violence is life-threatening, but quite the opposite, that it is a part of married or partner's everyday life, or even worse, the sensationalist portrayal of domestic violence and attempted murder affects the perception of the readership that violence is part of love and family life. relationship, a kind of easy partner game and mutual fun. It is important to warn that every new description of the crime and emphasis on horror contributes to the traumatization of the family, therefore it is the journalist's duty to mention that an indictment has been filed, that domestic violence involving physical, psychological, economic or sexual violence has been committed. According to the rules of the journalistic profession and ethical codes, it is not necessary to describe the details, circumstances, place and time of violence. In this way, the rules were violated that the details of the violence may not be stated and that the identity of the victim and information about her and the violence committed may not be disclosed. For a more detailed analysis of the issue of domestic violence and its consequences, statements from social workers and families and information about the current state of the family are missing. that is, a potential solution for victims of domestic violence. In the analyzed texts about physical and domestic violence very often, the identity of the suspects was revealed, the right to privacy of the victims of domestic and intimate partner violence was violated by the publication of disturbing content and the publication of information that refers to information that is not of public interest, Violence against women is treated as a sensationalist spectacle , and not as preventive news or educational information. One of the observed mistakes is the description of domestic violence as an event in the headlines, and not as a criminal act. Instead of a shocking allegation, it would have been preferable if it had been investigated whether the perpetrators had previously been accused of continuous years of domestic violence. In the analyzed texts, the details and circumstances of the committed violence are listed, which violated the guidelines on proper reporting on domestic violence.

Although there are far fewer analytical texts than daily news and reports in the columns of the Black Chronicle, they are still some journalists and editors of the analyzed newspapers to investigate the issue of domestic violence more deeply. Consulting experts as interlocutors of various profiles, who speak from the point of view of their profession about violence, victims, perpetrators, causes, as well as the measures that should be taken in the direction of an adequate social reaction, shows that the media understand their role in the formation of public opinion. The above should be especially praised. analytical texts that were exclusively dedicated to violence, that is, to the discovery of the causes, forms, types of violence, as well as

adequate models for the prevention of violent behavior, and that conveyed the testimonies of people who survived gender-based violence

CONCLUSION

Taking into account the obligations and responsibilities of media professionals with regard to reporting on violence against women, which are precisely defined by international documents and the national legal and strategic framework, the conclusion is that the analyzed mainstream portals still do not respect all the obligations and responsibilities defined by the international, national legal and strategic framework and journalistic codes. Due to frequent violations of ethical codes in examples of victim identification, listing details that identify the victim, the names of her family members and details of her private life, then explicitly describing the details and circumstances of the committed violence with an emphasis on brutality and horror, lack of empathy and respect for the victim, listing stereotypical portrayal of the victim, and indirect justifications for omitted violence, lack of effort in finding sources of information, reliance on indictments, verdicts and statements from the police and accountability, their approach to reporting on violence against women was neither informative nor analytical, but primarily sensationalistic. Some of the details are examples of stigmatization of victims by putting a negative connotation on their lives, which means that victims of violence are indirectly or directly blamed for the violence committed. All the details of violence, rape or femicide are presented in the analyzed texts. It is important to emphasize that the media texts contain sufficient information that femicide, rape or physical violence took place. It is not at all necessary to describe the circumstances as well as the pain the victim endured. The very information about gender-based violence should raise awareness of the danger, caution and prevention against gender-based violence.

In the analyzed texts, very often an attempt is made to find justification for bullies. One of the guidelines warns journalists that they should not contact the neighbors of the abusers. Journalists often do this and abuse the statements of neighbors who often say that the abuser was a calm and withdrawn man, which is very dangerous because it brings the context of justifying violence. There are very few analytical texts that explore the depth, background, causes and consequences of gender-based violence. Only investigative journalism and a research methodological approach can contribute to raising awareness of the issue of gender-based violence. In the texts, it is necessary to take statements from competent legal persons, social workers, psychologists, people who work in safe houses and provide information on whom victims of gender-based violence can turn to for help.

From the media aspect, it is necessary to encourage victims to report violence and talk about it, instead of hiding because of public condemnation. Journalists should take care of objective, professional and ethical journalism. All journalists who want to report on the issue of gender discrimination and gender-based violence

should be educated and have a high level of empathy and understanding towards victims of gender-based violence. Journalists who report on violence against women should be made aware that the terms they use and their meanings have an impact on attitudes about violence against women, about perpetrators and about victims. Therefore, it is necessary to warn that every act of violence is an attack on the physical integrity and dignity of another person, which leaves serious and long-lasting physical and psychological consequences. The consequences of domestic violence are felt by children and all family members who are connected to the abuser and his victim, and violent behavior and subordinate p the victim also has an impact on friends, neighbors and the environment that witnesses the violence. This is the reason why reporting on violence requires a special sensibility. education, responsibility and the use of expressions do not have ambiguous meanings of violence.

REFERENCES

- Beauvoir de Simone (1982), *The Second Sex*, Naklada Ljevak, Zagreb (in Croatian)
- Boric, B. (2016), *Social democratic response to the issue of gender-based violence*, Olof Palme International Center, Sarajevo (in Bosnian).
- Cohen, P. (2015), *The Family Diversity, Inequality and Social Change*, Norton & Company Inc., London, New York.
- De Berg, H. (2007), *Investigative journalism*, Clio, Belgrade (in Serbian).
- Dekic, S. (2017), *Handbook for reporting on gender-based violence*. UN Woman, BiH (in Bosnian).
- Field, R.E. (2004), „Rape culture“ in M. D. Smith (Ed.), *Encyclopedia of rape*, pp. 174–175, Greenwood Press, Westport, CT and London.
- Galic, B. (2012), "Changing sexist discourse in Croatia? Comparison of research results in 2004 and 2010". *Social Ecology*, Vol. 2, No. 2, pp.155–178.
- OSCE Research on Violence against Women - Report for Bosnia and Herzegovina, (2019), Organization for Security and Cooperation in Europe.
- Jukic, E. (2016). *Research on media coverage of gender-based violence against women in Bosnia and Herzegovina*. UN Women, BiH.
- Jukic Mujkic, E., Sokol, A. (2021), *Research on media coverage of gender-based violence against women in Bosnia and Herzegovina*, UN Women, Sarajevo, [https://www2.unwomen.org//media/field %20office%20eca/attachments/publications/2021/9/unwomen_istrazivanje%20o%20mediajskom%20izvestavanju.pdf?la=en&vs=421](https://www2.unwomen.org//media/field%20office%20eca/attachments/publications/2021/9/unwomen_istrazivanje%20o%20mediajskom%20izvestavanju.pdf?la=en&vs=421)
- Jurcic, D. (2020), *The position and role of women in Bosnia and Herzegovina - the rise of emancipation or discrimination*. University of Mostar, Mostar (in Bosnian).
- Klasnic, K. (2011), "Economic violence against women in intimate relationships in Croatian society, conceptual assumptions" in *Social ecology*, Vol 20 No. 3, pp. 335-356 (in Croatian).

- Codex for press and online media in BiH* (1999), Press Council of Bosnia and Herzegovina (in Bosnian)
- Code of honor of BH journalists*, (2011), BH journalists (in Bosnian).
- Convention of the Council of Europe on the prevention and fight against violence against women and violence in the family* (2013), *Istanbul Convention* <https://ravnopravnost.gov.hr/UserDocsImages/arhiva/images/pdf/Publikacija%20Konvencija%20Vije%C4%87a%20Europe%20o%20spre%C4%8Davanju%20i%20borbi%20against%20violence%20over%20%C5%BEenama%20and%20violence%20in%20families.pdf>>)
- Konstantinovic-Vilic, S., Zunic, N. (2012), Victimization of women - media portrayal, *Proceedings of the Faculty of Law in Nis*, No. 61, pp. 223–246 (in Serbian).
- Kordic, Lj., Hromadzic, H., Karlic, J. (2017), „Media representations of addicts and addiction to psychoactive materials in the daily press in Croatia“, *Media Studies*, Vol. 8, No. 1, pp 23–40.
- Kukic, D., Jurcic, D. (2013), „Women in the media, distribution of social (dis)power“, *Culture of Communication*, pp. 60–69.
- Lubina, T. (2014), „Gender stereotypes of the objectification of the female character in the media“, *Magazine for legal and social sciences*, Vol. 30, No. 2, pp. 213–229.
- Mejer, A.K., Van Zonen, L. (2005), „From Britney Spears to Erasmus: women, men and their portrayal“ in Brigs, A., Kobli, P., *Introduction to media studies*, Clio, Belgrade (in Serbian).
- Miller, K. (1970), *Sexual Politics*, University of Illinois Press, Chicago.
- Milojevic, S. (2016), *Women and media, exclusion strategies* <https://www.fli.ba/wp-content/uploads/2016/01/Zene-i-mediji-strategija-iskljuivanja-Milivojevic-Snjezana.pdf>>
- Milutinovic, I., Pavlovic, J. (2019), „Discourse on violence against women in Serbian online media: dominant communication strategies“, *Communication and Media*, Vol. 14, No. 45, pp. 5–36.
- Mirosavljevic, M. (2009). *Investigative Journalism in BiH, Investigative Journalism*, Friedrich-Ebert-Stiftung, Sarajevo (in Bosnian).
- Mrsevic, Z. (2019). *Violence and We*, Institute of Social Sciences, Belgrade.
- Pavelić, Krešimir (2021), „Today's media: problem and manipulation“ in *Medias res, Journal of media philosophy*, Vol. 10, No. 19., pp. 2959–2968.
- Radford, J., Russell, D.E.H. (1992), *Femicide. The politics of woman-killing*. Twayne Publishers, New York
- Sarnavka, S. (2010), *The way to your own view. How to read, listen, understand media texts and media culture*, B.a.B.e., Zagreb (in Croatian).
- Spahic Siljag, Z., (2019), *Sociology of Gender*, TPO Foundation, Sarajevo (in Bosnian).

Guidelines for reporting on women <https://newroadbih.org/index.php/gender-media/gmmp/item/546preporuke-za-medijsko-izvjestavanje-o-zenama.html>, accessed 10/06/2022)

UN Convention on the Elimination of All Forms of Violence against Women (CEDAW)

Vilovic, G. (2003), „Investigative journalism, tabloidization and ethics“, *Social research, magazine for the general and social community*, Vol. 12, No. 6, pp. 957–974.

Zablocki, T. (2020), "Femicide is a social problem, not a sporadic incident from the private sphere", <http://www.prometej.ba/clanak/drustvo-i-znanost/femicid-jedrustveni-problem-a-ne-sporadicni-incident-iz-privatne-sfere-4239Prometej.ba>

Web site

Law on Gender Equality of BiH, https://advokat-prnjavorac.com/zakoni/zakon_o_ravnopravnosti_spolova_BiH.pdf (accessed on 20.9.2021); <https://bhnovinari.ba/wpcontent/uploads/2020/09/Nasiljenad%C5%BEenama-2017.pdf> (accessed on 20.9.2021)

A murdered woman in Sarajevo, <https://www.bljesak.info/vijesti/crna-kronika/ubijena-zena-u-sarajevo/352855> (accessed 7/5/2021)

Landlord from a nightmare: He set up cameras and filmed female students, <https://www.bljesak.info/vijesti/crna-kronika/stanodavac-iz-nocne-more-postavio-kamere-pa-snimao-studentice/353202> (accessed 7/6/2021)

Indictment against the driving instructor from Visoko: He touched the candidate's breasts, he wanted to kiss, <https://www.klix.ba/vijesti/crna-hronika/optuznica-protiv-instruktora-voznje-iz-visokog-touched-the-candidate-by-the-breasts-he-wanted-to-kiss/210625019> (accessed on 6/25/2021)

Pledge of minors: Nevesinju (80) ordered to detention on suspicion of touching girls in the park, <https://www.klix.ba/vijesti/crna-hronika/nevesinju-80-odredjen-jednomjesecni-pritvor-due-to-suspicion-that-he-touched-the-girls-in-the-park/210630047>>(accessed 6/30/2021)

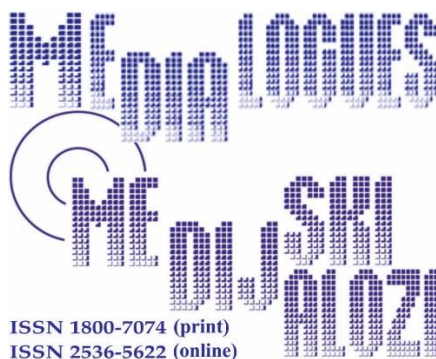
Details of the liquidation in Sarajevo: Eldin Hodzic killed a 34-year-old woman with a pistol and fled to Ilidza, <https://www.klix.ba/vijesti/crna-hronika/detalji-likvidacije-u-sarajevo-eldin-hodzic-killed-a-34-year-old-woman-with-a-pistol-and-escaped-to-ilidza/210704087>> (accessed on 07/05/2021)

Arrested maniac in Banja Luka: secretly filmed female students for months, <https://www.klix.ba/vijesti/crna-hronika/uhapsen-manijak-u-banjoj-lucimjesecima-u-stanu-secretly-filmed-two-students/210708025> (accessed 7/8/2021)

Drama at the swimming pool, the police detained a teenager (17) who secretly took photos of his peers while they were changing, <https://srpskainfo.com/drama-nabazenu-policija-privela-tinejdzera-17-koji-krisom-took-photographs-of-her-age-girls-while-they-were-changing/> (accessed on 7/2/2021)

- Arrested Maniak filmed a girl under her skirt in a shopping center, the police found hundreds of videos in his phone*, <https://srpskainfo.com/uhapsen-manijak-utrznom-centru-snimaodjevojkuispod-suknje-police-found-hundreds-of-recordings-in-his-phone/> (accessed 4/7/2021)
- He hit his head with his fists: He beat his unmarried wife, then threatened to kill her brother and rape her sister*, <https://srpskainfo.com/udaraoje-pesnicamapoglavipretukao-nevjencanusuprugu-pa-threatened-to-kill-her-brother-and-rape-her-sister> (accessed 7/5/2021)
- Violent behavior at work: Drunk man insulted, then attacked the owner of the bar*, <https://srpskainfo.com/nasilnickoponasanjena-djelu-pijan-vrijedjao-pa-nasnua-na-vlasniculokala/> (accessed 7/6/2021)
- He told his ex-partner that he would notarize her in the forehead: Indictment filed against the citizens of Prijedor*, <https://srpskainfo.com/bivsoj-partnerki-rekoadacejeovjerituu-celopodignuta-indictment-against-prijedorcanina/> (accessed 7/6/2021)
- The Horror in Ilijasu A man (50) raped his mother (83), entered the room and said that they should live as husband and wife*, <https://srpskainfo.com/uzasu-ilijasumuskarac-50-raped-his-mother-83-entered-the-room-and-said-that-they-should-live-as-husband-and-wife/> (accessed 7/7/2021)
- Partial confession to a bully from Voždovac proposed detention for brutally beating a girl*, <https://srpskainfo.com/djelimicno-priznanjenasilniku-sa-vozdovcapredlozenprivotvorzabrutalno-prebijane-djevojke-video> (accessed 6/28/2021)
- The Dark Will Eat You Two girls claim that they were beaten in Herceg Novi because they are Serbian, the president of the municipality says that the investigation is ongoing*, <https://srpskainfo.com/pojesce-vas-mrak-dvije-girls-claim-that-they-were-beaten-in-Herceg-Novi-because-they-are-Serbian-municipal-president-says-that-an-investigative-procedure-is-in-progress/> (accessed on 9. 7. 2021)
- He brutally attacked a gym worker, then made excuses. She cursed my mother and didn't apologize, that's why I beat her*, <https://srpskainfo.com/brutalno-napao-radnicu-teretane-pa-se-pravdao-opsovalami-je-majku-i-nije-mi-se-izvinilazbog-toga-sam-je-pretukao-video/> (accessed on 7/9/2021)
- Radio Free Europe Kosovo: The first verdict for rape during the war*, <https://www.slobodnaevropa.org/a/kosovo-prva-presuda-za-silovanje-tokom-rata/31341985.html> (accessed 7/5/2021)
- Victims of wartime rape in Kosovo still await justice due to non-recognition*, <https://www.slobodnaevropa.org/a/ratno-silovanje-seksualno-nasilje-rat-kosovo-zrtve/30484019.html> (accessed on 5 7. 2021.)
- Djugum and Vejsilovic, Parliament of the FBiH on the Draft Law on Protection from Domestic Violence on July 27*, <https://www.slobodnaevropa.org/a/fbih-zakon-nasilje-porodica/31342156.html> (accessed 7/5/2021)
- Grebo, L., Museum of wartime childhood: Exhibition against the stigmatization of women and children victims of wartime sexual violence*, <https://detektor.>

ba/2021/06/25/muzej-ratnog-djetinjstva-izlozboj-protiv-of-stigmatization-of-women-and-children-victims-of-war-sexual-violence/ (accessed on 6/25/2021)
Public reaction: On the murder of Alma Kadic, <https://detektor.ba/2021/07/09/javno-reagovanje-o-ubistvu-alme-kadic/> (accessed on 07/09/2021)



For citation:

Custovic, E., Spahic, E. (2023), „The Impact of Virtual Reality on the Future of Media and Communication”, *Media Dialogues / Medijski dijalozi*, Vol. 16, No. 1, pp. 95-104.

The Impact of Virtual Reality on the Future of Media and Communication

Assistant Professor ENITA CUSTOVIC

Department of Journalism, Communication Science
Faculty of Political Sciences, University of Sarajevo, Bosnia and Herzegovina
e-mail: enita.custovic@fjn.unsa.ba

Associate Professor EHLIMANA SPAHIC

Department of Political Science
Faculty of Political Sciences, University of Sarajevo, Bosnia and Herzegovina
e-mail: ehlimana.spahic@fjn.unsa.ba

ARTICLE INFO	<i>Received: March 30, 2022 / Revised from: April 30, 2022 Accepted: May 30, 2022 / Available online: January 15, 2023</i>
DOI	10.14254/1800-7074/2022.16-1.6

ABSTRACT

This paper explores the impact of virtual reality (VR) on the future of media and communication. The study aims to investigate how VR technology affects various aspects of media and communication, including journalism, advertising, entertainment, and education. In addition, the research aims to provide insights into the potential benefits and challenges of VR in the media industry and identify the key factors that may influence its adoption and integration into mainstream communication practices. In this context, the authors have comprehensively reviewed existing literature. The findings suggest that VR has significant potential to transform the media industry, offering new ways to engage audiences, enhance storytelling, and create immersive experiences. However, several challenges, such as cost, accessibility, and ethical concerns, need to be addressed to ensure the widespread adoption of VR. The research concludes by providing recommendations for media organizations and content creators to effectively leverage the potential of VR and capitalize on the opportunities it presents.

KEY WORDS: *Virtual Reality, Media, Communication, Benefits, Challenges.*

INTRODUCTION

Virtual Reality (VR) technology has the potential to revolutionize the way we consume and produce media and the way we communicate with each other. VR allows users to immerse themselves in a virtual world and interact with it, giving a new level of engagement and interactivity. The impact of VR on the future of media and communication is a topic of growing interest and importance. The development of VR technology has rapidly advanced in recent years, with improvements in hardware, software, and content creation tools. As a result, VR has become increasingly accessible to consumers, with VR headsets becoming more affordable and widespread. This accessibility has opened up opportunities for VR in various industries, including media and communication.

One of the most significant impacts of VR on media and communication is its ability to give immersive and interactive experiences that allow users to engage with content in new ways. For example, VR can be used in journalism as a more immersive and engaging way for audiences to experience news events and for educational purposes to create interactive learning experiences. In advertising, VR arranges a new direction for brands to connect with consumers by creating more engaging and memorable brand experiences. Also, Virtual Reality can be used in entertainment, such as gaming and cinematic experiences, to create more immersive and engaging user adventures.

Despite the potential benefits of VR, various challenges must be addressed for widespread adoption to occur. These challenges include the cost of hardware and

content creation, accessibility for users, and ethical concerns such as privacy and data security. It is essential to understand the potential benefits and challenges of VR in media and communication to leverage this technology effectively. As Hodges (2019, p. 5) notes, VR can provide immersive learning environments that enhance the educational experience. Additionally, De Lorme and Reid (2020, p. 20) highlight the potential of VR in advertising, giving new opportunities for marketers to engage with consumers.

This paper aims to explore the impact of VR on media and communication and try to identify the potential benefits and challenges. It also anticipates recommendations for media to purchase the potential of VR effectively.

1. THE ROLE OF VIRTUAL REALITY IN TRANSFORMING MEDIA AND COMMUNICATION

VR has emerged as a transformative technology for media and communication, with significant potential to raise how we consume and create content to a higher level. Recent research has highlighted the effectiveness of VR in creating immersive and engaging experiences for viewers (Kaimara and Ju, 2020, p. 14). In addition, VR has been found to enhance empathy and understanding, leading to increased emotional impact and retention of information (Naim et al., 2020, p.74).

In journalism, VR has created interactive and informative news stories, providing viewers a more engaging and memorable experience (Boly, 2019, p. 19). VR has also been used in marketing and advertising, creating more personalized and targeted content for consumers (Lee et al., 2020, p. 69).

The potential of VR in transforming communication is not limited to media consumption but also extends to content creation. VR can new opportunities for collaboration and co-creation, leading to more effective communication and team-work (Bhattacharya et al., 2020, p. 114). VR can also create virtual environments for remote communication and training, increasing accessibility and efficiency (Li and Wu, 2020, p. 183).

The immersive nature of VR enables users to experience situations that would not be possible with traditional media. For example, VR can create virtual classrooms, allowing students to attend lectures and collaborate with peers from remote locations (Dunleavy et al., 2019, p. 144). VR can also create virtual museums, providing users a more interactive and engaging experience (Cheng and Tsai, 2020, p. 129).

In addition, VR can be applied to create simulations for training and education, allowing users to practice skills and procedures in a safe and controlled environment (Makransky et al., 2019, p. 14). VR has been particularly effective in fields such as

medicine and aviation, where hands-on training is crucial for safety and performance.

Moreover, VR can create new opportunities for social interaction and collaboration. For example, VR can be exploited to create virtual meeting spaces, allowing remote teams to collaborate and communicate in a more immersive and engaging way (Hodges et al., 2019, p. 7). Also, VR can create social experiences, such as virtual concerts and festivals, giving the users a sense of presence and shared experience (Cheng and Tsai, 2020, p. 131).

As VR continues to evolve and become more accessible, it has the potential to transform the way we communicate and interact with others. However, challenges also need to be addressed, such as the high hardware cost and the need for more user-friendly interfaces (Dunleavy, Dede, and Mitchell, 2019, p. 146).

Finally, VR technology can transform communication, collaboration, and learning. Its immersive and interactive nature has already been shown to be effective in various fields and is likely to be adopted more widely in the future. As technology continues to evolve and become more accessible, it is essential to explore its potential and address the challenges that come with it. VR has emerged as a transformative technology for media and communication, with significant potential to enhance engagement, empathy, and understanding among viewers. As technology evolves and becomes more accessible, it will likely be adopted more widely, creating new opportunities for immersive and personalized communication. However, further research is needed to understand the impact of VR on media and communication fully and to identify new applications and opportunities for this marvelous technology.

2. THE CHALLENGES OF VIRTUAL REALITY IN MEDIA AND COMMUNICATIONS

While VR has great potential, several challenges must be addressed to realize its potential and for its widespread adoption fully.

One of the biggest challenges is the cost of VR hardware and software, which can be prohibitively expensive for many consumers and organizations (Dunleavy et al., 2019, p. 146). Issues of VR costs can make it challenging to scale VR experiences and limit their accessibility to only those who can afford them. High-end VR headsets, such as the Oculus Quest 2 or the HTC Vive Pro, can cost several hundred to thousands of dollars, making them out of reach for many people. In addition to the headset itself, users may need a high-performance computer or gaming console to run the VR software, increasing the cost. This high cost can limit the accessibility of VR, particularly for people on a budget or in developing countries with limited resources. Companies are working to create more affordable VR hardware and software solutions, such as standalone VR headsets or mobile-based VR experiences, to

overcome this challenge. Additionally, as technology advances, VR costs are expected to decrease over time, making it more accessible to a broader audience.

Another challenge is the lack of standardization and uniformity in VR technology, which can create compatibility issues and hinder collaboration between different platforms (Cheng and Tsai, 2020, p. 14). Previously mentioned issues with standardization and uniformity can be particularly problematic for content creators who need to create VR experiences that can be accessed across multiple devices and platforms. Many different VR hardware and software platforms are available, each with unique specifications and requirements. The diversity of VR hardware and software can multiply developers' difficulties in creating VR content that works seamlessly across all platforms, as they may need to create multiple versions of the same content to ensure compatibility with different devices. Also, the lack of standardization can lead to fragmentation in the VR market, making it more difficult for users to access and enjoy VR content. For example, a user who owns an Oculus Quest may be unable to access content only available on a different VR platform, such as the HTC Vive. Challenging accessibility to VR content on different platforms has initiated efforts to create more standardized VR development tools and platforms, such as the Open XR API, which aims to create a standard interface for VR and AR devices. Additionally, the emergence of cross-platform development tools, such as Unity and Unreal Engine, can help developers create VR content that works across multiple devices and platforms. However, standardization and uniformity in VR technology remain an ongoing challenge that will require continued effort and collaboration from the VR industry.

Furthermore, there are ethical concerns related to VR content, such as the potential for virtual violence and objectification of individuals or groups (Hodges et al., 2019, p. 9). These issues must be addressed to ensure VR experiences are created and consumed responsibly. VR can create highly immersive and realistic experiences that can be difficult to distinguish from reality. Some ethical concerns related to VR's potential impact on users include:

- Safety: VR content can create dangerous or risky situations for users, such as simulating extreme sports or military combat. User safety and the potential for users to be harmed or injured while using VR have raised concerns.
- Privacy: VR content can collect and store user data, including their movements and behavior within the VR environment. User privacy and the potential for their personal information to be accessed or shared without their consent is an additional concern.
- Social impact: VR content can have a significant impact on users' emotions, attitudes, and beliefs, which can, in turn, affect their behavior in the real world. The potential for VR content to promote harmful or unethical behavior, such as violence or discrimination, raises concerns. (Ibid., p. 10)

The VR industry must develop ethical standards and guidelines for creating and distributing VR content. Ethical standards and guidelines for VR should include measures ensuring that VR experiences are safe and respectful, protecting user privacy, and promoting responsible behavior within the VR environment. In addition, users should be informed about the potential risks and ethical considerations related to VR content and provided with the tools and resources to make informed decisions about their use of VR technology.

The next challenge is that the learning curve for creating VR content can be steep, requiring specialized skills and knowledge that may be difficult for those unfamiliar with the technology (Makransky et al., 2019, p. 246). As a result, the learning curve can limit the number of content creators who can effectively leverage the potential of VR in their work.

Lastly, there is the challenge of maintaining user engagement in VR experiences. While VR can offer immersive and engaging experiences, there is a risk of users becoming disengaged if the experience is not compelling or if technical issues arise (Cheng and Tsai, 2020, p. 7). Therefore, according to Bailenson et al. (2008, p. 37), VR developers must focus on creating compelling and varied VR experiences designed to keep users engaged over time. VR experiences designed to keep users engaged over time can include:

- Interactivity: VR experiences should provide users with a high level of interactivity and control, allowing them to explore and interact with the environment meaningfully.
- Immersion: VR experiences should be highly immersive, providing users with a sense of presence and feeling fully immersed in the virtual environment.
- Variety: VR experiences should offer various activities and challenges, keeping users engaged and interested over time.
- Personalization: VR experiences should be personalized to the user's interests and preferences, providing a more tailored and engaging experience.

By focusing on these factors, VR developers can create engaging and compelling experiences, leading to greater user adoption and a more successful VR industry.

Despite the challenges, the potential benefits of VR in the media and communication industries make it an exciting and rapidly developing field. As VR technology evolves and improves, it will likely become an increasingly important part of the media and communication landscape, providing new opportunities for creative expression and engagement.

3. RECOMMENDATIONS FOR USING THE POTENTIAL OF VIRTUAL REALITY

To effectively leverage the potential of VR in media and communication, media organizations and content creators can take the following recommendations:

- **Prioritize accessibility:** One of the most significant challenges of VR technology is its cost, which limits its accessibility. Media organizations and content creators can prioritize creating affordable VR experiences to ensure a broader audience can access their content. They can also collaborate with VR hardware manufacturers to ensure that VR technology becomes more affordable in the future.
- **Develop standards and guidelines:** As VR technology is still in its early stages, there is a lack of uniformity in the hardware and software used to create and access VR content. Developing standards and guidelines can help ensure compatibility and streamline the creation of VR content. Media organizations and content creators can work with industry organizations to develop these standards and guidelines.
- **Address ethical concerns:** VR content creators need to be mindful of the potential risks associated with virtual violence and objectification of individuals or groups in their content. Therefore, they need to ensure that their content is not harmful or insensitive. Media organizations and content creators can work with experts to ensure their VR experiences are ethical and inclusive.
- **Invest in training and development:** Creating VR experiences requires specialized skills and knowledge. Therefore, media organizations and content creators must invest in training and development to ensure they have the necessary skills to create compelling VR content. They can also collaborate with educational institutions to develop courses and training programs to address the skills gap in the industry.
- **Experiment with new forms of storytelling:** VR offers new possibilities for storytelling, such as interactive narratives and immersive experiences. Media organizations and content creators can experiment with new forms of storytelling to take advantage of the unique opportunities offered by VR technology.
- **Collaborate with other industries:** VR technology can revolutionize several industries beyond media and entertainment, such as healthcare and education. As a result, media organizations and content creators can collaborate with these industries to create innovative VR experiences that solve real-world problems and create social impact.
- **Utilize data and analytics:** VR technology provides new ways to collect and analyze user behavior and engagement data. Media organizations and content creators can use this data to optimize VR experiences and create more engaging and personalized content.

- Embrace interactivity and participation: VR technology allows users to participate in the content they consume actively. Media organizations and content creators can embrace this interactivity and create immersive experiences that allow users to shape their narratives and explore different perspectives.
- Focus on user experience: As with any form of media and communication, the user experience is crucial to the success of VR content. Therefore, media organizations and content creators should prioritize creating seamless and intuitive user experiences that are easy to navigate and understand.
- Stay up-to-date with technology advancements: VR technology is rapidly evolving, and advancements are constantly being made. Media organizations and content creators must stay up-to-date with these advancements to ensure their VR experiences remain relevant and innovative.

By considering these recommendations, media organizations and content creators can create compelling and innovative VR content that engages and captivates audiences.

CONCLUSION

The impact of virtual reality on the future of media and communication is an area of growing interest and research. The potential of VR to create immersive and engaging experiences for audiences in journalism, advertising, entertainment, and education has been widely recognized. In addition, studies have shown that VR can enhance the storytelling experience and improve learning outcomes. However, challenges such as cost, accessibility, and ethical concerns must be addressed for VR to be widely adopted and integrated into mainstream communication practices.

Media organizations and content creators can take steps to effectively leverage the potential of VR by investing in high-quality hardware and software, collaborating with other organizations, prioritizing ethical considerations, and increasing accessibility. While there are certainly challenges associated with VR in media and communication, the potential benefits of the technology are significant. By addressing these challenges and effectively leveraging the potential of VR, media organizations and content creators can create a new era of engaging and immersive media experiences that have the potential to transform the industry.

As VR becomes increasingly popular and accessible, it is crucial to prioritize ethical considerations such as privacy, consent, and representation. In addition, the potential for VR to create immersive and realistic experiences also raises important questions about the responsibility of media organizations and content creators to represent and contextualize these experiences accurately.

Furthermore, the ongoing COVID-19 pandemic has further emphasized the potential of VR in media and communication. With social distancing measures limiting

in-person experiences, VR offers a unique opportunity to create engaging and immersive experiences accessed from home.

Finally, the impact of VR on the future of media and communication is complex. As VR technology continues to advance and become more accessible, it will be necessary for researchers, media organizations, and media content creators to continue exploring the potential benefits and challenges of VR. Furthermore, they will need to develop effective strategies for leveraging the technology to create engaging and immersive experiences for audiences.

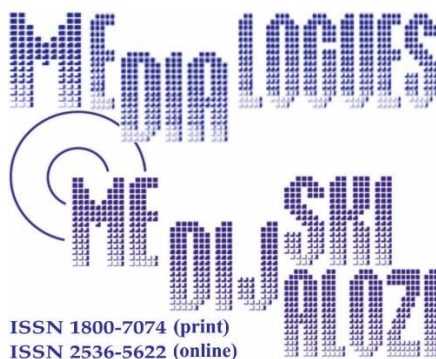
REFERENCES

- Bailenson, J.N., Yee, N., Blascovich, J. (2008), "Virtual interpersonal touch: Haptic interaction and copresence in collaborative virtual environments", *International Journal of Multimedia and Ubiquitous Engineering*, Vol. 3, No. 1, pp. 33-40.
- Bhattacharya, S., Sarkar, S., Saha, P. (2020), "Role of virtual reality in communication: A review," *Journal of Advanced Research in Dynamical and Control Systems*, Vol. 12, No. 4, pp. 113-117.
- Boly, K. (2019), "The use of virtual reality in journalism," *Journalism Practice*, Vol 13, No. 1, pp. 16-30.
- Cheng, K.-H., Tsai, C.-C. (2020), "Exploring the potential of virtual reality in education: A systematic review," *Computers & Education*, No. 147, pp. 1-17.
- DeLorme, D.E., Reid, L.N. (2020), "Virtual Reality in Advertising: A Review of Research," *Journal of Advertising*, Vol 49, No. 1, pp. 59-71.
- Dunleavy, M., Dede, C., Mitchell, R. (2019), "Affordances and limitations of immersive participatory augmented and virtual reality simulations for teaching and learning," *Journal of Science Education and Technology*, Vol. 28, No. 2, pp. 143-162.
- Hodges, L.F. (2019), "Virtual Reality and the Promise of Immersive Learning Environments" in *Immersive Learning Research Network Conference*, pp. 3-12, Springer, Cham.
- Hodges, L.F., Williams, J.J., Berry, M., Schultheis, M.T., Thomas, K.R. (2019), "Virtual reality technology and social communication skills training for adults with autism spectrum disorder," *Journal of Autism and Developmental Disorders*, Vol 49, No. 1, pp. 1-14.
- Kaimara, P., Ju, A. (2020), "Exploring the potential of virtual reality in transforming media and communication," *International Journal of Interactive Multimedia and Artificial Intelligence*, Vol. 6, No. 3, pp. 13-17.
- Lee, K., Park, J., Kim, J. (2020), "Personalized marketing with virtual reality: Focusing on consumer behavior," *Journal of Business Research*, No. 113, pp. 67-74.
- Li, M., Wu, Q. (2020), "Virtual reality-based remote communication and training system," *IEEE Transactions on Industrial Informatics*, Vol. 16, No. 1, pp. 180-187.

- Makransky, G., Lilleholt, L., Aaby, A. (2019), "Development and validation of the virtual reality-based Assessment of Competence in Medicine and Surgery (VR-ACMS)," *Medical Education*, Vol. 53, No. 3, pp. 245-253.
- Naim, M. H., Anggraini, D. R., Andriyani, N. (2020), "The effect of virtual reality technology on students' learning motivation and achievement," *Journal of Physics: Conference Series*, No. 1493, pp. 1-7.

WEB REFERENCES

- <https://www.forbes.com/sites/forbestechcouncil/2021/05/12/the-challenges-of-creating-vr-content-and-how-to-overcome-them/?sh=49ad684d11e4>
- VR World, "The Top 7 Challenges Facing Virtual Reality," June 17, 2020, <https://www.vrworld.com/2020/06/17/the-top-7-challenges-facing-virtual-reality/>



Author guidelines

Submit to the journal

Submissions should be sent via email to: Assoc. Prof. Mimo Draskovic – e-mail: medijskidijalozi@gmail.com; rookie@t-com.me

Articles submitted in digital form (according to the Author guidelines) to the Editorial Board address (email: medijskidijalozi@gmail.com) should cover the journal's subject area, be signed by the author (coauthors) with their forename and surname, scientific grade, affiliation and position held, telephone and email.

The author is responsible for ensuring the authenticity of data, facts, quotations and other information.

The Editorial Boards may publish articles for discussion, without necessarily sharing the author's views. Submission of articles in English is mandatory.

The structure of article should comprise: the title, abstract, key words, introduction, subtitles, conclusion and bibliography. In the abstract, it is necessary that the authors clearly state: subject matter, goal and method of investigation, hypothesis and basic conclusion. In writing their articles, the authors should apply scientific methodology standard for scientific publications (Harvard style).

The authors can see the details in each article in the Archive. All articles will be internationally and anonymously reviewed by two reviewers. The authors' names are anonymous to the reviewers. It is the authors' responsibility to ensure that the submitted article has not been published earlier and that it is not under consideration for publication in another magazine. Authors are required to ensure

that the submitted article is not published earlier and is not considered for publication in another journal. There is no fee to publish an article in the journal.

The Editorial Board retains the right to methodologically adjust the article to the journal propositions and standards (*Author guidelines*).

Review process

Each paper is reviewed by the editor and, if it is judged suitable for this publication, it is then sent to two referees for double blind peer review. The authors' names are anonymous to the reviewers. Based on their re-recommendations, the editor then decides whether the paper should be accepted as is, revised or rejected. The Editorial Board retains the right to methodologically adjust the article to the journal propositions and standards (guidelines for authors), as well as not to consider articles which do not meet the requirements of these guidelines.

Copyright

Articles submitted to the journal should not have been published before in their current or substantially similar form, or be under consideration for publication with another journal. Use this in conjunction with the points below about references, before submission i.e. always attribute clearly using either indented text or quote marks as well as making use of the preferred Harvard style of formatting. Authors submitting articles for publication warrant that the work is not an infringement of any existing copyright and will indemnify the publisher against any breach of such warranty. The author is responsible for ensuring the authenticity of data, facts, quotations and other information. The Editorial Boards may publish articles for discussion, without necessarily sharing the author's views.

Manuscript requirements

Please prepare your manuscript before submission, using the following guidelines:

Format and Article Length

Articles must be in acceptable scholarly English and should be between 3000 and 10000 words, typed, 1q-point New Times Roman font, one-inch margins, and text double-spaced. Lengthier articles may be considered at the discretion of the Editorial Board. Pictures, graphics and other attachments should be marked and sent as separate files, or in text, and must not exceed the journal format with margins (paper size 170x240mm).

Article Language It is strongly recommended to send articles in the English language. However, upon the compliance of the Editorial Board, it is possible to publish articles in some of the other world languages. Authors from Montenegro and surrounding countries should submit instant online articles both in English and mother tongue.

Article Title Page

An Article Title Page should be submitted alongside each individual article. This should include:

Article Title

A title of not more six-eight words should be provided.

Author Details

Details should be supplied on the:

Article Title Page Including

Full name of each author, Affiliation of each author-mail address of the corresponding author

Structured Abstract

Authors must supply a structured abstract: Purpose, Methodology, Approach, and Findings. Maximum is 250-300 words in total.

Keywords

Immediately after the abstract, provide a maximum of 6 keywords.

Article structure

The structure of article should comprise: the title, abstract, key words, introduction, subtitles, conclusion and bibliography. Articles can also be structured in the following way: introduction, starting hypotheses, solutions, discussion, conclusion and bibliography. Divide your article into clearly defined and numbered sections (1, 2, 3 ...). Subsections should be numbered 1.1 (then 1.1.1, 1.1.2, ...), 1.2, etc. (the abstract is not included in section numbering).

Footnotes

Footnotes should be used as least as possible, and only for the necessary explanations, with the continuous use of Arabic numbers.

References

SSCI recommends that self-citation for the best journals in the field goes around 10%. Accordingly we encourage authors to pay attention to this and cite their own works accordingly.

Literature is not to be numerated. It is to be arranged in alphabetic order of authors and chronologically for the articles of the same author. Literature is to be quoted according to the examples for books, magazines and other sources.

References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. You should cite publications in the text: (Smith, 2009) using the first named author's name or (Smith and Cook, 2009) citing either names of two, or (Cook et al., 2009), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied: For books Surname, Initials (year), Title of Book, Publisher, Place of publication.

e.g. Bagdikian, B. H. (1983), *The Media Monopoly*, Beacon Press, Boston.

For book chapters

Surname, Initials (year), "Chapter title", Editor's Surname, Initials, Title of Book, Publisher, Place of publication, pages.

e.g. Picard, R. G. (2005), "Money, Media, and the Public Interest", in Overholster, G., Jamieson, K. H. (Ed.), *The Press*, Oxford University Press, Oxford, pp. 337-350.

For journals

Surname, Initials (year), "Title of article", Journal Name, volume, number, pages.

e.g. Zoltan, K. (2001), "Media Discourse from a Contrastive Rhetoric Perspective", *Novelty*, Vol. 8, No. 3, pp. 4-26.

For published conference proceedings

Surname, Initials (year of publication), "Title of paper", in Surname, Initials (Ed.), Title of published proceeding which may include place and date(s) held, Publisher, Place of publication, Page numbers.

e.g. Draskovic, V., Grego, Z., Draskovic, M. (2011), "Media Concentration, Neoliberal Paradoxes and Increase in Virtuality", in *Media Concentration proceedings of the international conference in Podgorica*, Elit, Podgorica, pp. 33-45.

For working papers Surname, Initials (year), "Title of article", working paper [number if available], Institution or organization, Place of organization, date.

e.g. Draskovic, V. (2007), "Specificities and problems of Montenegrin transition", working paper, Leeds University Business School, TIGER, Warsaw, September.

For newspaper articles (authored)

Surname, Initials (year), "Article title", Newspaper, date, pages.

e.g. Miller, M. C. (1997), "The Crushing Power of Big Publishing", The Nation, 17 March, p. 10.

For newspaper articles (non-authored)

Newspaper (year), "Article title", date, pages.

e.g. Vijesti (2011), „The New Media“, 2 December, p. 5.

For electronic sources

If available online, the full URL should be supplied at the end of the reference, as well as a date that the resource was accessed.

e.g. Compaine, B. M. (2005), „The Media Monopoly Myth: How New Competition is Expanding our Sources of Information and Entertainment“, http://www.NewMillenniumResearch.org/archive/final_Compaine_Paper_050205.pdf (accessed 10 December 2011).

