

The Impact of Mass Media on Culture: Analytical Study of Alija Izetbegovic's Concept of Man-Mass and Individuality

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Abstract:

With an overview of media communication theories, the sociological perspectives of media's impact on society and religious responses to media, this study focuses one of great Muslim thinker Alija Ali Izetbegovic's views of media. Investigating within his whole framework of two antagonistic aspects of man's life; the culture and civilization, the study analyzes his views of man-mass to be much similar with postmodern critique of technology on the behalf of the "self" instead of these sociologists and religious thinkers.

Key words: mass media, culture, alija Izetbegovic, individuality.