

MARXISM AND MASS COMMUNICATION MEDIA

Summary

The relation that can potentially be established between the so-called Marx's legacy and contemporary media is in the focus of this paper, constituting its basic thematic and problems framework. Such complex relation could be viewed from several diverse aspects: it could be regarded as a connection which the original doctrine of Marx potentially establishes with the realm of contemporary media culture, i.e. as the connection brought to life by different interpretations and practice of his doctrine, reflected in terms of theoretical Marxism, or in some other interpretative form. These interpretations include the immanent Marx's relation to the media of his time, ensured by the engagement of Karl Marx himself - having been an editor and author of numerous journalistic articles, written in the vein of critical struggle for democratization and emancipation of both media and man himself.

According to the author of this paper, Marx's doctrine, adjusted to the contemporary media sphere, has turned out to be very prolific in the case of interpretative directions of the philosophers of the Frankfurt School — Theodor Adorno and Max Horkheimer, as well as in the writings of the French critic of the “Society of Spectacle”, Guy Debord. Comprehensive critique of cultural industry, effectuating itself from the point of mass communication media, and then from the point of media spectacularization of overall social life, contributes to the radical critique not only of the current media practice, but of the cultural world in general. Hence, these interpretations, beside their undoubtedly critical reflection of Zeitgeist, viewed from the perspective of Marx's social-economic theory, present the original contribution to the viewing of the role of mass communications in our time, seen as predominantly regressive, that is shemmetizing, unifying and totalizing, which makes them retrospectively enslaving in respect to the global sphere of humanity and therefore, rather alienated from the liberty ideals proposed by the Enlightenment.