

## NONPROFIT AND PROFIT MEDIA

In the foundations of all religions of the world lies the human need - to believe. All people who truly believe are a part of a large loose community of those who believe. Misfortune occurs when and if the institutions of religions, hierarchies of people - begin to put fences around their faith. People of faith then become a people of hierarchy, institution, and religious corporation. Faith in these cases loses its strength. In its place comes something like ardent support. This creates a growing danger that in the name of God people do totally unacceptable things. And they have done so. And they still keep doing them.

On the other hand, in the name of freedom, equality, the right to information and in the name of democracy ... banks and large multinational corporations nowadays with the help of large media corporations – reduce freedom to freedom to sell, reduce equality to equality to pay extortionist interest payment obligations, the right to information is reduced to the right to turn information into a commodity and trade with it, while democracy serves merely a decorative cloak under which objectionable processes occur.

Global processes enabled by high-speed communication technology, modern networking technology - with the positive, unfortunately, bring too much of the negative, even dangerous tendencies.

The resistance of the citizens of the third world towards the globalization unification appears in the form of withdrawal of entire nations into that area in which people can feel undefeated. Where they promise them to be their own. This is the area of religion.

Religions are, however (with regard to organization) large corporations, hierarchies that will do anything for their promotion, the multiplication of souls and profit. That means everything among other things, finding the enemy as well. The enemy is always the other, the different, the unknown...

Globalization processes, which under the guise of the struggle for the progress of the entire world, only use global technologies for a new kind of colonialism - Religious niche products of exclusion and intolerance. The terrorism of global lies produces terrorism, which in turn feeds the terrorism of global lies. If this Gordian knot is not severed, there will be a great world conflict war, in the name of God and with the blessing of the world's largest religions.

Any references to the (mass) media as a means of establishing new dialogues are largely misplaced. The media is in the hands of those who want to rule the world; their goal is the reproduction of capital, the formation of such an awareness of the consumers of the media that will enable new business corporations' affairs with our sub-consciousness that is the widening of the gap between the rich and the poor.

What are we to do?

The small but bright spot in contemporary systems of media intercession are non-profit, community media. Tailored to Man's needs and the community he desires, this media provides hope that we have something to fight for. Truth is non-profit and it will always remain as such. What is the profit are the ways in which truth can be treated and as such be released into the channels of resale.

The world knows the non-profit media. The United Nations and Europe are slowly developing legislation for the growth and development of non-profit media. It showed that they can be financed from the budget (because they are by nature of things the closest to the citizens of the state as a community (England and Hungary) ; The funds may also come from the cable telecommunications company (Columbia) (do not forget that all citizens were engaged in the building of the basic phone infrastructure); A possibility is also my personal favorite solution from Denmark where the granting of a license to private concessionaires also includes their financing of the community media. Why do I think that this is the best solution?

Commercial television stations generally do not adhere to their own program principles. They also do not follow any of the obligations undertaken with the obtained concession. They use their inertia and incompetence, and even bribery of people who work for agencies which should be regulating this area. Commercial television stations develop new systems of problematic values, do business with our subconscious, and

develop highly problematic aspects of the business (for example, with the pharmaceutical, weapons or food industry). All that is known and has been addressed in literature.

Since the attained level of converting freedom into freedom, that everyone does what they want cannot be easily returned to the old boundaries, another way needs to be developed: If commercial television stations have the right to convert our lives into polygons of their business manipulations, then they have the right as an obligation (in Hegel's sense) to, therefore - fund those channels of communication that will direct the world towards other values.

In this sense, awareness, legislation, authorities for monitoring the implementation of the decisions that will allow corporations to produce war within us, but which will also finance the communication of peace, genuine equality, and civil society should be raised. theoretically, practically and legislatively and authority to monitor implementation of the decisions that will allow corporations to produce war within us, but which will also finance the communications of peace, genuine equality, and civil society.

Long before the official policy of the Balkan states, cooperation in these areas was established by consolidating NGOs and those intellectuals who during the war could not reach the media spotlight. Political parties still have many characteristics of tribal societies, and can hardly lead us into a society of tolerance and understanding. But they can open up channels of communication to non-profit, community media.

The political parties of all Balkan countries, and beyond, compromised themselves by giving in to the interests of banks, large capital and multinational corporations. The media have prepared the ground well for the ideology of the neoliberal with capitalism (which due to the role of the media could be called neo-liberal capitalist mediality). Politics is tottering, and has given up its task. In the Balkans, especially since some kind of shame because of the socialist past was at hand here. The transition into capitalism has brought an uncritical acceptance of everything and even a new form of colonial slavery.

Objectivity no longer exists in the mass media, which have become a management tool to citizens transformed into viewers, listeners and readers. The danger of misunderstanding the power and role of the media (which had a crucial role in motivating people for wars of the 20th century) are also present nowadays.

The job of investigative journalist is becoming extinct. Corporations take uneducated people off the streets and turn them into journalists, because they are then confident that there will be no surprises. They are not afraid to eavesdrop, buy off people and engage in related criminal activity. Murdoch's case revealed just the tip of the iceberg.

The large protests in the world are an unarticulated rebellion against the mass media. If not today - the masses will soon move towards FOX and CNN and other global media players. The hypnosis of the mass media is still too strong, but it is weakening...

The non-profit community media are nowadays at the level of a child in an incubator, They need help nowadays. Unless we help them, ( theoretically, legislatively and politically) we will miss the opportunity that such a type of communication is shaped which requires our time, level awareness of the contemporary citizen.

The fate of us, the citizens is to become the media ourselves, that by working in the media and through the media we construct those political and social relations in which it will be possible to live. Being a medium is the future of us all.