

# THE INFLUENCE OF MEDIATIC PRODUCT IN THE PROCESS OF ESTABLISHING SOCIAL AND CULTURAL IDENTITY

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## Abstract

According to functionalist theory, which explains the practices and social institutions according to the needs of society and individuals, the media play an essential role in two important points: 1) preservation and integration of the public image, 2) preserving cultural and social values of the audience. This paper is intended to derive media, as a "magic" authority in the (in) formation, influence and culture conservation incitement, and on the other side the socio-cultural identity fluctuations. Among the difficult issues that handle communication specialists, the most dichotomic question, which divides critics in two sides is: Media should create socio-cultural models imported from outside, to increase the level of general culture of the mass, or it should provide socio-cultural programs to adopt and preserve total mass culture? Even though, the the answer of the visionaries would be: "The media should create socio-cultural models to increase the level of general culture", we need to justify it with the argument that the media are mediatic industries, which operate under market rules; they need to attract as much audience, in order to obtain a large number of advertisements, which automatically leads to an increase of incomes. But, in the other side, the media have an obligation to be preservative and promotional to local culture in international spaces. Therefore, they have to take the responsibility of a detailed study of socio-cultural programs, from professionals in communication, sociology and psychology. If in other areas such as economic, legal, consequences are recoverable, in cultural context the consequences of unprofessional media lead to a transformation of the perception of the individual inside the social circle, of this circle in a wider culture, to this culture in a much wider geographical contexts and affiliation tendencies, and then affiliation within global concepts.

**Keywords:** *mass communication- mediatic industry ,tautology,enculturation.*