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**MEDIA LITERACY AS A BASIS FOR A PROPER PERCEPTION
OF A DEMOCRATIC POLITICAL SYSTEM IN A SOCIETY
AND A CONSTITUTIONALLY GUARANTEED RIGHTS
TO A HELTHY ENVIRONMENT**

Abstract

In addition to the ability to read and write at a time when technical and technological development has an enormously dynamic growing curve, it is necessary to be able to deal with the uncontrolled flow of information. This will protect our privacy in the virtual world where we are exposed to the risks of consuming them. That is why a new educational course called media literacy has developed since the end of the last century. In fact, it is the ability to access, analyze and evaluate the power of the images, sounds and messages we face on a daily basis as well as competent communication with their broadcasters, the media.

Keywords: media literacy, political system, proper perception, healthy environment

The media are very beginning of democratic state order, but in the true sense of the word. In other words, information is power that exerts an enormous influence on public opinion creation. But is it so. We will try to expose with this paper what is media literacy and how it is the basis for a proper perception of the democratic rules and regulations of a political system or state order.

Namely, the Political system represents the form of social practice. It is a set of political processes, relationships, actions and influences that take place in social reality . It also contains the principles on which relations between the authorities are established and realized.

The rise and development of modern parliamentarism is closely correlated with the emergence and development of nation-states. (Parliament), in translation means "to speak". In this sense, the institution of Parliament is a place of debate, where important state issues are debated. We can define the parliamentary system as a form of authority organization where there is dualism and co-operation between the legislators and the executive authority.

The presidential system of organization of authority is a form of state regulation based on the principle of strict separation of powers, ie the separation of the legislative, executive and judicial functions of the authority. This qualification implies that each of the three authorities is independent and equitable with the others in the exercise of their specific functions. Adding to this is the principle of "checks and balances" which imply that each institution has the capacity to control, inhibit, or influence the work of other institutions in the various branches of establishment . This should practically prevent any abuse of power.

The above provides a perception of the basic features of the political system perceived by parliamentarianism and the presidential way of governing a political system.

But ideality is lacking here as in other spheres of organization. Is this transmitted to the wider mass and whether it has been distorted by the influence of various centers of power depending on their needs and aspirations. That is why in recent years there has been a growing

awareness of a new sphere in the media space as a fight against fake and fabricated news called Media Literacy.

And what actually represent the struggle that is getting more support from the audience. The emphasis is of course on harmful media content, advertising, stereotypes and pornography. Science concludes that we are still in the field of informal educational process that depend on many social behaviors, such as the various institutions and individuals. Media literacy as an indispensable necessity should be introduced into the education system based on the three concepts identified. Technical competences, understanding of the content and their production is a prerequisite for this. In doing so, a media literate person will be able to decode, analyze, evaluate and produce in print and electronic media. These are the components that together make up the skills of access to media literacy.

As a consequence of practicing it, we become aware of the content we use, who made it and for what purposes and how to use it. Wisely, ethically and effectively. It promotes and encourages critical and analytical thinking and the development of civic consciousness. Democratic society presupposes the unimpeded enjoyment of the right to freedom of speech and information. A precondition for this is also active citizenship in this sphere. That is why the traditional literacy nowadays is in close symbiosis with media literacy. They are intertwined with each other. This synergy is necessary in order to benefit ethically from the benefits of digital technology and new media. But there are also disagreements and problems.

1. Differences in conceptual framework and methodological approach
2. Disagreements about what media literacy is and how to research / measure it
3. Reducing media literacy at the individual level
4. Neglecting the social dimension: the capacity and responsibility of the community to develop media literacy

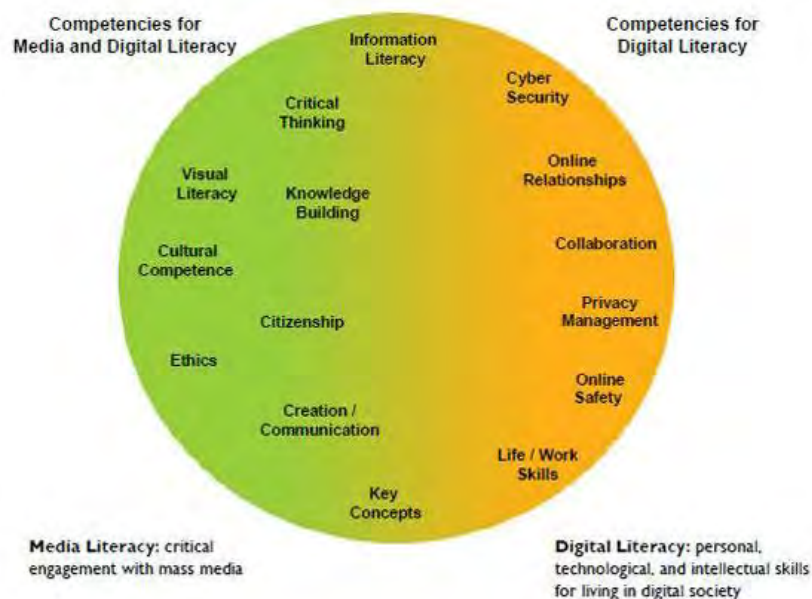


Fig.1 Disagreements and problems

The European Commission's Expert Group on Media Literacy defines Media Literacy as the ability to access, analyze and evaluate the power of images, sounds and messages and to communicate with the media competently. Refers to all media: television, film, print media, the Internet and new digital communication technologies.

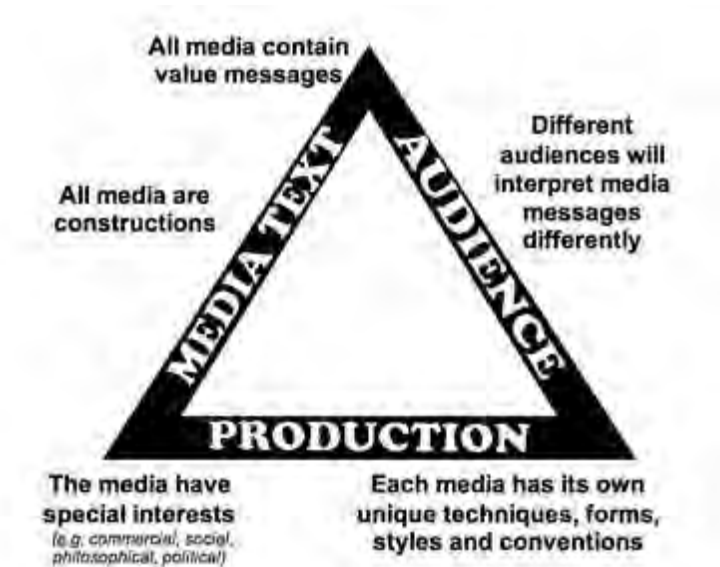


Fig.2 Coverage of media literacy through television, film, print media, the Internet and new digital communication technologies

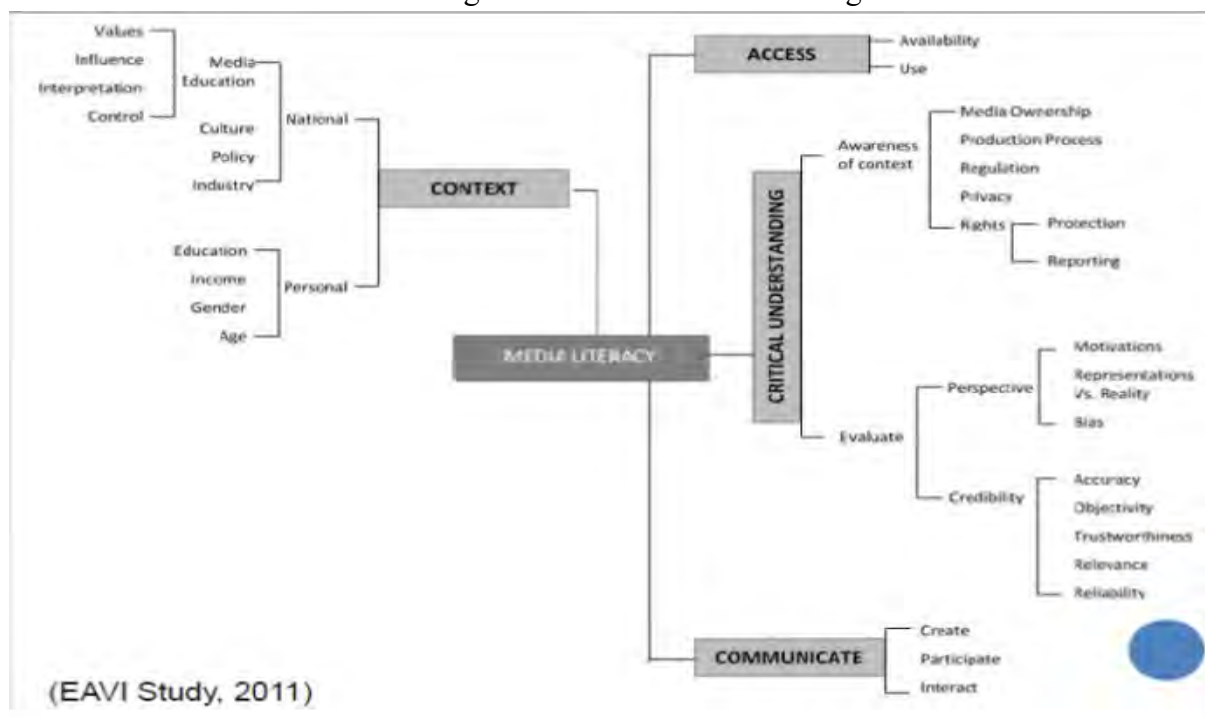


Fig.3 European charter of media literature

My contribution will try to achieve it by another way of looking at things as an innovative perception of the arrangement of the political system and what should in my view be part of the real news or media literacy.

Namely, the flexible division of power, as a characteristic of the parliamentary system, can be seen through the intertwining and interference of the three authorities. The Parliament "enters" the executive through: parliamentary questions; interpellation; voting for (non) confidence in the Government; election and dismissal of the President and members of the Government; the right to ask the President of the Republic for an opinion on matters within his jurisdiction, as well as the right to institute an impeachment for the President of the Republic in the event of a violation of the Constitution and laws. The Assembly influences the judiciary in a number of ways: by passing a Law for Courts, which determines the type and number of courts, by determining the court budget, by the election of the public prosecutor, by the election of three members of the Judicial Council.

I find that this intertwine does not make a clear distinction between the authorities. I consider my innovative view to be based entirely on their independence (Judicial Council and Prosecutorial Council to be elected in direct elections by the branch, budgets to be tailored to needs and directly correlated with state budgeting). The executive power should be under the full control of the Assembly through the people's parliament, and the right of veto of the President to a certain legal decision should be an exception, not a rule and under strong legal arguments behind which he would stand under full felony responsibility, etc.

We recognize the elements of a presidential system in the direct election of direct elections, in the stability of his function, in the right to suspend veto, and in the responsibility of the head of state in violation the Constitution and the laws (impeachment).

But every arrangement and exercise of authority is based on the authority. And here the false news and the presentation of the form of authority are also represented in order to unrealistically represent one's collective or personal authority. The most important thing in legally rational government is authority.

The basis of this power is based on established law and norms that would be accepted and applied equally to all categories of citizens. In such a position the citizen obeys the master only in the face of the so-called impersonal order. The most common type of legitimate authority is the power exercised through a bureaucratic administrative apparatus.

Power and authority should come from the institutions, not from the managers and employees of that apparatus. This form of authority is proposed for developed democratic states where, by predetermined rules, regulations in accordance with the law enable those who govern to exercise power. With these features the legal-rational form of authority makes a clear distinction between charismatic and traditional authority as most prevalent in the practice of ruling elites or individuals. According to the principles outlined and adopted by this authority, he restricts, limits or authorizes the activities they undertake in accordance with formally legal, constitutional and prescribed norms and thereby guides them to serve on the citizens from which they are elected. It also limits the possible imposition of other types of authority (traditional, charismatic, etc.). Such states are modern and democratic that derive their legitimacy from direct free elections.

But all of this is absent of the the basic postulates of this system mirrored in the strict separation of powers through the executive authority and the presidential cabinet which is the feature of most such state arrangements. By this , that rough, but seemingly unique red line of power-separation would allow close to ideally practicing the presidential political system. I

think that a rude but seemingly unified red line of power-sharing would allow close to ideally practicing the presidential political system.

Media literacy is a basis for the received news of human rights of healthy environment.

Internal combustion engines are big environment pollutants specially for agricultural products. In the world are introduce measures and regulations for emission limitation of harmful substances from exhaust gases of internal combustion engines.

In the world have (maximum permissible concentration) of harmful substances in exhaust gases from mobile Otto and Diesel engines with internal combustion.

From the other side and “effect of greenhouse” which is produced from so called glassy gases have significantly influence on agro-animal production. Methane and nitrogen peroxide as greenhouse gases are a direct product of animal and plant waste. Interaction effects occur when the greenhouse gas emission reduction impact of a project is affected by other, simultaneously implemented projects. Looking at the ways in which the greenhouse gases emissions from the transport sector can be affected, it is interesting to note that there are often many opportunities to achieve the same goal. In different countries with different economies and political systems, there are different paths to the goal of reducing greenhouse gases emissions from transport that may be appropriate.

Conclusion

The purpose of promoting media literacy is to raise awareness of the various forms of media messages in everyday life. It should help citizens recognize how media filters their perceptions and convictions. They need to provide skills in critical thinking and creative problem solving. So they are reasonable users and producers of information.

The Media education is part of the fundamental right of every citizen in every country in the world. So freedom of expression and the right to information are key to building and sustaining democracy.

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МЕДИЈСКА ПИСМЕНОСТ КАО ОСНОВ ЗА ТАЧНУ ПЕРЦЕПЦИЈУ ДЕМОКРАТСКОГ ПОЛИТИЧКОГ СИСТЕМА У ДРУШТВУ И УСТАВНО ГАРАНТОВАНО ПРАВО ЗА ЗДРАВО ОКРУЖЕЊЕ

Апстракт

Поред способности читања и писања у време када техничко - технолошки развој има изузетно динамичну растућу криву, неопходно је да знамо да се носимо са неконтролисаним приливом информација. То ће заштитити нашу приватност у виртуелном свету где смо изложени ризицима њихове конзумације. Стога се од краја прошлог века развио нови образовни правац који се зове медијска писменост. Заправо је то могућност приступа, анализе и процене моћи слика, звукове и поруке са којима се свакодневно сусрећемо, као и компетентну комуникацију са њиховим емитерима, а то су медији.

Кључне речи: медијска писменост, политички систем, правилна перцепција здраво окружење