

Introduction

The philosophy of media is an approach of reflecting upon the world that always finds and emphasizes the power and importance of systems and instruments of mediation. Music, words, photography, images, buildings, and even prayer... these are all media that determine human experience, human life, as well as thinking itself.

There is no truth outside the medium of language, and language, as Walter Benjamin once said, only shows us the linguistic dimension of truth.

Each age has developed the media according to its dominant techniques. These techniques have also determined the ways of experiencing the world and behaviour – ideologies, worldviews, religions. The modern digital age has brought us, more clearly than ever before, an awareness of the media influencing every segment of human life.

Our communication is determined by the medium we use. The medium, in turn, is determined by the technique that underlies all media. The technical dimension thus significantly affects the forms of perception, habits, and the ways of shaping one's own messages and receiving those from others.

The philosophy of media is at the foundation of all communication science. It is sometimes taken for granted and mostly ignored, but it is there.

In the past fifteen years, groups of researchers have emerged in the territory of former Yugoslavia, completely independently, whose work may be categorized under the broad umbrella of the philosophy of media. Perhaps the unfortunate, mostly submissive role of the media in the past war was an inspiration for this new exploration of the media. Perhaps it was the influence of the philosophy of language and aesthetics that led the philosophers to question the media dimension of any mediation. In any case, a number of groups and institutions have become involved in this research.

University North is one of the Croatian centres that explore approaches related to the philosophy of media and the communication sciences. We have been enthusiastically working for years on scholarly journals that we see as a precondition for relevant research work and for positioning University North as a prominent research centre for the philosophy of media in the world.