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## Media Text: From Perception to Critical Reflection

**Abstract:** The subject on which we focus on in this paper is a media text. The aim of this paper is to discuss of the characteristics of the media and media text, such as reading and critical evaluation and, based on that, to indicate the importance of critical reflection. Media text is a part of many media messages, carefully shaped and structured and contains elements that can not be perceived visually. In order to discover and critically interpret what is actually written in it, a consumer has to be trained in the proper reading. The path from sense perception to critical reflection is gradual and complex. It is constituted of many capabilities and operations that belong to the cognitive domain. Reading, which is a function of developing and achieving critical reflection, requires that media consumers empower since the period of the school start. In this paper, we assume that the media increasingly shape the reality of children, youth and adults providing them with many benefits, and at the same time putting them in situations where there may be media manipulation and forming a distorted picture of reality. The assumption is that, due to the lack of media education in our schools, a large number of consumers are not media literate. Media literacy is the one of the conditions for critical reflection. This has been, for a long time, current problem which solving, even to the least possible extent, has no access to the institutional. By using descriptive and theoretical analysis methods, understanding of some authors are examined and compared with the aspects of theoretical and empirical, the situation in practice, and a validity of the efforts for implement media education in our school system. Results of the research in Serbia showed that the majority of the consumers didn't acquire media literacy. It can be concluded that for critical reflection it is necessary to acquire knowledge and skills, to develop and expand it gradually and continuously. By its organizational level, planned activities and professional staff, the school would be the best place for the acquisition of media education and media literacy.

**Key words:** media, media text, reading, critical reflection.