

Dashmir Idrizi, PhD¹

**ROLI I MEDIAVE NË ZHVILLIMIN E ARSIMIT NË REPUBLIKËN E
MAQEDONISË SË VERIUT**

**УЛОГАТА НА МЕДИУМИТЕ ВО РАЗВИВАЊЕТО НА
ОБРАЗОВАНИЕТО ВО РЕПУБЛИКА СЕВЕРНА МАКЕДОНИЈА**

**THE ROLE OF THE MEDIA IN THE DEVELOPMENT OF EDUCATION
IN NORTH MACEDONIA**

Abstract

The media in the 21st century represent a dramatic shift from those of the previous century, as the internet has significantly changed both the functioning of media and their influence on the public, taking into account the massive impact of social networks and the various sources people use to obtain information.

Based on the information available and the developments concerning media influence in the era of globalization-particularly regarding national identity in the Republic of North Macedonia, where tolerance and conflict are visible and, for part of the population, unavoidable-the question arises: to what extent do the media influence education and its preservation?

Although the influence of the media on the population in our country is very strong, another question emerges: Are we preserving our identity? How much educational programming do our media outlets provide? Or are they contributing to its degradation?

Aside from the public or state media, which—although rarely—occasionally broadcast educational programs, this is not observed at all in private media outlets. The opinion of citizens is extremely important when it comes to education and the cultivation of knowledge in North Macedonia.

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¹ University of Tetovo Faculty of Law-Journalism;
dashmir.idrizi@unite.edu.mk