SUMMARY
Stigma means a negative marking of people just because of a diagnosis of mental illness, and usually refers to schizophrenia. It is associated with prejudice or negative attitudes that are based on the wrong "fact" that schizophrenia cannot be cured. Stigma, in principle, is caused by a combination of ignorance and fear, which is creating a foundation of rooted myths and prejudices. Looking through the history, schizophrenia is a disease that remained as one of the few medical issues associated with a feeling of discomfort, fear, prejudice and avoidance in the public. Probably a large part of the public is not familiar with the fact that in some hospitals, mental patients are treated in the basement, that somewhere there are still ten patients in one room and that the majority of mentally ill citizens do not have access to high quality and efficient but also very expensive drugs. Stigma and self-stigmatization create a feeling of low self-esteem and fear of rejection because such people avoid the media and rarely agree to speak publicly about the illness. Lack of knowledge and understanding of mental illness contributes to stigmatization. It is therefore very important to educate patients, their families and journalists, all to a better understanding of mentally diseased persons and facilitate their functioning in family and society.

Keywords: stigma, mental illness

1. INTRODUCTION
Stigma is the Greek word which originates from the root whose meaning is "to emphasize, highlight, mark. (1) Earlier this term had no negative connotation that it is now attached to. It was used for marking wounds sustained in military service, more as an honors marker. In the New Testament and early Christianity, the term became associated with Christ’s wounds. Much more negative meaning appears in Latin, where the Greek word was taken metaphorically as a tag of shame or degradation, a sign that with which they marked criminals or slaves so they can be identified in case of escape. Today, the stigma has a negative meaning and is a sign of shame and discredit to the people. Stigmatization of persons affected by mental illness is defined as negative marking of marginalizing and avoiding people because they have a mental illness. Stigmatization has negative consequences for the patients and their family members, as well as for psychiatry as a profession and the community. Stigmatization weakens its victims, enhances the sense of alienation, which adversely affects the course of the illness.

Stigma means a negative marking of people just because of a diagnosis of mental illness, and usually refers to schizophrenia. It is associated with prejudice, or negative attitudes that are based on wrong facts that schizophrenia cannot be cured. Stigma, in principle is caused by a combination of ignorance and fear, which is creating a foundation of rooted myths and prejudices. Looking through history, schizophrenia is a disease that remained for the rest of the public as one of the few medical fields which mentioning is associated with a feeling of discomfort, fear, prejudice and avoidance.

Frequent consequence of stigma is discrimination, which is one of the serious violations of basic human rights. Mentally ill are often unfairly seen as dangerous, incompetent and irresponsible, which cause their isolation, homelessness and economic decline. This greatly reduces the opportunities for normal life, work, treatment, rehabilitation and return to the community. Because of discrimination, people with mental problems are often socially isolated, alone and feel as misunderstood. One of the extremely negative examples in recent history to us (during the former Yugoslavia) was the so-called "bringing", which meant the forced hospitalization of mental patients at the time of the visit or prominent politicians, which has not condemned by the public. There was a case when only in one hospital in 2-3 days was forcibly detained more than 100 mental patients, regardless of their mental state at the time. All this was done without asking patients and their family members for consent. (2)

Stigma, presented with negative marking of people just because they have a diagnosis of mental disorders, today is the social, medical and ethical problem. Despite progress in treating people with mental disorder and a shift towards treatment in the community, stigma negatively affects the search for help, acceptance of treatment, successful outcome of treatment, quality of life and integration of patients in the community. Stigma of mental illness is very widespread; there are psychological, social and economic consequences for the stigmatized person.
Ethical guidelines emphasize that every patient should be treated with respect, integrity and autonomy, as they have the right to be fully informed about their condition, the recommended diagnostic and therapeutic methods, including alternatives, and the right to choose between the offered methods. (3) Stigmatizing attitudes of the staff which treats the patients may grossly violate these rights and lead to lack of patient cooperation, refusal of treatment and poorer treatment outcomes.

Stigma and discrimination are problems in all societies. All should examine their beliefs and behaviors that reduce the opportunities for people with mental disorder. Stigma is injustice to the patients and members of their families. Stigma supports the fear of all people that if they fall ill from mental illness will be less valuable people. People who agree with the stereotype and react as if it were true are hurting people with mental disorders, people in different societies believe that all people should have the same opportunity to prove themselves. Stereotype is unfair and unethical because it says that people cannot succeed because they have a mental disorder, abolished differences and put all members of the group in the same position. For example, people with mental disorders are all the same: poor, dangerous, and unable to care for themselves. Many people believe that the possibility of overcoming the problem depends on personal power and that people with mental disorder have character weakness, which with more investment of effort will overcome mental illness. This way of thinking has roots in the stigmatizing attitudes and limiting people to understand what mental disorder is. Stigma violates human rights in respect of disease, gender and treatment. Medicine and psychiatry as a profession must develop effective methods of combating stigma in order to ensure for a large group of people basic human rights. (4)

2. MENTAL PATIENTS IN CONTEMPORARY MEDICINE

In the 21st century, modern man is faced with numerous difficulties that in various ways reduce the quality of life and damaging health. Huge number of people required medical attention due to mental disturbances at general practitioner, psychiatrist, psychologist, neuropsychiatrist, specialists of various specializations (internists, surgeons, psychiatrists, dermatologists ...). At the same time quite a number of people seeking assistance with various para-medical experts in an effort to reach health they use: medicinal plants, bio energy, acupuncture, acupressure, meditation, yoga, prayer ... where is undoubtedly certain that using this method sometimes help to a sick man. (5, 6)

Contemporary psychiatry is clearly defined as a branch of modern medicine, which is based on scientific knowledge and modern technology, and is engaged in the study, treatment and prevention of mental disorders. There is a clear boundary between normal (healthy) and sick, as well as between certain mental disorders. There is no single mental illness, but many different mental disorders. Mental illness is not myths and metaphors, but the real fact that you can objectify on diagnostic criteria. Reliable and valid classification of diagnosis is important component of modern psychiatry. DSM-IV-TR and ICD-10 have clear phenomenological and theoretical definition of criteria which significantly contributed to the degree of compliance in diagnosis and therapeutic algorithms alignment and treatment of mental disorders. The availability of a relatively large number of effective and safe antipsychotic drugs, antidepressants, anxiolytics, hypnotics and other drugs, as well as other methods of treatment significantly increased the success of treatment of mental disorders. (7)

Contemporary psychiatry today is based on two principles:

- Multidimensional (applies to more therapeutic procedures at the same time).
- Integral (at the same time affects the patients and the environment).

Modern psychiatry is now the art and practice, so called "learning organization" in which a treatment is a study for patients and doctors because every patient is unique and unrepeatable. There aren't two patients with the same brain, same family, the same life experience, and with the same mental model. In the classic textbooks of pharmacology, neurology, psychiatry, etc. We learned that in the treatment of mental disorders we have to use all types of biological therapy, psychotherapy and social therapeutic methods. The last few decades in the treatment of mentally diseased persons other than the above listed methods can safely include herbal psychopharmacological and spiritual therapy, so for each individual patient we use some of methods, a combination of the above listed methods or all methods simultaneously.

Although stigmatization of persons with mental disorders continues to be present during the last decade relationships toward people with mental disturbances are significantly changed in a positive direction. More and more there are people who does not have self stigmatization or it is at the minimum, or there is more people who does not have prejudices and seek psychological or psychiatric help. Collaboration with psychiatrists and specialists in other branches of primary care (PHC) is getting better. Thanks to new concepts and trends in modern medicine, doctors which are trained in PHC are often also trained for the treatment of mild and moderate mental disorders at neurotic level. They are also, as the specialists of other medical branches, without hesitation refer their patients to psychiatric examinations whenever necessary. There are less people with mental disorders who have the wrong attitude and think there is no help so without healing increasingly declining. Thanks to the media, especially the Internet, people have the ability to access information on mental disorders and diseases as well as the manner of their treatment and by so inform themselves and seek in due time medical help.

It is important to know that psychiatry as a profession and science in the past century, and especially during the past decade, very advanced and that the level of treatment of mental patients significantly raised. Many very effective psychoactive drugs are synthesized, diagnostic methods
improved, changed is the approach in treatment of mental patients. These apparent positive results have given hope to mentally ill and their families, as well as doctors and other professionals who deal with the protection and treatment of persons with mental disorders. Therefore, the World Health Organization the period from 1990 to 2000 called “decade of the brain, and a 21 century–century of the mind”. Unfortunately media did not report a lot about it.

3. MENTAL ILLNESS AND MEDIA

Problems of lack of communication of media with professionals, doctors psychiatrists who are most responsible for the mental health have an adverse health effects and contributes often to the wrong information spoke to the public about mental patients and the events associated with them. The media are a key link in the informing the patients to recognize the importance and interdependence of physical and mental condition. Media writing, TV shows and movies often are supporting the stigma risks. (8). Usually there are sensational headlines that sell newspapers: one incident situation generalized to all affected. Also, the media are the ones who often linked mental patients and the tendency to criminal acts, although it is well known that there is no significant correlation. But that is the unspoken fact, all in order to improve marketing to get based on the bombast and spicy headlines.

Fortunately, there are indications that discrimination and stigmatization of mental patients decreases in certain societies. To this contributes tolerance and understanding that replace prejudice and stigmatization. The good news is that the world is growing more and more in organized battle against the stigma of mental illness, which leads to the response to stigmatizm and discriminatory behavior. We are all potential murderers. Is equal to the probability that we will “healthy” to commit crime, as well as the person who has a mental illness. In schizophrenics the number of criminal acts is the same as in the general population, in depressed that level is even lower. Overall, mental patients are less likely to perform criminal acts. More often they are the victims of aggressive behavior rather than actors. All are to blame why mental illness is stigmatized. To some extent the media is searching for strangeness and publish them. In European countries, the medicine agreed with reporters about how to write about mental patients.

People with mental illness are often disabled because of the stigma to fight against these positions because it might bring them additional problems and therefore very rarely, at least in the Croatian media, they can find people who speak openly, without the blurred identity. Therefore, the moral obligation of doctors is to work on programs combating stigma and help people who are ashamed of their illness. No disease, including mental illness, is a disgrace and our ethical obligation is to work on those attitudes that mental illness be positive. It is very important to note that mental illness alone does not determine the nature of man, does not diminish the value of human persons. A person is not because mental illness less confident, less friends, less worthy, honest, sincere or less unique. (4).

In psychiatry human rights are extremely important and human rights violations actually always lead to psychopathology and psychiatry can contribute significantly to a better understanding of human rights. Very often, the family violates fundamental human rights and the right to life. Many of our suicidal patients are actually people who are somewhere in the development and education in his family received the message – it would be better if you weren’t born, if you are not such and such, which is the basis for the suicidal scenario. Also, many children in their family get the message you’re not here to think, dad is there, then it is good if a child hears, the prohibition of thought, but if a boy is crying in his family can tell him you are not women to weep, which is the prohibition of that feeling. So psychiatry can contribute to understanding how people perceive human rights, what the human rights are and how limitation of human rights can lead to psychopathology. (9).

It is important to mention that the money is one of the most significant impacts of society on mental health. Health professions and health care in general produced a number of therapeutic tools and medicines, which can significantly improve the clinical picture and the quality of life of mental patients, but these means, are often very expensive. For example, a new generation of antipsychotics cost up to 10 times more than conventional ones. Such treatment you can afford in a rich country (if one), which will allow use of these drugs for free in treating their patients, while such patients in poorer countries have to use conventional antipsychotics. So it happens again, that mentally ill, which are usually treated and lives in the worst areas (for example, in some hospitals psychiatry is in the basement, the other in barracks, the third still has ten bedded rooms) and where the severity of illness and society determines the treatment options, and thus its recovery.

Informing them about the proper treatment of mental patients can make public media more sensitive, which then can make a positive pressure to improve the quality of treatment. Probably a large part of the public is not familiar with the fact that in some hospitals, mental patients are treated in the basement, that somewhere there are still ten bed rooms and that the majority of mentally ill citizens does not have access to high quality and efficient but also very expensive drugs. Stigma and self stigmatization create a feeling of low self-esteem and fear to be rejected because of mental illness so such person avoids the media and rarely agree to speak publicly about the illness. Lack of knowledge and understanding of mental illness contributes to stigmatization. It is therefore very important to educate patients, their families and journalists, all to a better understanding of mentally diseased persons and reduce stigmatization.

4. CONCLUSION

Mentally ill are part of the society in which they lives and the society with the (not)-human action can lead to mental disorders, affect its course and prognosis, to exclude them from society, but also allow them to have adequate (often very expensive) therapy, which will lead
to improvements in the quality of their life either directly through any appropriate personnel or education required. Psychiatry and medicine entirely as a profession must develop effective methods of combating stigma of a group of mentally ill people and ensure them basic human rights. The relationship of psychiatry with the media and especially the media with psychiatry has to be extremely fair and professional, based on facts, not aspirations towards sensationalism. Adequate and fair media coverage can significantly reduce the current level of stigmatization of mental patients and thereby facilitate their functioning in family and society. So changing attitudes help people in treatment, we become more humane and abandon the negative attitudes that are preventing us to be better and fairer.

REFERENCES

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