SUMMARY
In modern psychosocial interpretations of relations between society and the media it is possible to examine the actual social need for better preservation, maintenance and improvement of mental health and the role of electronic and print media in the designing and implementation of appropriate forms of mental health education. Knowledge of character and direction of influence of the media in the processes of protection and improvement of mental health consumers of media includes: (a) general knowledge, interactive and multidimensional relations between society and the media, (b) the structure and functioning of modern print and electronic media, (c) conditions and factors that contribute to the protection and improvement of mental health, (d) models to identify risk factors and ways of reducing or eliminating the impact on mental health, risk factors, and (e) the structure of the personality of the sender and recipient, message, technological and psychological adequacy of communication channels and reliable perception for effects of programmed mode in communication media (which are, and how viewers, listeners and readers perceive them, emotionally accept, in his personal behavior and realized). Need for more expressed permanent education of spectators, listeners and readers about the models and methods of preservation, maintenance and improvement of mental health is important for society and the media. Well-conceived and creatively executed programs will significantly affect the increase in awareness of the necessity for achieving more suitable social preconditions for active institutional action outside of the institution for prevention of mental health and not just on a general level, but also at the level of local communities. It is expected that the media of mass communication will increase the number of potential viewers, listeners and readers which will probably be more attached to television, radio or newspapers on the information that contribute to the preservation, maintenance and improvement of their mental health. Realistic expectations of desirable performance of the media implies a permanent cooperation between medical institutions and associations, educational institutions, and particularly prominent experts (doctors, psychologists, communication experts, pedagogues and other experts) on one side and the electronic and print media, especially designers and implementers of appropriate mental health content, on the other side.

Keywords: psychosocial precondition, impact of media, efficient protection, mental health.

1. INTRODUCTION
The psychosocial interpretation of relations between society and the media can observe a number of general and specific threads that are connecting them. Various bonding suggest ways the society influence the media and back, the media on society. Incomprehension of a dynamic process of mutual influence of society and the media leads to the wrong opinion of higher power in one factor in relation to another. In the expert, not just the secular, interpretations of these relations there is evident exaggeration in the assessment. Some argue that the media is under the strong influence of society and social requirements are, more or less skilfully transferred. In defence of bad, in most cases, the destructive effects of mass communication means are interwoven mechanisms of rationalization. “Defenders” of errors, failures and violence manifest in the preferred content and forms of action of the media, blame the social context and given the political circumstances, as the only substantive reasons, this is unacceptable and, often, for certain social groups or individuals dangerous model of media effects. Others claim, however, that the media are “to blame” for all the social troubles and the entire social bustle, all the social problems and unrest, and even the largest local or global cataclysm–wars.

It is possible to be a follower of one or other extreme views. It is possible, but it does not mean that supporters of one extreme are right and supporters of other are not. Any exclusivity in interpreting the complicated and complex relationship between society and the media with scientific and professional experience is unacceptable. Psycho-analysis reveals the strengths and weaknesses of both approaches and enables more reliable perception of the nature in inner relationships between society and the media. Interior essence clearly indicates unbreakable, interactive, relationship between society and the media. It is indisputable that the character of the social system influence on the content and method of transferring media...
messages. In our time, and past historical epochs, social centres of power are trying to “subordinate to his will” mass communication media and to make them dependent of them, to coerce them into action that best suits their needs. Financial centres of power, alone or associated with centres of political power allows “the selected media outlets, especially electronic, financial stability and technological personnel and prosperity. Pointing to the fact that the information/communication technology” makes available a variety of information data, drivers and analytical information and time, in its internal structural dynamics, to be carried thorough rapid and effective transfer of knowledge, Jelenka Vockic-Avdagić points out that this was “particularly important if you have in mind that some less important discoveries were used for submission, and is the more realistic way to think of caution in the use of new information/communication achievements. Unrealistic is to expect only emancipative use information/communication technology, which assumes the humanization of social development, and ignore the possibility of its use for repressive and existence of specific interest for such use”. (Jelenka Vockic-Avdagić, 1997, p. 41.)

The process of developing mass media convincingly indicates the character and direction of the influence of society, understood in the broadest sense, the content and mode of action of the media. Although trough the experience now we note the dependence of media on the nature of the social system, it does not mean that there is no reverse effect: the impact of media on society and the changes within. Influences of media are present in all current, historical stages, in form and content of social change. They, their effects, contribute to constructive and destructive social changes. Impartial analysis of previous and current types of actions show their “power of persuasion,” which presents, in stimulating and shaping human needs and human desires, or rather, the “justification” and “encouraging” of violent behaviour of individuals or groups of individuals. This second, “destructive power” of the media outlines Francis Balle, in the days of the rise of fascism with the words “mental rape, conditioning, manipulation, the culture of the masses: diagnosis in the future depends on the performance that modern society produces only about themselves. Not having lost none of its simplicity, the diagnosis comes back to the basics at the beginning of thirties, during the rise of Nazism, was in the articles of modern philosophers from Frankfurt school. What else is criticized, if not inevitable humiliation and culture of lethargy, which, with the help of radio and film, was subjected to the industrial logic? This “stylized society” represented the only possible outcome of the harmonization of single dimension man to which the society completely subordinate. Have we been so misused with offered promised “links” of technology and freedom? Why, in the era of multimedia, print, radio and television would not served society as extraordinary as they were able to make when it undermined? With good reason or not, they might be attributed to manipulate the masses, the force anyone to do anything or believe at any time in anything. "(Francis Bal, 1997, P.69.)

The influence of the media, obviously, is present in all social cycles. The difference is in the width and direction of influence, and not in the absence of influence. In the initial stages of development of human civilization, in stages in which oral communication was the sole form of transferring information to a wider group of people, the speed of the impact has been slower and narrower. When comparing levels of action of the media in our time, in times of dominance of electronic media, then we just see what is and what might be the impact of social media today compared to earlier times. Rowland Lorimer in considerations about the role of communication in oral, written and electronic forms, based on the mixture of modern mass media elements of verbal, written and electronic communication argues that “modern mass media have influence on society, which is a derivative not only of organizational strain any such communication forms belong, but also the complex variable values that define their nature-law by which operate, technologies used, their organizational forms, which employ a profession, seen goals and objectives, and orientation to a specific audience.” (Rowland Lorimer, 1998., pp. 37.)

2. MEDIA-MENTAL HEALTH: THE NECESSITY OF INTERACTION

Knowledge of character and direction of influence of the media in the processes of protection and improvement of mental health consumers of media includes: (a) general knowledge, interactive and multidimensional relations between society and the media, (b) the structure and functioning of modern print and electronic media, (c) conditions and factors that contribute to the protection and improvement of mental health, (d) models to identify risk factors and ways of reducing or eliminating the impact, mental health, risk factors, and (e) the structure of the personality of the sender and recipient, message, technological and psychological adequacy of communication channels and reliable knowledge effects of programmed mode of communication media (which are they, and how viewers, listeners and readers know, emotionally accept them and in the personal behaviour realized them).

Medicine is an important segment of society. From adaptation to the needs of medical institutions of society, the knowledge and abilities of persons who, within health care institutions or outside them, feel responsible for the physical and mental health largely depends the stability and prosperity of society. Mentally healthy person is socially adjusted person. It acts in accordance with the written and unwritten rules of social conduct and is willing to change if they do not match its personal human needs. In a healthy social aspirations is contained the need to form physically, mentally and socially healthy personality. Out of social institutions, especially health, education and social, are expected to do everything in their professional task to eliminate or reduce the impact of factors that produce the poor physical and mental health. The need for mental health care is feature not only for people who do not know or are a little familiar with
medical, psychological and social dimensions of mental health. Health symptoms of mental disorders are manifested by those who are professionally obliged to take care of the mental health of others. A number of doctors and psychologists, particularly psychotherapists, after a relatively long or short of professionalism begin to manifest signs of professional burnout. We are convinced that “the psychological consequences of burnout are the outcome of emotional overload of psychotherapist or other professionals who work with people. It is obvious that they were taking into account the level of their own cognitive and emotional capacities, nor on the length of time and number of daily treatments. Because they, especially those that are extremely long worked with traumatized people, demonstrated the specific aspects of psychological behavior which, judging by the content and manner of expression, are recognized as symptoms of stress or, more precisely, as a professional combustion syndrome (burnout). Professional burnout syndrome observed in psychologists, doctors, social workers and other professionals, who work with people for a long time and who, in their professional work, provide selfless assistance and support for clients in addressing their psychological difficulties and problems. In any psychotherapeutic treatment psychotherapist who, in this very complex and subtle process, expressed a high level of aspiration, which is to "exhaustion" committed to working with people who cannot set limits in relation to empathy and realized that the successes of their work see the highest point in life will probably experience the consequences of professional burnout. But obviously that will not burnout professional experts who work with people just for the salary and not the other, deeper motivational reasons. They may experience stress, but not professionally burnout because they are “schematized”, “in routine” and less emotionally saturated in work with people, work that “sicken”, which does not work with enthusiastic and emotional fervours of „fire“ does not lead to such a state. (Dizadrević, I., 2003.)

It is in fact expected to achieve the objective and subjective possible health desirable effects in disease treatment, pronounced achievements in the prevention and improvement of mental health and, particularly, developing greater motivation of each individual at each age for acquiring the medical and psychological knowledge how to overcome personal everyday situations that endanger their mental health. Appropriate media mental health education may, despite other technical aspects of training, help psychotherapists to dominate the mental health impacts of adverse circumstances which condition the emergence of professional burnout, professional and conscientious work of dedicated health professionals. Informing the media and professionals can point to possible ways of preventing the influence of factors on mental health and outcomes of dedicated work by emphasizing that the therapist should “in his professional strategy seeks to continuous professional education, enjoys regular collaboration with colleagues, understands and applies the allocation of responsibilities and rotating work responsibilities, coordinate their work duties and private life. In the course of the work professionals are educated about the level of stress, known and practiced techniques for resolving conflicts, creating an atmosphere based on the care, understanding and mutual support and effort to make its work environment to be comfortable as possible. Intention is to work smart and not to quickly adjust their activities clearly defined short-term goals, working conscientiously and devotedly not forget to pause and rest during work, realistic estimates of their capabilities and knowledge in relation to the levels of aspirations that are set, or that its second set of “listening” and asks whether a successful for what is good and what is wrong in its approach to the client, diagnosis or psychotherapy.” (Dizadrević, I., 2003).

Today, in conditions that we live, we are faced with various forms of threats to the mental health of individuals and groups of individuals. Ourselves, in our families, at the workplace, in the areas of leisure time, experience really how social institutions, especially health and educational, are the protection and promotion of mental health. We also feel what would the process could be if these institutions, especially the larger possibilities of using electronic and print media to focus their activities in this direction. Informing the media about more appropriate health care, with psychological founded beliefs is the need to keep personal mental health and reliable media how the discoveries of the actual effects of what is, realization of well-conceived and creatively executed prevention of mental health can be achieved and what not and why, and understand how to achieve the real power of media mental health education.

3. MEDIA KNOWLEDGE ABOUT ENDANGERING OF THE MENTAL HEALTH IN THE PRESENT CIRCUMSTANCES

Implementers and creators of media messages, in the process of achieving better mental health care of the viewers, listeners and readers, especially in their confidence identify the nature of stress sources, with adequate adjustment of psychosocial education and proposing more flexible and more effective ways of self-defence of mental health and social endangering circumstances, non preferable constructions, the measure may be more efficient. It can be more effective if familiar with the situation of mental health care and trends that dominate the social conditions in which consumers live. Favorable social and media effects can be achieved by implementers and creators of media messages, actually, by researching living conditions, personal characteristics and behavior of the for media “important” and “unimportant” people, people to whom they are addressed. So they should know whether the users of electronic and (or) print media are taken into concern about their mental health, with which difficulties they are encountered and that an independent approaches and procedures can best preserve, maintain, improve their mental health and mental health of others. It is important to know those audience profiles, so the readers and listeners audience is more educated and who less, that the contents of mental health and that more or
less accepted, and which forms the transmission of mental health education of their best.

The media can and should learn that some individuals, in circumstances of multiple action of stress factors, in fact, in terms of “sick society” remained mentally healthy, and why others are, however, in the mild stress situations demonstrated distinct mental disorder? Whether those who now successfully protect and enhance their mental health “intuitively know” how it can preserve or “art” is self-acquired by the appropriate education or, rather, examining the trends and outcomes of their personal experience? Indicating that they are satisfactory sources of concern about their mental health and successfully different on other person, but the effects are equal. They, in situations with frustration respond constructively and thus eliminate or significantly reduce adverse impacts of endangering factors. How much are they really mentally healthy it is evident from their characteristics and behavior. They manifested spiritual calmness, the ability to enjoy life, accepting the values that contribute to the welfare of society, expressed empathy and appropriateness of responding to feelings of other people, are flexible to adapt to changes in processes, demonstrated the relative freedom from anxiety, they behave in accordance with the internal locus of control, are aware of their own values. One could point to other mentally healthy behaviors of individuals in everyday situations, demonstrated knowledge and skills of successful preservation and advancement of their own mental health. However even their presented properties and behavior of relief indicates a person, personally and socially valuable.

Effectiveness of media educated spectators, listeners and readers for their successful identification of mental health risk factors and their adequate self protective response to eliminate or mitigate the impact of these factors implies a good knowledge base of mental health and current social conditions and trends and threats to mental health and takes a wider spectrum of life of media consumers. Experienced developers and implementers of various media messages are aware of the fact that without knowledge of the essential dimensions of mental health and, in particular, without examination of the current general and personal understanding of the consequences that result from social and personal neglect of mental health, cannot construct appropriate protection and improvement programs on mental health or the effective transfer of these programs. Good knowledge of the psychosocial problems of contemporary media audience is one important condition of successful mass communication. Cognitive, emotional and conative personality traits of consumers of media, the specificity of internal relations and intentions of some media groups and the heterogeneity of the audience by linking together a program monitoring the characteristic structure of the recipient of media information that must be taken into account in any appropriate mass communication.

Each individual, generally speaking, is a potential “mental patient”. Life in the society from each individual search waiver and adjustment. It is certain that, in the unstable social system we can expect more of “mental patients” than in the stable. That the individual who will be more or less influenced by the mental hygiene of undesirable social trends depends on the intensity and direction of what one is, in its development, and learned that most probably determines the awareness of self and awareness of others. If the consumer of media, in the course of their personal development, internalized negative impacts of significant others, and if, therefore, carries a distinct feeling of anxiety, feelings of guilt or conflict between real and ideal “I” will manifest maladaptive behavior. His mental health, in terms of influence minimal stress factors will, in relation to persons who have had normal development, be far more damaged. People who, on the contrary, are boldly “to tackle life’s problems” are, obviously, in the course of development build effective psychosocial mechanisms, or resistant “psychobiological barrier” that prevents “entry” in the flow of their daily living of adverse mental health factors. Knowing these, the individual differences between consumers of media, educational communication motivated and experienced designers and implementers of constructive program of prevention and promotion of mental health care to adjust their work to these differences. The first personality profile, in fact people who manifest symptoms of impaired mental health and who do not know how to prevail constructive influences from their living environment, the media can help by skillfully compiled information and assurances to the need to preserve mental health, the possibility and necessity of their personal engagement and effective ways of mental self-health practices. Other individuals, in fact viewers, listeners and readers found the most useful messages in which are confirmed correctness of their actions and incentives to their constructive ways of responding, in fact their manifested willingness to personally “tackle” the problems that contribute to endangering the mental health.

Effectiveness of mass communication in changing wrong attitudes about mental health and strengthening positive attitudes depends on the media role in primary groups and society overall awareness about the need to preserve, maintain and improve mental health. In each primary group (family, school, in groups of peers) can be observed that the group approaches and procedures to bring individuals to mentally healthy, or their response, however, contrary to the mentally unhealthy response. And in print and electronic media can be explained as plastic, for example, feeling that the individual is dear and loved, that is below the desirable social status, that is isolated and maladapted in the group usually leads to dysfunctional behavior. On the contrary, one that is accepted in the group will, in the process of development, experience the satisfaction of mental rest from personal self confidence due to positive interpersonal relations and the other advantages that are contained in the desirable actions by groups and individuals. It is obvious that the potential for mentally healthy behaviors in primary groups is formed and later, in the broader social circumstances, manifested in the successful use of intellectual, emotional
and motivational resources in achieving personal and social goals. Mentally healthy person is confident, aware of importance of its own activity and know that the exit from a variety of problems and misfortunes of life mostly depends on its intellectual perspicacity, knowledge and emotional stability.

4. MENTAL HEALTH: THE NEED AND APPROPRIATENESS OF MEDIA EDUCATION

Need for more expressed and permanent education of spectators, listeners and readers about the models and methods of preservation, maintenance and improvement of mental health is of dual importance: (1) Well-conceived and creatively executed programs will significantly affect the increase in awareness of the necessity of achieving more favorable social prerequisites for active effects of institutional and outside the institutional actors of prevention of mental health and not just on a general level but also at the level of local communities and (2) media of mass communication will increase the number of potential viewers, listeners and readers and will most probably be more devoted to television, radio or newspapers on the information that contribute to the preservation, maintenance and improvement of their mental health. By accepting these two advantages suggest the possibility of achieving interactive relations between the media and their consumers. Today, the most successful media information is associated with the achieved interactive relations between the sender sent messages and replies from the recipient.

Media education of the spectators, listeners and readers about ways of preserving, maintaining and improving mental health, with special emphasis on acquiring knowledge and skills for effective personal and mental health response correctly it is necessary to point out again the need for synchronized cognitive, emotional and cognitive native activity. In other words we can say to send a message which achieves desirable goal, if the recipient understand, accept and emotionally use it in his personal behavior. Educational and experienced communicators know that there are different procedural models and "Schools of Communication (Shann and Weaver model of communication, Gerber model Lasswell model Newcomb model, systematic development and models of Franc Vreg, Paul Novosel, Peirce, Saussure of importance and other models) but in all, in various ways, contained three elements: a source of information (the sender), communication channel (transmission line) and destination (receiver).

That means that the efficiency of constructed mental health educations mostly depends on the personality traits of the sender, of his or her knowledge of mental health problems, knowledge of psychological features of the viewers, listeners and readers that specified program is designed for and, especially, of knowing the art of creativeness, capabilities and interests of the custom in transferring information, the target segment or heterogeneous audience. Psychologists point to the fact that the emotional acceptance of a message depends on the reputation of the person who creates and transmits the message. Confidence in the sender’s personality is sometimes more important than the content which it carries. Which will form the transmission of information that you prefer one-way (converting experts), omnidirectional or interactive forms of mass communication depends on the "weight" issues contained within the program and the communication channel? In the mass communication media effectiveness is indicator of a significant effect obtained from responses of the recipients (feedback). Feedback is of particular importance for the communicator (sender of the message), because he or she can, based on the character of the feedback information, to make the education process more flexible and personalized to the needs and characteristics of media users.

Media education in basic theoretical and practical life issues of mental health is really current, socially and medically very important and the media "attractive". Consumers of "classic" (newspaper, radio, television) and new (internet) media show, in their statements and behaviour that it is necessary to know more about conditions that threaten their mental health as well as individually and socially, effective ways of preserving, maintaining and improving their mental health. Some of them are familiar with the useful work of mental health professionals who work in medical or social institutions, but also talk about areas of life as possible to resolve the source of mental health problems of people living in these areas. Living but not with the same performances of himself and the world beyond themselves. Misconceptions about the personal integrity (others can happen something unpleasant, it will not to me) and a world that works in a comprehensive and dignified way (it is possible to predict the outcomes of its existence) lead to mental disorder when a person realizes that his actual experiences differ from the image that they formed about themselves and the world around them. Mental health education can help these people, their environment, to build a healthy view of themselves and the world around them and, thus, recover the lost sense of security.

In the present circumstances of life observed are processes, events, measures and approaches that can influence on the growth of mental health disorders. Today, it appears that there are more risk factors than before and that the defence from them is weaker. There are several reasons to be less concerned for mental health, but among the possible reasons stand out the reasons related to the weaker awareness about mental health and the consequences that may result from ignorance of the nature of mental health and more or less expressed confidence in the individuals themselves and their own adaptive resources of the organism. Any individual who believes in their capabilities and who consciously and actively show to themselves and others how much they can protect their own mental health, such action may be useful to achieve. The feeling of helplessness, “running away” from reality, projecting their own weaknesses is not the way in preserving and maintaining mental health. Normal tackle is the correct way.
From above stated is obvious that we emphasize the importance of media in mental health education, limited to the mental health aspects that exist real life of people. Our orientation is not conditioned only by global trends expressed in the increasing effects of mental health in the areas where people live, but the results of applying the knowledge of psychology of personality and social psychology indicates positive outcomes in the preservation, maintenance and promotion of mental health, which always result from high self-awareness, self-confidence real and ready for normal deal with social conditions, destructive processes, and real or perceived threats.

In the process of appropriate mental health education printed and electronic media can contribute a lot to protection, maintaining and promoting mental health. Realistic expectations of desirable performance of the media implies a permanent cooperation between medical institutions and associations, educational and social institutions and, in particular, distinguished professionals (doctors, psychologists, communication experts, social workers, pedagogues and other experts profiles) on one side and the electronic and print media, particularly the makers of the appropriate mental health content, on the other side. Experienced communicators are also well known as skilfully to make a conceived and creative program and modelled transmission problems in mental health education, which means the development of needs for the successful removal of the main communication obstacles that may impede or prevent the transfer of the contents of a well conceived mental health education program (confusing communicating, lack of communication channels, the impact of unconscious or partially conscious mechanisms, etc.). Removal of the possible interference of communication and other barriers that may occur in the implementation of important social, medical, psychological and social, dimensions of complex processes of mental health education media. Informing the media and convince them about the necessity of respecting the needs and requirements of the incentive to create social conditions, to increase and make more targeted action of more useful important social actors in the direction of greater concern for the mental health and not only in but also outside of the health institutions in their communities and respect the knowledge of psychosocial most acceptable forms of communication between the media and consumers could give desirable effects in achieving the objectives of the reform of mental health. It is realistic to assume that the outcome of action from suitable print and electronic media to be effective: reducing the incidence and prevalence of mental disorders, greater awareness of media users about the consequences of neglect of individuals, groups of individuals and society in general mental health, an increase in the number of accessible mental health services in the community, active non-professional activities to assist associations and individuals, reduce duration and cost of hospital treatment of severe mental disorders and, in particular, increased belief in the ability of individuals, personal success, normal “to tackle” the constantly present life problems.

REFERENCES
15. Tucačković, Š. (2004). Leksikon mas-medija. Sarajevo, Prosperitet

Corresponding author: Prof. Išmet Dizdarević, PhD. Faculty of Philosophy. University of Sarajevo. Sarajevo.