PHILOSOPHICAL IDENTITY OF EGO\(^1\) IN THE MEDIA\(^2\)

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ABSTRACT

The vast impact of media need an accurate and philosophical notification in all aspects of life. The philosophy of media raised through the last decade. This branch of philosophy seeks some truth in media through deductive methods. These issues should have reasonable and deductive possibility. One of the issue in the philosophy of media is if the media constructs the understanding, and if they make a new reality? To reply it is said: not only does the media construct the understanding but also orders the way and possibility of thinking, and then, makes a new media human whose identity includes media issues. Today, the media makes the reality which is even more real than the reality. These issues construct the thoughts, identity and the human knowledge through turning the manifestation of reality and then make the media human

KEY WORDS: the philosophy of media; identity; alination; media ego; the media

REFERENCES


\(^1\) ego means “me” when it is considered accurately

\(^2\) This article is retrieved from the project No.2202022/1/05 which has been sponsored by University of Tehran research department(Farabi Campus)


