

SEAD ALIĆ, PhD

Philosopher | Communication Scholar | Researcher | University Professor

Born 17 March 1956 in Donja Vraca (Zenica), Bosnia and Herzegovina | Based in Zagreb, Croatia

ORCID iD: [0000-0001-6189-9142](https://orcid.org/0000-0001-6189-9142) | Croatian Scientist ID: 317471



PROFESSIONAL PROFILE

Philosopher, media theorist and university professor with extensive academic, editorial and media experience. His work focuses on philosophy of media, communication, media culture, ethics, public discourse and the relationship between technology, society and humanistic thought. He played a leading role in establishing philosophy of media as a recognisable field of philosophical inquiry in Croatia and the wider region, combining theoretical research with practical experience in radio, television and publishing.

Author of at least 15 books, leader of five research projects, organiser of international scholarly conferences and participant in more than 100 academic symposia. He has published several hundred scholarly, professional and publicistic works.

EDUCATION AND ACADEMIC QUALIFICATIONS

1981	Degree in Philosophy and South Slavic Languages and Literatures, Faculty of Humanities and Social Sciences, University of Zagreb.
1986	Master's degree; thesis: "The Experience of Walter Benjamin's Aesthetic Thought", Faculty of Humanities and Social Sciences, University of Zagreb.
2007	Doctoral dissertation: "Philosophy and Literature: From Ideologies of Seduction to Media Manipulation", Faculty of Humanities and Social Sciences, University of Rijeka.
2009	Doctoral dissertation: "Marshall McLuhan's Philosophy of Media", Faculty of Humanities and Social Sciences, University of Zagreb.

ACADEMIC CAREER

2012	Elected Senior Research Associate in the humanities, field of philosophy.
2012-2017	Associate Professor, University North.
Since 2017	Full Professor, University North, Department of Communication, Media and Journalism.
2017	Elected to the scientific title of Scientific Adviser in philosophy.

SCIENTIFIC, EDITORIAL AND PROFESSIONAL ROLES

- Head of the Centre for Philosophy of Media and Media Research in Zagreb.
- Founder of the international scholarly symposia on philosophy of media.
- Head of the Philosophy of Media Section of the Croatian Philosophical Society.
- Editor-in-Chief of the international scholarly journal *In medias res*.
- Editorial board member of *Društveno-humanističke studije* (University of Tuzla), *Medijski dijalozi* (Podgorica) and *Philosophy International Journal* (PhIJ).
- Editor-in-Chief of the journal *Bošnjčki glas*.

- Head of the Humanities Division of the International Academy of Sciences and Arts in Bosnia and Herzegovina (IANUBIH).
- Vice President of the Minority Writers' Association of Croatia.
- Member of the Croatian Writers' Society.
- Member of the Executive Board of the Bosniak National Community for the City of Zagreb and Zagreb County.
- Member of the national academic committee for theology and philosophy within Croatia's science system.

RESEARCH PROJECTS

- Media-Aesthetic Laboratory PAVAO VUK-PAVLOVIĆ
- Media, Ethical and Aesthetic Dimensions of Audio/Visual Monads in the Educational Process
- Hate Speech in Croatian Media
- Humanities in the Techno-Scientific World of Croatian Reality
- The Idea of Tolerance in a World of Contemporary Divisions

AUTHORED BOOKS

- 1999 *Rođenje tragedije iz duha novokomponirane glazbe*, Phenomena, Zagreb.
- 2009 *Mediji, od zavođenja do manipuliranja*, AGM, Zagreb.
- 2010 *McLuhan, najava filozofije medija*, CFM, Zagreb.
- 2010 *Rječnik epohe*, CFM, Zagreb.
- 2012 *Masmediji, zatvor bez zidova*, CFM, Zagreb.
- 2014 *Masmedijski fundamentalizam*, University North.
- 2016 *Medij jezika*, Medijska kultura, Nikšić, Montenegro.
- 2016 *Ničeansko novinarstvo*, University North.
- 2016 *Razgovori s učiteljem*, BNZH, Zagreb.
- 2017 *Islam na nišanu*, BNZH, Zagreb.
- 2019 *Philosophy of the Media is the Message*, LAP LAMBERT Academic Publishing, Saarbrücken.
- 2019 *Masovna proizvodnja narcizma*, University North and Centre for Philosophy of Media, Zagreb.
- 2021 *The Road to a New Totalitarianism*, LAP LAMBERT Academic Publishing, Saarbrücken.
- 2021 *Bog u nacionalnom dresu*, University North, Varaždin.
- 2022 *How to Unite the Heavens?*, LAP LAMBERT Academic Publishing, Saarbrücken.

EDITED / CO-EDITED ACADEMIC VOLUMES

- Umjetnost i mediji (2013)
- Filozofija i mediji (2014)
- Mediji i javnost (2014)
- Budućnost medija (2015)
- Kreativnost i mediji (2016)
- Mitologija i imaginacija (2017)
- Sporedna uloga istine u medijima (2018)
- Na Sjeveru s Pavlom Vuk-Pavlovićem (2017-2019)
- Mediji kao središnji problem sadašnjosti (2019)
- Media and Communication (2019), Media and Communication 2 (2020), 3 (2021) and 4 (2022)
- Zrcalo medija (2020)
- Mediji, pandemija, infodemija (2021)
- Medijski labirinti (2022)

- Sulejmanpašićeva kritika žurnalizma (2022)

SELECTED SCHOLARLY AND PROFESSIONAL PUBLICATIONS

- Göbbelsova galaktika - galaktika manipulacija (Zeničke sveske, 2007)
- Copy-paste kultura, Od Mehaničke mlade do copy-paste kulture (Filozofska istraživanja, 2008)
- Philosophy of Media - Is the Message (Synthesis Philosophica, 2010)
- Medij jezika (Metodički ogledi, 2010)
- Identity and Violence (News and Views, 2010)
- O slobodi, determinizmu i tehnodeterminizmu (In medias res, 2012)
- Masmedijski fundamentalizam - Masmediji kao novo poprište rata (religijskih) stereotipa (2013)
- Odnos Europe i islama - Kako postaviti pitanje? / Islam i Europa (2014-2015)
- Globalno ratište i glasovi iz pustinje (Filozofska istraživanja, 2017)
- Jezik objave (Filozofska istraživanja, 2018)
- "Literary" Analysis of State (Media) Terrorism in Orwell's 1984 (Philosophy International Journal, 2019)
- Kadriranje islama (Islam i mediji, 2020)
- Bezumlje govora mržnje - biološka i kulturna dimenzija (Filozofska istraživanja, 2021)
- Virus kao medij / Virus as Medium (2021)
- The Bosnian Chalk Circle (Science, Art and Religion, 2022)
- Social Roots of Insensibility and Narcissism (Philosophy International Journal, 2022)

INTERNATIONAL CONFERENCES AND SYMPOSIA

He has participated in more than 100 international and national academic conferences. His long-term scholarly and organisational engagement includes the Days of Frane Petrić, Philosophy of Media symposia, Mediterranean Roots of Philosophy, Lošinj Days of Bioethics and numerous conferences in Croatia, Bosnia and Herzegovina, Montenegro and Serbia.

- Organiser of the Philosophy of Media symposia, 2011-2021.
- Na Sjeveru s Pavlom Vuk-Pavlovićem: 2017 and 2018.
- Na Sjeveru s Rudolfom Steinerom: 2017 and 2019.
- Long-standing presenter at the Days of Frane Petrić on Cres, addressing philosophy of media, identity, language, history, economics and comparative philosophy.
- Delivered papers in English at international academic conferences in Croatia and abroad.

MEDIA EXPERIENCE

- HRT / HTV - editor and host of approximately 120 episodes of Knjigom u glavu (1994-1996).
- HTV - scriptwriting and directing work on 25 documentary programmes, Priče hrvatskih otoka.
- HTV - Sveti Gral, documentary filmed in southern France; screenplay and production.
- Vlast grafitima - 10 educational films on key concepts of contemporary political life, produced in cooperation with the Faculty of Political Science.
- HTV / OTV / RITV - Je li to u redu?, 20 docudrama and magazine-format programmes.
- OTV - Kulturni vodič, long-term coverage of cultural events in Zagreb.
- Radio 101 - editor and host of Frigidna utičnica and Intervencija 85.
- Z3 - editor and host of Izlog knjiga.

EARLIER PROFESSIONAL AND TEACHING EXPERIENCE

- Completed primary and secondary education in Doboj.

- After graduation, worked at Radio 101 and as a part-time teaching assistant at the Faculty of Civil Engineering, University of Zagreb.
- Worked for the August Cesarec publishing house, television station Z3 and Croatian branches of the international advertising agencies BBDO and Publicis.
- In cooperation with the Faculty of Political Science and Open Society, produced a series of educational films on democracy.
- Founded the KCKK Cultural Centre in Zagreb.
- Taught at VERN' University in Zagreb as an external lecturer at the rank of college professor.
- Served for five semesters as Head of the Journalism Study Programme at University North.

PUBLIC LECTURES AND CULTURAL WORK

- Public lectures on philosophy of media, media understanding and socially responsible design.
- Organisation of and participation in public forums on media ethics, media ecology, religion and media, public broadcasting and citizen oversight of media corporations.
- Former member of the rock group ANARHOKOR; co-founded the group ZEFIR with Ismet Kurtović, other musicians and poet Enes Kišević.

ACADEMIC IDENTIFIERS AND ONLINE PROFILES

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Croatian Writers' Society: [Member profile and biographical information](#)

Croatian Academy of Sciences and Arts - Digital Collection: [Bibliographic / digital collection record](#)

ResearchGate: [Research profile and selected publications](#)