

## **MEDIA TRANSFORMATION THROUGH THE GREEN ECONOMY IN THE WESTERN BALKAN COUNTRIES: A SPECIAL FOCUS ON BOSNIA AND HERZEGOVINA'S PYRAMIDS**

*Stručni članak*

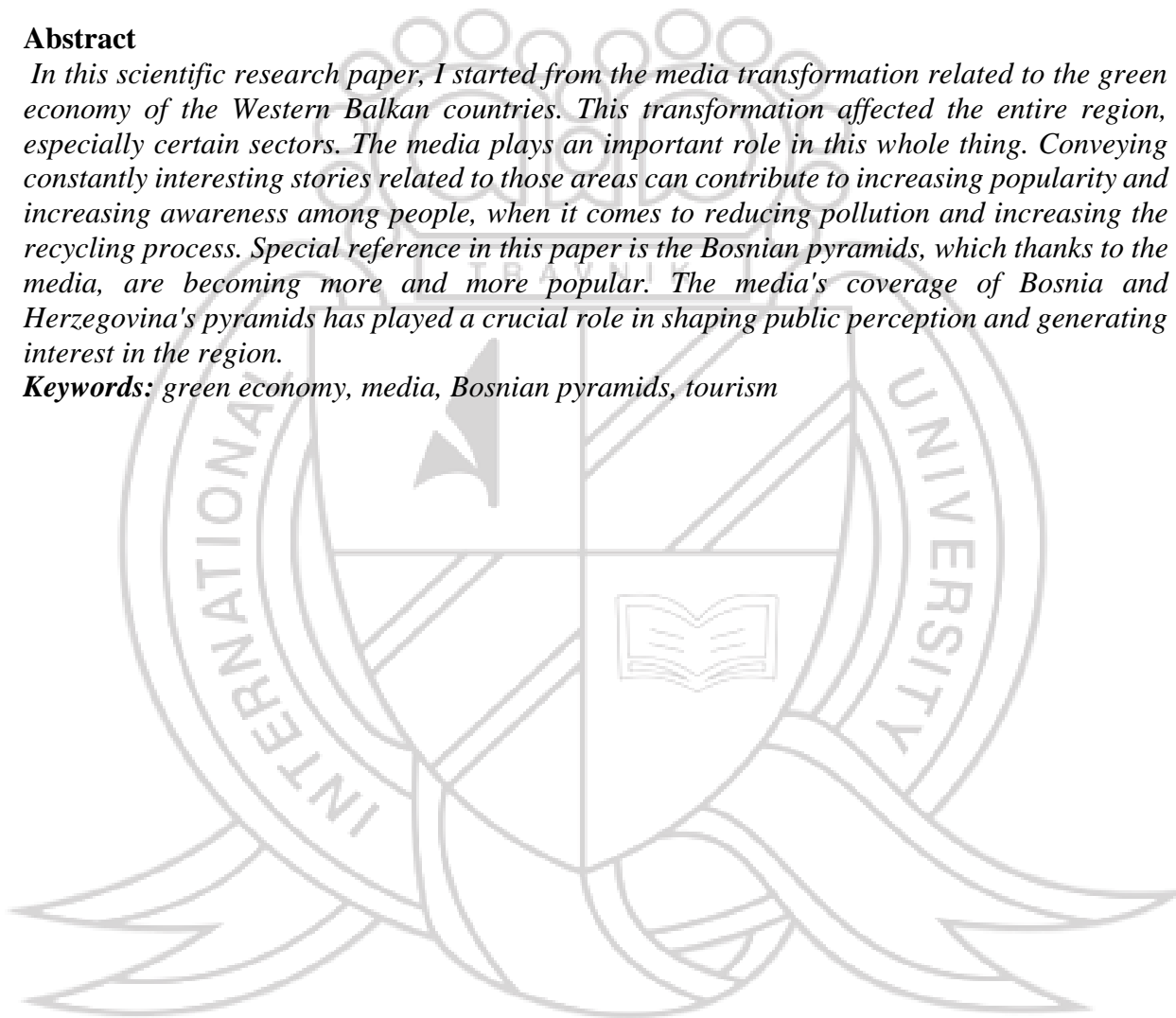
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### **Abstract**

*In this scientific research paper, I started from the media transformation related to the green economy of the Western Balkan countries. This transformation affected the entire region, especially certain sectors. The media plays an important role in this whole thing. Conveying constantly interesting stories related to those areas can contribute to increasing popularity and increasing awareness among people, when it comes to reducing pollution and increasing the recycling process. Special reference in this paper is the Bosnian pyramids, which thanks to the media, are becoming more and more popular. The media's coverage of Bosnia and Herzegovina's pyramids has played a crucial role in shaping public perception and generating interest in the region.*

**Keywords:** green economy, media, Bosnian pyramids, tourism



## 1. Introduction

This scientific paper aims to investigate the role of media in promoting the green economy in the Western Balkan countries, with a special focus on Bosnia and Herzegovina's pyramids. The green economy, which emphasizes sustainable development and environmental conservation, has gained significant attention in recent years. This study explores how the media can contribute to the transformation of traditional economic models towards a more sustainable and environmentally friendly approach, particularly in the context of the unique pyramids in Bosnia and Herzegovina. By analyzing media coverage, public opinion, and policy implications, this research seeks to provide insights into the potential role of media in driving the green economy in the region.

The Bosnian pyramids, located in the town of Visoko in Bosnia and Herzegovina, have been the subject of significant controversy and debate in recent years. Discovered by Bosnian archaeologist Semir Osmanagić in 2005, these pyramid-shaped hills have sparked claims that they are man-made structures dating back thousands of years. However, the mainstream scientific community largely rejects these claims, considering them to be pseudoscience and lacking credible evidence.

### 1. 1. Background

The concept of the green economy has gained significant attention worldwide as societies strive to address pressing environmental challenges and pursue sustainable development. The green economy promotes the integration of environmental, social, and economic factors to achieve sustainable growth and improve well-being. It emphasizes the efficient use of resources, the reduction of carbon emissions, and the preservation of natural ecosystems.

The Western Balkan countries, including Bosnia and Herzegovina, have been undergoing a transition from traditional economic models to more sustainable practices. These countries face unique challenges due to their complex political and economic histories, as well as their rich natural resources. The region's natural beauty, including the stunning landscapes and diverse ecosystems, offers immense potential for promoting sustainable tourism, renewable energy, and environmentally friendly practices.

Bosnia and Herzegovina, in particular, is known for its unique pyramids located in the Visoko Valley. These pyramids, believed by some to be the oldest on Earth, have sparked both controversy and intrigue. Despite the ongoing debates about their origins, the pyramids have become a symbol of cultural heritage and an attraction for tourists. The media plays a crucial role in shaping public opinion, raising awareness, and influencing policy decisions. By effectively communicating the benefits and opportunities associated with the green economy, the media can contribute to transforming traditional economic models. However, the extent to which the media in the Western Balkan countries, including Bosnia and Herzegovina, have embraced this role and actively promoted the green economy remains relatively unexplored.

This scientific paper aims to bridge this knowledge gap by examining the media's role in promoting the green economy in the Western Balkan countries, with a specific focus on Bosnia and Herzegovina's pyramids. By analyzing media coverage, public perception, and policy implications, this research seeks to provide insights into the potential of media transformation in driving sustainable development in the region. Ultimately, the findings can inform

policymakers, media professionals, and environmental activists in their efforts to promote the green economy and preserve the unique cultural and natural heritage of the Western Balkans, including the pyramids of Bosnia and Herzegovina.

## 1.2 Research Objectives

- To assess the extent to which the media in the Western Balkan countries, especially Bosnia and Herzegovina, have embraced the concept of the green economy and its promotion.
- To analyze the media coverage of the green economy in relation to Bosnia and Herzegovina's pyramids and explore how it influences public opinion and perception.
- To examine the role of the media in raising awareness about the environmental and economic benefits of the green economy in the Western Balkan countries.
- To identify the policy implications and initiatives driven by media coverage of the green economy in the region, with a specific focus on Bosnia and Herzegovina's pyramids.
- To provide recommendations for policymakers, media professionals, and environmental activists on strategies to enhance media's role in promoting the green economy and sustainable practices in the Western Balkan countries, including the preservation of Bosnia and Herzegovina's pyramids.
- To contribute to the existing literature on media's influence on environmental awareness and sustainable development, particularly in the context of the Western Balkan countries and their unique cultural and natural heritage.

By addressing these research objectives, this study aims to shed light on the potential of media transformation in driving the green economy in the Western Balkan countries, with a special focus on Bosnia and Herzegovina's pyramids. The findings can inform stakeholders and policymakers in their efforts to promote sustainable practices, preserve cultural heritage, and capitalize on the region's natural resources for sustainable economic development

## 1.3 Research Questions

Following questions were asked the students and professors as well, from the Faculty of Psychology, Faculty of Management and Faculty of Law from MIT University, Skopje N. Macedonia. In the answer of the questions you can read the summary of the all given answers.

- How has the media in the Western Balkan countries, specifically Bosnia and Herzegovina, embraced the concept of the green economy and its promotion?

The media landscape in the Western Balkan countries, including Bosnia and Herzegovina, has shown varying degrees of embracing the concept of the green economy and its promotion. Here are some observations on the media's engagement with the green economy in Bosnia and Herzegovina. It was a limited Coverage: Media coverage of the green economy in Bosnia and Herzegovina has been relatively limited compared to other topics. Environmental issues often receive less attention compared to political, economic, and social issues. As a result, the green economy may not receive the level of visibility it deserves in mainstream media. Despite the limited coverage, there have been efforts by some media outlets to raise awareness about the green economy. These efforts include reporting on environmental challenges, renewable energy projects, sustainable practices, and initiatives promoting eco-friendly lifestyles.

- What is the extent and nature of media coverage of the green economy concerning the Bosnia and Herzegovina's pyramids, and how does it influence public opinion and perception?

The media coverage of the green economy concerning Bosnia and Herzegovina's pyramids has been a topic of debate and controversy. Here is an overview of the extent, nature, and influence of media coverage on public opinion and perception:

**Skepticism and Criticism:** Some media outlets have been critical of the claims made about the pyramids' potential green economy benefits. Skepticism has been expressed regarding the scientific validity of the claims and the lack of evidence supporting the existence of the pyramids themselves.

Some media coverage has presented alternative perspectives that challenge the claims of the green economy potential. These perspectives often highlight the need for scientific rigor and evidence-based approaches in evaluating the pyramids' environmental and economic impact.

- How does the media contribute to raising awareness about the environmental and economic benefits of the green economy in the Western Balkan countries?

The media plays a crucial role in raising awareness about the environmental and economic benefits of the green economy in the Western Balkan countries. Here are some ways in which the media contributes to this:

**Education and Information:** The media provides information and educates the public about the environmental and economic benefits of the green economy. Through news articles, features, documentaries, and interviews, the media highlights the positive impacts of sustainable practices, renewable energy, and eco-friendly technologies. This helps to increase awareness and understanding among the general public.

**Promoting Success Stories:** The media showcases success stories of individuals' experiences who have been there and felt that their lives have changed after the visit in many different ways.. By highlighting these examples, the media demonstrates the economic viability and positive outcomes of the green economy. This inspires others and encourages other people to go and make their own experience.

**Advocacy and Campaigns:** Media outlets often engage in advocacy and awareness campaigns focused on the green economy. They use their platforms to promote sustainable practices, raise awareness about environmental issues, and advocate for policies that support the transition to a greener economy. These campaigns aim to mobilize public support and drive positive change.

- What are the policy implications and initiatives driven by media coverage of the green economy in the region, with a specific focus on Bosnia and Herzegovina's pyramids?

Regarding Bosnia and Herzegovina's pyramids, it's important to note that the claims about the pyramids as a potential green economy initiative have been highly controversial and largely dismissed by the scientific community. However, media coverage can still have policy implications and drive initiatives related to the green economy in the region. Here are some general policy implications and initiatives that can be influenced by media coverage:

**Public Pressure:** Media coverage can raise public awareness and generate pressure for policymakers to prioritize the green economy. When the media highlights environmental challenges and the potential economic benefits of transitioning to a green economy, it can create public demand for policy changes and encourage policymakers to take action.

**Policy Development:** Media coverage can facilitate the development of policies and initiatives related to the green economy. By providing information and raising awareness about sustainable practices, renewable energy, and resource conservation, the media can influence the



policy agenda and encourage the formulation of legislation and regulations that support the green economy.

- What recommendations can be made for policymakers, media professionals, and environmental activists to enhance the role of media in promoting the green economy and sustainable practices in the Western Balkan countries, including the preservation of Bosnia and Herzegovina's pyramids?

To enhance the role of media in promoting the green economy and sustainable practices in the Western Balkan countries, including the preservation of Bosnia and Herzegovina's pyramids, here are some recommendations for policymakers, media professionals, and environmental activists:

A. Policymakers:

- Foster Media Literacy: Promote media literacy programs to help citizens critically evaluate and interpret media coverage on the green economy. This will enable the public to distinguish between evidence-based reporting and pseudoscience.

- Support Independent Media: Ensure a conducive environment for independent media outlets to operate without political or economic interference. This will help maintain journalistic integrity and diverse coverage of green economy initiatives.

- Engage with Media: Actively engage with media professionals to provide accurate and reliable information on green economy policies, initiatives, and their potential benefits.

- Develop Clear Policies: Develop and implement clear policies that support the green economy, including incentives for sustainable practices and renewable energy investments.

B. Media Professionals:

- Promote Balanced Reporting: Strive for balanced reporting on the green economy, ensuring that scientific evidence and expert opinions are accurately represented.

- Collaborate with Experts: Collaborate with environmental experts and organizations to ensure accurate and reliable reporting on green economy initiatives and their potential impact.

- Educate Journalists: Provide training and resources to journalists on environmental issues, sustainable practices, and the green economy to enhance their reporting skills and understanding of the topic.

- Fact-Checking and Verification: Prioritize fact-checking and verification of information before publishing or broadcasting stories related to the green economy to avoid misinformation and pseudoscience.

C. Environmental Activists:

- Engage with Media Outlets: Actively engage with media outlets to share success stories, data, and evidence-based information on green economy initiatives. This will help provide accurate and compelling content for media coverage.

- Advocate for Media Coverage: Advocate for increased media coverage on the green economy and sustainable practices, emphasizing the economic and environmental benefits.

- Collaborate with Journalists: Collaborate with journalists to provide expert opinions, data, and case studies that support the green economy narrative.

- Use Social Media: Utilize social media platforms to raise awareness, share information, and engage with the public and media professionals on green economy issues.

Collaboration:

- Foster Collaboration: Encourage collaboration between policymakers, media professionals, and environmental activists to develop joint initiatives and campaigns that promote the green economy.

- **Share Resources and Information:** Establish platforms or networks where policymakers, media professionals, and environmental activists can exchange resources, information, and best practices related to the green economy.

- **Organize Workshops and Seminars:** Organize workshops and seminars that bring together stakeholders from the media, government, and civil society to discuss and explore ways to enhance media coverage of the green economy.

- **How does media transformation in the context of the green economy in the Western Balkan countries contribute to the existing literature on media's influence on environmental awareness and sustainable development?**

The media transformation in the context of the green economy in the Western Balkan countries can contribute to the existing literature on media's influence on environmental awareness and sustainable development in several ways:

A. **Contextualized Understanding:** The Western Balkan countries have unique socio-political and environmental contexts. Examining the media's role in promoting the green economy in this region can provide a more comprehensive and contextualized understanding of how media influences environmental awareness and sustainable development. It adds to the existing literature that often focuses on Western or developed countries.

B. **Transitional Economies Perspective:** The Western Balkan countries are transitioning economies with specific challenges and opportunities related to sustainable development. Studying media transformation in this context can shed light on the role of media in promoting sustainable practices and green economy initiatives in countries undergoing economic and political transformations. This contributes to the literature by highlighting the importance of media in diverse economic contexts.

C. **Policy and Institutional Analysis:** The media's role in promoting the green economy is closely linked to policy frameworks and institutional structures. Analyzing media transformation in the Western Balkan countries can provide insights into the effectiveness of policy interventions, media regulations, and institutional mechanisms in promoting environmental awareness and sustainable development. This contributes to the literature by emphasizing the importance of policy and institutional factors in shaping media's influence.

D. **Comparative Analysis:** Comparative studies across different countries and regions contribute to a deeper understanding of media's influence on environmental awareness and sustainable development. By examining media transformation in the Western Balkan countries alongside other regions, researchers can identify similarities, differences, and best practices, contributing to a more nuanced understanding of media's role in promoting sustainability.

E. **Media Ownership and Control:** Media ownership and control have significant implications for media's portrayal of environmental issues and sustainable development. The Western Balkan countries have diverse media landscapes with varying levels of media ownership concentration and political influence. Analyzing media transformation in this context can provide insights into the relationship between media ownership, editorial independence, and the promotion of the green economy. This contributes to the literature by highlighting the influence of media ownership structures on environmental awareness.

F. **Challenges and Opportunities:** The media transformation in the Western Balkan countries presents unique challenges and opportunities for promoting the green economy. Factors such as limited resources, technological advancements, and changing media consumption patterns can impact the media's ability to raise environmental awareness and promote sustainable development. Analyzing these challenges and opportunities contributes to the literature by

providing insights into how media can navigate and overcome barriers to effectively promote sustainability.

- What are the potential challenges and opportunities for media transformation in promoting the green economy in the Western Balkan countries, particularly in relation to Bosnia and Herzegovina's pyramids?

In promoting the green economy in the Western Balkan countries, including Bosnia and Herzegovina's pyramids, media transformation faces both challenges and opportunities:

- Challenges:

Limited Resources: Media outlets in the Western Balkan countries often face financial constraints, which can limit their capacity to invest in environmental reporting and dedicated green economy coverage.

Lack of Expertise: There may be a lack of specialized environmental journalists and reporters with expertise in the green economy. This can lead to inaccurate or incomplete reporting on environmental issues, including the controversial claims about the pyramids.

Media Ownership and Control: Concentrated media ownership and political influence can limit the independence and diversity of reporting on the green economy. Biased reporting or lack of critical analysis may hinder the promotion of sustainable practices and environmental awareness.

Skepticism and Pseudoscience: The controversial claims about Bosnia and Herzegovina's pyramids have led to skepticism and pseudoscience. Media outlets must navigate this challenge by promoting evidence-based reporting and scientific consensus, while also addressing public curiosity about the topic.

- Opportunities:

Public Interest and Engagement: The unique nature of the pyramids in Bosnia and Herzegovina can generate public interest and engagement. Media outlets can leverage this interest to promote broader discussions on the green economy, sustainable practices, and environmental conservation.

Collaboration and Partnerships: Media outlets can collaborate with environmental organizations, experts, and government agencies to enhance their reporting on the green economy. Partnerships can provide access to reliable information, data, and expert opinions, leading to more informed and accurate reporting.

Digital Media and Social Networks: The rise of digital media and social networks provides opportunities for media outlets to reach a wider audience and engage with them on green economy issues. Online platforms can be used to share success stories, raise awareness, and foster public dialogue on sustainable practices.

## **2. Green Economy and Sustainable Development**

Green Economy and Sustainable Development in relation to tourism of Bosnia and Herzegovina's pyramids is a significant topic to explore. The following research questions could be considered:

- What is the current state of tourism in Bosnia and Herzegovina's pyramids, and how does it contribute to the country's overall economy?

- How can the principles of the green economy be integrated into the tourism sector of Bosnia and Herzegovina's pyramids to promote sustainable development?

- What are the environmental impacts of tourism activities in Bosnia and Herzegovina's pyramids, and how can they be minimized or mitigated?
- What sustainable tourism practices are currently being implemented in the management and promotion of Bosnia and Herzegovina's pyramids?
- How can local communities benefit from tourism in Bosnia and Herzegovina's pyramids, and what strategies can be employed to ensure their active participation and socio-economic development?
- What policies and regulations are in place to govern tourism activities in Bosnia and Herzegovina's pyramids, and how effective are they in promoting sustainability?
- What are the perceptions and attitudes of tourists towards sustainable tourism in Bosnia and Herzegovina's pyramids, and how can these be influenced to encourage responsible behavior?
- What is the role of media and communication in promoting sustainable tourism in Bosnia and Herzegovina's pyramids, and how can it be leveraged to raise awareness and educate tourists?
- What are the potential challenges and barriers to implementing sustainable tourism practices in Bosnia and Herzegovina's pyramids, and how can they be addressed?
- What recommendations can be made to policymakers, tourism stakeholders, and local communities to enhance the sustainable development of tourism in Bosnia and Herzegovina's pyramids?

### 2.1. Media Influence and Environmental Awareness

The role of media in promoting the green economy is of utmost importance in raising awareness, shaping public opinion, and driving positive change. Here are some key points to consider when examining the media's role in promoting the green economy:

**Information Dissemination:** The media plays a critical role in disseminating information about the green economy. This includes raising awareness about sustainable practices, renewable energy, eco-friendly technologies, and environmentally conscious lifestyles. Media outlets can provide accurate and accessible information to educate the public about the benefits and importance of the green economy.

**Creating Public Discourse:** Media platforms can facilitate public discourse and debate on environmental issues and the green economy. By providing a platform for diverse perspectives, media outlets can encourage dialogue, engagement, and the exchange of ideas. This can lead to increased public understanding and support for the green economy.

**Influence on Policies and Decision-making:** Media coverage can influence policymakers and decision-makers by highlighting the economic, social, and environmental benefits of the green economy. Through investigative journalism, analysis, and reporting on best practices, the media can shape public opinion and advocate for policies that promote sustainability and the transition to a green economy.

**Role in Corporate Responsibility:** Media outlets can hold businesses accountable for their environmental practices and encourage corporate responsibility. By reporting on companies that adopt sustainable practices and those that lag behind, the media can influence consumer behavior and push for more sustainable business models.



**Highlighting Success Stories:** The media can showcase successful green initiatives, projects, and businesses. By highlighting these success stories, the media can inspire others and demonstrate the economic and environmental benefits of the green economy. This can encourage replication and scaling up of sustainable practices.

**Collaboration and Partnerships:** Media organizations can collaborate with environmental organizations, experts, and stakeholders to produce high-quality content and campaigns that promote the green economy. By working together, media outlets can amplify their impact and reach a wider audience.

**Educational Role:** Media outlets can play an educational role by providing information, resources, and practical tips on adopting sustainable practices. They can produce content that helps individuals and communities make informed choices that contribute to the green economy.

**Innovative Approaches:** The media can leverage new technologies and platforms to engage audiences in innovative ways. This includes using social media, interactive content, virtual reality, and other digital tools to raise awareness and promote sustainable behaviors.

By examining these aspects of the media's role in promoting the green economy, we can better understand its potential to drive change, influence public opinion, and contribute to a more sustainable future

### 3. Case Study: Bosnia and Herzegovina's Pyramids

The Bosnian pyramids, located in the town of Visoko in Bosnia and Herzegovina, have been the subject of significant controversy and debate in recent years. Discovered by Bosnian archaeologist Semir Osmanagić in 2005, these pyramid-shaped hills have sparked claims that they are man-made structures dating back thousands of years. However, the mainstream scientific community largely rejects these claims, considering them to be pseudoscience and lacking credible evidence.

The largest and most well-known of these alleged pyramids is the Pyramid of the Sun, which stands approximately 220 meters tall. Other structures, such as the Pyramid of the Moon and the Pyramid of the Dragon, have also been identified. Proponents of the theory argue that these structures were intentionally built by an ancient civilization, possibly even predating the Egyptian pyramids. They claim that the hills display characteristics such as regular geometric shapes, orientation to cardinal points, and the presence of stone blocks, which they interpret as evidence of human construction.

However, the mainstream scientific community has raised numerous objections to these claims. Archaeologists and geologists argue that the pyramid-like shapes are natural formations shaped by geological processes such as erosion and tectonic activity. They contend that the regularity and alignment of the hills can be explained by the natural occurrence of geological faults and fractures. Furthermore, the presence of stone blocks can be attributed to the weathering and fracturing of the local bedrock.

Despite the scientific skepticism surrounding the Bosnian pyramids, they have attracted significant attention from the media and the public. The controversy has generated tourism and

economic opportunities for the town of Visoko, with visitors coming to explore the alleged pyramid sites. This influx of tourists has led to the development of infrastructure, such as restaurants, hotels, and guided tours, catering to those interested in the pyramids.

Media coverage of the Bosnian pyramids has been both supportive and critical. Some media outlets have presented the claims of Osmanagić and his supporters as legitimate, while others have scrutinized the lack of scientific evidence and dismissed the claims as pseudoscience. The debate surrounding the pyramids has highlighted the importance of critical thinking, scientific methodology, and evidence-based research in evaluating extraordinary claims.

#### 4. Conclusion

In terms of the green economy, the controversy surrounding the Bosnian pyramids has provided an opportunity to discuss broader issues of environmental conservation and sustainable tourism. The interest in the pyramids has drawn attention to the natural and cultural heritage of the region, prompting discussions about the need for responsible tourism practices and the preservation of the area's ecosystems.

By implementing these recommendations, policymakers, media professionals, and environmental activists can work together to enhance the role of media in promoting the green economy and sustainable practices in the Western Balkan countries, including the preservation of Bosnia and Herzegovina's pyramids.

By studying media transformation in the context of the green economy in the Western Balkan countries, researchers can deepen our understanding of the role of media in promoting environmental awareness and sustainable development. It adds to the existing literature by providing a regional perspective, highlighting unique challenges and opportunities, and contributing to a more comprehensive understanding of the influence of media on sustainability.

In conclusion, the Bosnian pyramids have been a subject of intense debate and controversy. While some proponents argue that these structures are evidence of an ancient civilization, the mainstream scientific community remains skeptical, considering them to be natural geological formations. The media plays a crucial role in presenting different perspectives and fostering critical thinking. Furthermore, the controversy surrounding the pyramids has opened up discussions on environmental conservation and sustainable tourism, contributing to the broader understanding of the green economy in Bosnia and Herzegovina.

To overcome the challenges and leverage the opportunities, media outlets in the Western Balkan countries, including Bosnia and Herzegovina, should invest in training and capacity building for journalists, foster collaboration with experts and organizations, promote media independence and diversity, and prioritize evidence-based reporting. By doing so, media transformation can contribute to promoting the green economy and sustainable practices in the region.

This scientific paper aims to contribute to the understanding of the media's role in promoting the green economy in the Western Balkan countries, focusing on Bosnia and Herzegovina's pyramids. The study will analyze media coverage, public opinion, and policy implications to provide insights into how media can drive the transformation towards a more sustainable and

environmentally friendly economy. The findings of this research can help policymakers, media professionals, and environmental activists in formulating strategies to raise awareness and promote sustainable practices in the region.

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