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Abstract Nowadays the mass media play substantial role in modern culture. Although not so long ago it was said that they were the fourth estate, at present the media are considered to be of the greatest importance. It is not allowed to underestimate their influence neither on individual nor on the whole societies' life, which is why nobody questions their influence on men's demeanour. The media interactions, initially in the scientific consideration, were regarded in micro-perspectivistic categories, meaning that their influence on individuals was observed - their intellectual understanding, attitudes, behaviour and moral values. Nevertheless the daily routine has shown that the mass media can not only affect individuals, but also, through the individuals, it can have an effect on the whole societies - cultural, political and social changes. That is why the media interactions has begun to be considered in macro-perspectivistic categories.