

GUEST EDITOR'S LETTER

The never-ending and forever inspiring ethical questions, especially those from the field of applied ethics, have motivated me as the guest editor to arrange this issue of the journal. The preservation of peace, of human dignity, as well as media and communication ethics, are just a few problems, among numerous others, we are confronted with on a daily basis. Thus the need to investigate ethics in the domain of international relations emerges, along with the need to investigate bio-ethics, education and media ethics. On the other hand, aesthetics has a great influence in creating contemporary society and public opinion. This is the reason why the cover of this issue is entitled *Contemporary Problems in Applied Ethics and Aesthetics*. The issue is composed of four papers and two reviews.

The first paper is *Trust, Predictability and Lasting Peace*, by Jovan Babić, (University of Belgrade, Serbia). The author writes about the connection between trust and peace. It is precisely because of this connection that predictability becomes a necessary condition of collective and communal life. According to Babić, peace requires a set of rules (norms or laws) needed for the stability of the established social state of affairs. The main purpose of those rules is to provide predictability. Babić's thesis is that peace is fragile and very demanding, and that some of its demands are ambiguous, while others are hard to fulfill. In the conclusion the author summarizes that the validity of the structure of peace depends on freedom, but also on justice.

The second paper is *The (Behavioral) Economics of Media Accountability*, by Stephan Russ-Mohl (Universita della Svizzera Italiana). In this paper, the author presents the problems of media accountability and ethics in journalism. The author focuses on the US, the UK, Germany, Switzerland and Italy, and tries to explain the extent to which 'rational economic' behavior can be found in this specific field of self-inspection, and how media owners, media managers, and journalists make decisions. Moreover, the author is considering how cultural norms influence media accountability. In the conclusion the author says that under the influence of media convergence, traditional mainstream media have lost their monopoly over gate keeping, news distribution and agenda setting. Also, they are rapidly losing control over media accountability.

The third paper is *Consistency, Conversational Implications and Generality of Critical Reasons*, by Monika Jovanović (University of Belgrade, Serbia). The author explains how the central concepts relevant to the problem of aesthetic evaluation are interrelated and how they can be applied to traditional aesthetics (primarily to Kant's ethics). Also, this paper presents the disagreements in contemporary aesthetics: the possibility of an essentialist definition of the concept of artwork, the question of whether the reasons we give for our evaluative aesthetic judgments can be generalized and the question to what extent the semantic intentions of an author constitute the meaning of a literary text. The author offers an alternative view on weak aesthetic generalism based on Gricean conversational implications, and argues for a type of critical compatibilism which stems from James Shelley, and which gives considerable merit to both sides in the debate.

The fourth paper is *Ethics in Communication in Elementary Schools*, by Marija Jovanović (University of Niš, Serbia) and Vesna Minić (University of Kosovska Mitrovica,

Serbia). These authors write about modern teaching that insists on increasing the intellectualization of the teaching practice. Classroom communication needs to preserve its humanistic and ethical orientation. This would help teachers realize their tasks and goals. The paper presents both the research into ethical communication in elementary schools and its results. At the end of the paper, the authors suggest ways to improve ethical communication in elementary schools.

In the end of this issue, the readers will be able to familiarize themselves with an analysis of two books. Aleksandar Šušnjar (University of Rijeka, Croatia) writes a review on Elvio Baccarini's book *In a Better World: Public Reason and Biotechnologies*, published in 2015, University of Rijeka, Croatia. The book is written in English. It presents how public reason can be used to analyze whether various kinds of human modifications, including cloning, genetic interventions, lifespan extension and moral bio-enhancement, are justifiable. Šušnjar provides an overview of each chapter of the book dealing with specific bio-technologies together with argumentation used when analyzing these topics.

Ivana Stojković (University of Niš, Serbia) presents a review of Stanko Crnobrnja's book *Television and New Media Aesthetics*, published in 2010, Clio, Belgrade. The book is written in Serbian. Crnobrnja compares aesthetic theories with media and mass communication theories that have significantly contributed to the theory of television. According to him, as Stojković explains, a synthetic approach to the research of these subjects can serve both as a theoretical basis and a model for production on television. After a thorough presentation of the book's content and the problems which appear in media aesthetics, critics find this book interesting and useful for students of journalism and communication, researchers in the field of social and humanist sciences, as well as for readers interested in the aesthetics of television and new media.

I would like to thank the editor-in-chief Dragan Todorović for inviting me to arrange this issue of the journal *Facta Universitatis, series: Philosophy, Sociology, Psychology and History*. Moreover, I am very grateful to all the authors who have answered my invitation to write the papers and reviews, thus enabling this issue to be composed and released. I would also like to thank the secretary of the journal, Neven Obradović, for his cooperation, as well as all the reviewers.

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