

## The Code of the Extraordinary, the Media and the “Simple” Everyday Life in the Digital Age

### *Summary*

In the digital age, full of endless technological renewal, the dominance of omnipotent media and everyday life as a reality, more than fifty evenly and increasingly conditioned by the society of the spectacle (Guy Debord). From this point of view, it is important to change and innovate with the intelligent powers of culture and heritage a world drowning in visions to fill the world with centuries of cherished traditions and experiences as if. Intelligent power, which has become a kind of cultural driver, has been transformed by a combination of soft, embracing the country's culture, political

ideals, and political attractiveness (Joseph S. Nye) and hard power as a combination that constructs a strategy to help the state increase its power (Christian Whiton), as well as to develop positive intercultural and heritage communication. Intangible heritage, as a continuation and vitality of traditions, presupposes the possibility of cultural revival by filling the national value fund – knowledge, traditions and customs that have existed for centuries and are still cultivated today, as well as unique cultural values (E. Wanda George) in the perspective of craft, arts, heritage, consumer and cultural heritage tourism.

**Keywords:** extraordinariness; code; the media; everyday life; communication.