

MEDIA AND CHALLENGES
OF THE MODERN SOCIETY 2024

BOOK OF ABSTRACTS



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THE DEPARTMENT OF COMMUNICATION AND JOURNALISM PRESENTS

MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2024



DAY
ONE

Thursday
30th May, 2024
09:00-19:00 CET



DAY
TWO

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31st May, 2024
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BUSINESS MODELS IN JOURNALISM TODAY: CHALLENGES OF MEDIA ETHICS, PUBLIC COMMUNICATION, AND POPULIST TRENDS IN THE DIGITAL ERA

Antonio Momoc, PhD (keynote speaker)
Faculty of Journalism and Communication Sciences,
University of Bucharest

Abstract: The proliferation of digital platforms has unquestionably empowered both citizens and political actors, providing media for expression, engagement, and mobilization. However, these platforms are also exploited by populist actors who leverage them to their advantage. This study examines the rise of disinformation and populism and how digital platforms use fake news and sensationalism to ‘capture users’; attention and generate profit. Sensationalism, gossip, rumors, and fake news attract and maintain users’ attention and profit from advertising. These represent the fundamental unethical decisions of the web 2.0 era: in the digital environment and on social media, content tailored for algorithms, not for public interest, is what generates profit. What will a society dominated by voting increasingly based solely on ‘information’; gathered from social media and online platforms look like? What is the role of traditional journalism in a post-truth society where social platforms and unverified information from dubious online sources are the main sources of information? An informed public opinion can make responsible decisions. What is the relationship between opinions formed on stories, prejudices, and unverified information, amplified in the digital environment, and political choices? What are the alternatives for financially and politically independent press and quality journalism?

Keywords: media, journalism, public communication, populism, digital environment

Biography: Antonio Momoc is an Associate Professor at the Faculty of Journalism and Communication Sciences, University of Bucharest at the Department of Cultural Anthropology and Communication where teaches courses of Political Marketing, Online Communication and Digital Transformations, Electoral Campaigns, Social Sciences

for the Bachelor level and New Media and Political Communication for the MA level. He served as the Dean of the Faculty of Journalism and Communication Sciences, University of Bucharest between 2020-2024. His latest books are: Political Communication and Internet. Populism and the Crisis of Liberal Democracies (2023, Tritonic Publishing House) and Web 2.0 Communication. New Media, Participation and Populism (2024, Revista Timpul). He graduated from both the Faculty of Journalism and Communication Sciences and the Faculty of Political Sciences at the University of Bucharest where a few years later he obtained a Master in Communication Sciences. He also graduated with a Master in Political Sciences at National School of Political Sciences. Since 2009 he obtained a PhD diploma in Sociology from the Faculty of Sociology and Social Work, University of Bucharest. During October 2010 - March 2013, had an EU postdoctoral research scholarship studying in Rome at LUISS "Guido Carli" University the relationship between populism, disinformation and new media. He worked for post-doctoral research in Italy, at LUISS University in 2012. In 2021 he won a scholarship from Fulbright Visiting Scholar Award to teach and conduct research on alternative financial model for mass media in Ohio University, E.W. Scripps College of Communication, School of Journalism for the 2022 spring semester.

WHY DOES JOURNALISM REMAIN UNWELCOMING FOR WOMEN AS AN OCCUPATION? INSIGHTS FROM A COMPARATIVE APPROACH BETWEEN JOURNALISTS AND COMPUTER PROGRAMMERS

Nicoleta Elena Apostol, PhD

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Abstract: Journalism and programming are two occupational fields which formally are part of the knowledge sector. Findings suggest that the knowledge labor market – when taken as a whole – is characterized by more balanced gender employment patterns by comparison to the rest of the economic activities (Walby, 2011). Recent research shows that journalism continues to be marked by all traditional barriers in terms of gender patterns (e.g. De Vuyst, 2019); in computer programming – where women are to a higher degree numerically underrepresented – there are mixed findings, which reveal a greater gender inclusion (e.g. Klinger & Svensson, 2021). The study draws on original empirical material: a set of interviews with programmers (n=10 women, n=10 men), obtained between 2019-2021, and a batch of interviews with female journalists (n= 22), gathered in 2014-2015. All participants were based in Bucharest, Romania. Through a comparative approach, I extrapolated the common criteria that contribute to narrowing or to enhancing gender inequality, namely: (dis)embodiment, communication flows, and work design.

Keywords: journalists, computer programmers, gender, equality, knowledge economy

Biography: Nicoleta Elena Apostol is Lecturer in Communication and Media at the University of Bucharest, in the Department of Cultural Anthropology and Communication. She has a PhD from the University of Bucharest (2016), and she has published and edited at the crossroads of gender, communication and work. She has been involved in NGOs, taught courses and worked in projects that have a focus on gender and intersectional dimensions of identity.

TELEVISION NEWS REPORTING ON GENDER-BASED VIOLENCE IN MACEDONIA

Tea Koneska-Vasilevska, MSc, Marijana Markovikj, PhD & Eleonora Serafimovska, PhD

Institute for Sociological, Political and Juridical Research,
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Abstract: In 2023 and 2024, a research team from ISPJR, in cooperation with the Agency for Audio and Audiovisual Media Services of the Republic of North Macedonia, conducted research on the way in which gender-based violence (GBV) was reported in the broadcasters' programs. On this occasion, we present part of the research related to the television news reporting on GBV on the national television stations in Macedonia in Macedonian language. The sample consisted of a total of five national television stations, and we monitored the central edition of the news and the other editions of news on a certain day. The unit of analysis was a single journalistic report within the news. The time frame included the first ten days of January, February and March 2023. The MRQ concerns what is the quantity of television news reports dealing with GBV and what are their general characteristics. The SRQ are related to the environment of GBV television news reports, that is, how they are framed, and to the professional and ethical reporting of GBV by journalists. We used quantitative and qualitative conceptual content analysis as well as discursive content analysis. The analysis showed that there was a small presence of television news reports dealing with topics from the domain of GBV and when present, they were mostly not present in the main announcement of the news and were mostly "framed" in news reports that were not related to GBV. The journalistic standards were respected when reporting on GBV, with certain exceptions.

Keywords: gender-based violence, television news, national television stations, journalistic reporting, Macedonia

Biographies: Tea Koneska-Vasilevska was born in 1985 in Skopje, Macedonia. She is a research assistant in the field of Communication and Mass Media at the Institute for Sociological, Political and Juridical Research (ISPJR), Ss. Cyril and Methodius University

in Skopje. In terms of career and professional activity, Koneska-Vasilevska has many years of work experience in the fields of media and publishing as a coordinator, editor, language proofreader and reviewer. Koneska-Vasilevska has a bachelor's degree in General and Comparative Literature from the Faculty of Philology and master's degree in Communication Studies from ISPJR, both within Ss. Cyril and Methodius University in Skopje. Currently, she is a PhD student in the last year of the doctoral studies Media and Society of the Department of Communication and Journalism at the Faculty of Philosophy, University of Nis. Within the third cycle of studies, she also received a grant and completed a study and research stay in Roskilde, Denmark, at the European Summer Doctoral School in Communications and Media 2023 of the European Communication Research and Education Association (ECREA), organized by the Doctoral School of Communications and Arts at the Roskilde University. Koneska-Vasilevska is a member of: The Network of Young Researchers of the Global Network for Risk Journalism (GRJH), the European Communication Research and Education Association (ECREA), the International Association for Media and Communication Research (IAMCR), the European Network for Cultural Heritage (EUROPEANA), and is part of the list of experts of the Agency for Control and Quality Assurance of Higher Education of Montenegro (ACQAHE).

Marijana Markovikj is a full professor and senior researcher at the University of "Ss Cyril and Methodius", Institute for Sociological, Political and Juridical Research (ISPJR), Macedonia. She Completed BA in psychology in 1992, as well as MSc degree in 2002, PhD in communication studies in 2010. In 2015 obtained the title - associate professor, from 2020 - full professor. She is teaching at master and doctoral studies at the Institute (ISPJR) and Faculty of Law at UKIM. Theoretical and research areas of interest are in the field of mass and interpersonal communication, political psychology, gestalt psychotherapy, mental health, collective trauma. She is part of few international networks: GPA (Global Psychology Alliance), JETREG (Journalism Education and Trauma Research Group), GRJH (Global Risk Journalism Hub). As a result of this interest, she participated in many national and international projects, conferences, and published

papers and books in national and international journals. She has been conducting longitudinal research in the domain of the influence of politically motivated events and collective memory on personality.

Full time Professor Dr Eleonora Serafimovska works at the Institute for Sociological, Political and Juridical Research (Ss. Cyril and Methodius University, Skopje) from 1996. She completed his studies in psychology in 1995, and an MA degree in social psychology in 2005 at the Institute of Psychology at the Faculty of Philosophy in Skopje. Successfully defended her doctoral thesis in the field of communications (reception studies) in 2010 at the Institute where she works. In 2015 obtained the title – Full time professor and Senior researcher. Since 2006 she is one of the founders of Psychological Laboratory at ISPJR, Skopje.

Theoretical and research interests are in the field of human interaction and communication, personal and collective identity, political attitudes and values, communication in cyberspace teaching Communication research methods and Media Psychology.

CONFRONTING THE LOGIC OF MASS AND SOCIAL MEDIA: JOURNALISTIC NORMS AND PRACTICES ON THE SOCIAL NETWORKS INSTAGRAM AND TWITTER

Marta Mitrović, PhD & Ivana Stamenković, PhD
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Abstract: The analysis of the logic of social media and its impact on the operationalization and redefinition of traditional journalistic norms and practices has become an intensive research field in recent decades (Enli & Simonsen, 2018; Hermida & Mellado, 2020; Van Dijck, & Poell, 2013). The logic of social media is partially influenced by the logic of mass media. However, the redefining of journalistic norms, which are manifested on social network platforms and are influenced by their logic, is also noticeable. The theoretical foundation of this work is based on the understanding of the logic of mass media (Altheide & Snow, 1979) and its comparison with the logic of social media offered by Van Dijk and Poel (Van Dijck, & Poell, 2013). The analytical approach has its starting point in the material foundations of analyzed social networks, i.e. in the dimensions of social media logic offered by Hermida and Mellado (2020): structure and design, aesthetics, genre conventions, rhetorical practices and mechanisms of interaction and intentionality. In the context of the aforementioned dimensions, the way in which five journalists in Serbia demonstrate journalistic practices and norms on their profiles on the social networks Instagram and Twitter was analyzed. The aim of the paper is to answer the research questions: “How does the logic of the social networks Instagram and Twitter affect journalistic practice and norms on these social platforms?” and “How do journalistic practices and norms differ on Instagram and Twitter?” Based on the textual analysis of journalists’ posts, the conclusions were drawn that the material basis of social networks has a decisive influence when it comes to the expressed professional practices and norms of journalists, as well as that the difference between the analyzed social networks is obvious. Twitter could be called a space where professional norms are highlighted and upgraded, and Instagram a space reserved for the promotion of social influence and private lives of journalists.

Keywords: journalistic profession, social media, Serbian journalists, journalistic practice, textual analysis

Biographies: Marta Mitrović is an assistant professor at the Faculty of Philosophy, University of Niš, Department for communication and journalism. She completed Basic Academic Studies in Journalism in 2012. year, and the following year she earned a master's degree in journalism. She defended her doctoral dissertation in 2020 at the Faculty of Political Sciences in Belgrade and thereby obtained the title of doctor Cultural Sciences. She has published more than 20 scientific papers in domestic and international journals. She participated in numerous international conferences. By 2023, she was editor of the journal Media Studies and Applied Ethics. Areas of scientific interest Dr. Mitrović in a broader sense are media studies and communication studies, and in a narrower sense - comparative media systems, internet management, new technologies and journalism etc.

Ivana Stamenković, assistant professor, works at the Department of Communicology and Journalism at the Faculty of Philosophy, University of Niš, from 2015. She completed her studies in psychology in 2007, and an MA degree in journalism in 2012 at the Faculty of Philosophy in Niš. Successfully defended her doctoral thesis in the scientific subfield media studies and journalism in 2021 at the Faculty of Political Sciences in Belgrade and obtained the title of Doctor of Cultural Sciences. She has been working as a teaching assistant at the Faculty of Philosophy since 2015. In 2022 she obtained the title assistant professor. Her theoretical and research interests are in the field of human interaction and communication, media audience, reception studies, communication culture, digital and social media, migration studies and media psychology.

COMMUNICATION THROUGH WAR AND LACK OF ETHICS

Hatidža Beriša & Dragan Stevanović

School of National Defense

University of Defense in Belgrade

Abstract: Iran's attack on Israel has caused great concern in the world because of the possible outbreak of conflict between the two countries and an all-out war in the Middle East that could very easily spread beyond that area. Despite the many resolutions and declarations of the United Nations on maintaining peace and security on the globe, the reality is somewhat different. At the global level, there are many conflicts, wars, the suffering is enormous, international law is not respected, but the force and power of the stronger. Therefore, the question arises: What are these resolutions and declarations for, and who really respects international humanitarian law? In the age of the media, new forms of warfare appear, such as media war and modern military strategies, the so-called. hybrid warfare and one get the impression that war is becoming more and more perfidious. The aim of the paper is to investigate whether war is becoming less humane, bearing in mind that there is less and less respect for the rules and ethics of warfare. From here, many socially important questions follow, among them: Is war the only means of communication to solve diversity and inequality? And the key question: Do morality, ethics and human wisdom even exist in war? The questions asked require answers, and another task arises from the aforementioned questions, which is to try to give certain answers and assumptions about the nature and rules of war then and now, looking at the role of the state, which is the only one that has the right to be the bearer of force and to apply ethics in war.

Keywords: war, ethics, morality, legislation, international law

Biographies: Hatidža Beriša is a prominent Serbian academic and military expert. She holds a PhD in Political Science, with her doctoral thesis focusing on political violence in Kosovo and Metohija. Currently, she is a professor at the Department of Strategy at the Military Academy. Dragan Stevanović holds a teaching position in military skills at the Military Academy, with a particular focus on the subfield of Tactics and Weapon Systems.

MEDIA NARRATIVE IN THE SCREEN UNIVERSE

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Abstract: The postmodernist dystopia of losing the importance of the great stories that drive the human world is largely realized in our age of the global screen. The reality broken into fragments directs researchers to the specialization of knowledge, which, despite its significant reach, cannot be unified, because scientific theories are also incompatible. The paradox is that only the media can enable the formation of a worldview, because screens are ubiquitous, from the doctor's office to security cameras that turn each of us into the protagonist of a permanent filming of a film that is impossible to ever see in its entirety. Man is at the center of the Internet, an Internet user in the marvelous universe of the screen, where existence means recording and being recorded. The problem is that in such an organized world, all scenes and concepts are produced by the media, their forms have overcome the significance of the content and the connection with reality in the ontological sense of the word has been broken. The accelerated development of technology spontaneously led from representation to the creation of a world in which self-referential and meta-referential connections are established, and reality is based on media images. Thus, two once opposed aesthetics, realism and fantasy, are united in the digital one. Video production represents the introductory part of the "visual granulation of reality" from which the images suitable for post-production to give a preconceived concept are sifted. This gives the opportunity to tell stories that have never been told before, but it also leads to a reaction from the audience: an oversaturation of special effects and the increasing popularity of documentary films. In a world where even the Third World War is fought in fragments, it is a good opportunity for the media to leave the post-truth to the politicians, and they themselves move towards critical realism. An educated audience will contribute to the return of such a narrative.

Keywords: narrative, reality, screen, media images, digital aesthetics

Biography: Velibor V. Petković, born on July 21, 1963 in Tuzla, Bosnia and Herzegovina. Graduated psychologist, Master of Arts in Journalism, Doctor of Philosophy in Philology. Professional journalist from 1988 to 2014. Teaching assistant at the Department of Communication and Journalism, Faculty of Philosophy, University of Niš, since 2014.

THE CHARACTERISTICS OF INTERVIEWS IN LOCAL ONLINE MEDIA IN SOUTHERN SERBIA

Tamara Tasić
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University of Niš

Abstract: The interview, as a journalistic genre, according to Dušan Slavković, can be classical, improvised and combined (Slavković, 1988). This classification of interviews was created in the era of dominant print, radio and television media. In the context of the growing number of online media, the question arises whether the traditional classification of interviews is also applied in digital journalism. In this paper, we deal with the analysis of interviews as a journalistic genre in local online media in the south of Serbia, through a case study of three prominent media outlets that have an “Interview” section: Slobodna reč from Vranje, Jugmedia from Leskovac and Pirotke vesti from Pirot. The aim of this paper is to investigate how often interviews are published in the local online media, which type of interview is the most represented, which are the dominant topics covered in the interviews, as well as who the most frequent interlocutors are and from which areas they come. The time frame of the research is from January 1, 2023 to December 31, 2023. The unit of research analysis is each individually published interview in the mentioned local online media. The corpus of analyzed interviews is 22 (Slobodna reč - 8; Jugmedia - 9; Pirotke vesti - 5). The findings of the quantitative and qualitative analysis of the case study show that in the analyzed period, local online media varied in the frequency of publishing interviews, as well as that the classic interview is the most represented type. The dominant topics in the interviews of the online media Slobodna reč and Pirotke vesti are topics about culture, while Jugmedia has the most interviews from education. The interlocutors in these interviews mostly come from the same fields as the topics being discussed.

Keywords: interviews, local online media, Slobodna reč, Jugmedia, Pirotke vesti

Biography: Tamara Tasić was born on August 30, 1996 in Surdulica. She finished elementary school “Sveti Sava” and high school “Jovan

Skerlić” in Vladicin Han. She enrolled in the Bachelor academic studies of journalism at the Faculty of Philosophy in Niš in 2015, and graduated in the 2018/2019 academic year. She then enrolled in the Master of Academic Studies in Communication Studies at the same faculty. She defended her master’s thesis on “Local journalism and the audience in the Republic of Serbia during the pandemic caused by the coronavirus” in 2021 with a grade of 10. After completing her master’s studies, she enrolled in the doctoral academic studies “Media and Society”, also at the Faculty of Philosophy of the University of Niš. On the study trip, which was realized under the auspices of the EU Delegation in Serbia in 2018, she visited Germany and Italy, as well as their largest media there. From the first to the fourth year of studies, she worked as a journalist on local televisions, as well as in student online media (SDL), and she also attended many journalism workshops in Serbia. Since 2019, she has been working as a journalist for the online media Juzne vesti. During her studies, she was a regular recipient of a scholarship from the Ministry of Education, Science and Technological Development, while in the fourth year of studies and in the master’s studies, she was also a recipient of a “Dositeja” scholarship. After completing her bachelor studies, she received a certificate of appreciation for being the best student at the Department of Journalism. She currently works as a research-trainee at the Department of Communication and Journalism of the Faculty of Philosophy in Niš and as a PR at that faculty.

MIGRATION AND ITS REPRESENTATION IN THE PUBLIC INSTITUTIONS ONLINE AND ON SOCIAL MEDIA IN BULGARIA

Justine Toms

Department of Media and Communication.
New Bulgarian University

Abstract: This paper investigates the portrayal of migration on social media platforms within the context of Bulgaria, with a focus on the perceptions and polarization it generates in society. Conducted as part of the EUMEPLAT Projects, data collection occurred during October-November 2022. Bulgaria's geographical location on the border renders migration a pertinent issue, yet its articulation within online spaces is marred by propaganda and the proliferation of misinformation. This study delves into the multifaceted narratives surrounding migration, examining how they are disseminated through various online groups and pages. The primary outcome of this research is an understanding of the diverse perspectives held within Bulgarian society regarding the migration process. Furthermore, the study sheds light on the polarization fostered by the dissemination of biased information and propaganda through social media channels. By analyzing the content circulated online, this research illuminates the complex interplay between media representations, public perception, and societal attitudes toward migration in Bulgaria.

Keywords: migration, social media, Bulgaria, perception, polarization, propaganda, misinformation, democracy

Biography: Justine Toms was born in Sofia in 1971, a Bulgarian from Armenian origin. She has Master degrees from Sofia University in Pedagogy, French philology and Philosophy. Justine is among the pioneers of the Bulgarian Internet - expert in online communication, creator of multiple websites and two web contests. A university teacher at New Bulgarian University since 2007, Sofia University and SoftUni Digital. For many years, Justine has been an activist-volunteer in numerous initiatives - child's reading, digital competences, online safety, Wikipedia and open source, environmental topics. A mother of three. She is the author or co-author of more than 20 books in the area

of online presence, CSR and communication. Among her latest books are “Leaders for a New Beginning”, with Marina Stefanova and Jane Muita (2020, English), “The Blogs Are Dead, Long Live the Blogs!” (2021) and many others.

THE PARADOX OF UNDISTORTED COMMUNICATION IN THE AGE OF NEW MEDIA

Daniel Nica

University of Bucharest

Abstract: Jürgen Habermas’s concept of “undistorted communication” is crucial to his vision of a genuine democracy, highlighting the necessity for an “ideal speech situation.” This ideal environment enables participants in public discourse to freely express, question, and assert their views, desires, and needs without the interference of asymmetrical power dynamics or external constraints. Habermas says that, in ideal communication, speakers inherently convey several validity claims: factual truth of their statement, appropriateness of their action within the context, their sincerity, and the comprehensibility of their statement. Rational communication hinges on the mutual recognition and validation of these claims by all participants. Nevertheless, these criteria alone are not exhaustive, as additional, objective conditions relating to the medium itself must also be satisfied. However, in the realm of digital culture, the medium itself often promotes ideological irrationality over reasoned arguments. While Habermas emphasizes the negative impact of inequality on open communication, this paper explores an apparent paradox: the role of equality, particularly through universal access to new media and digital platforms, in potentially impeding ideal speech situations. This effect can be linked to how new media, algorithms and digital platforms intensify the ideological divisions and cleavages within society, ironically complicating the very free public conversation it seeks to promote. The paper delves into the nuances of fostering authentic democratic dialogue in the AI and digital era, exploring the complex relationship between media accessibility, equality, and the hurdles in achieving Habermas’s ideal of undistorted communication. The situation of undistorted communication would be possible if we eliminate inequalities among the participants in the dialogue. The ideal online environment ensures equal access to communication. However, several empirical studies indicate that the situation of undistorted communication is not achieved due to multiple sources of noise in the online environment, amplified by the algorithms and artificial intelligence.

Keywords: ideal speech situation, undistorted communication, Habermas, democracy, equality

Biography: Daniel Nica is a university lecturer at the University of Bucharest, where he teaches ethics and critical thinking. He holds a Ph.D. in philosophy from the University of Bucharest and is a graduate of both the Faculty of Philosophy and the Faculty of Orthodox Theology at the same university. From 2012 to 2020, he was an associate professor at the Faculty of Philosophy, and since 2020, he has been a lecturer at the Faculty of Journalism and Communication Studies. In 2012, he received a research scholarship at the University of Oxford to complete his doctoral thesis, in which he analyzed the limits of moral principles. In 2015, he returned to the same university as a visiting researcher at the Oxford University Centre for Ethics. In 2015, he won a postdoctoral fellowship at the Romanian Academy with a research project dedicated to Michel Foucault's political thought. He has published articles in cultural press and studies in collective works and specialized journals both in Romania and abroad. He is the author of the books: "Ethics Without Principles? Generalism and Particularism in Contemporary Moral Philosophy" (2013), "The Red Pill: Essay on Morality and Happiness" (2015), and his most recent volume, "Who Am I? Authenticity and Its Moral Limits" (2022).

‘WE NEED AN ARAB SOCIAL MEDIA’: THE POLITICS OF LANGUAGE, DIGITAL MEDIA, AND ARTIFICIAL INTELLIGENCE IN JORDAN

Tariq Adley

Department of Anthropology,
George Washington University

Abstract: In Fall 2023, as Israel’s military escalated its assault on the Gaza Strip, a flood of posts—in English and Arabic—across social media platforms began calling attention to an issue with ChatGPT. Screenshots showed the chatbot’s divergent responses to prompts about whether Israelis deserve freedom (an unconditional yes) versus Palestinians (whose freedom was a “complex issue”). As tech commentators and activists emphasized, the AI-enabled chatbot was reproducing the anti-Palestinian bias of mainstream US news and digital media content—meaning the AI was likely trained on such content. This paper argues that recent controversies about AI in the Arabic-speaking world cannot be reduced to technological glitches but rather raise broader questions about digital media and how it is used to train AI. In other words, political critiques of AI are deeply intertwined with long-standing contestations over news content, social media, and language. Building on nine months of ethnographic research in Amman, Jordan, this paper examines the relationship between public discourse on AI and ongoing projects that aim to produce more digital Arabic content—currently constituting less than one percent of the Internet—and to imagine a future Arabic social media platform. This paper contributes an ethnographic perspective to the technological axiom that ‘multi-lingual AI technologies are not necessarily multi-cultural,’ particularly for speakers of technologically under-resourced languages. Moreover, I argue that the production of digital media content—and other forms of data creation—offers a means to engage in political action against the biases and inequities embedded into emerging AI technologies.

Keywords: artificial intelligence, language, social media, digital media, data

Biography: Tariq Adely is a PhD candidate in the Department of Anthropology at George Washington University in Washington,

DC. His research broadly focuses on the intersection of language, labor, and technology in the Middle East. His current dissertation project uses ethnographic and digital methods to trace how workers in Amman, Jordan transform language content into linguistic data to adapt and create AI models, machine translation software, virtual personal assistants, as well as other digital technologies for the Arabic language. In doing so, his research aims to illuminate how competing conceptions of language, value, and ethics shape the production, circulation, and use of emerging technologies. Before beginning his doctoral studies, Tariq completed a master's degree at Georgetown University's Center for Contemporary Arab Studies, and he previously worked as a translator and reporter in Amman.

PLATFORM HEGEMONY: VIDEO SHARING ON SOCIAL MEDIA

Stoyko Petkov, PhD
New Bulgarian University

Abstract: Young generations spend a lot of its time on social media, and especially on video content. For the purpose of the analysis in the project EUMEPLAT, funded by Horizon 2020 by EU, we focus our attention on top 100 channels on YouTube, Instagram and TikTok in each of the ten countries. The unit of our analysis is one channel/user/profile that has uploaded several videos. The ranking is based on the total number of views, for the month of June 2022. For those lists with top 100 channels per country we analyzed the channels by different criteria. Data shows clearly that video sharing platforms are much more localized in terms of content and audience, much more regional and following the specifics of the platform. We added one specific criteria - content, as defined by the channel, and the genre, which was manually coded by researchers. We proposed eleven categories to be taken into consideration and described by Yes/No for each one by researchers. Our analysis concluded that European countries can to be more active in producing its own content. The dubbing can be used for English language to secure access to global audience of the National content. Young generations definitely prefer video content which means that platforms will continue to attract new audiences and users will spend more time watching video on their mobile devices. Those platforms present a unique opportunity for regional audiences, as language is one of the main criteria to be consider.

Keywords: streaming, platforms, video, social media Europe

Biography: Assoc. Prof. Stoyko Petkov, Ph.D. is a full-time lecturer at the Department of Media and communication, New Bulgarian University, Sofia, Bulgaria. Specializing in mass communication and media management, his research explores the impact of modern technology on audio-visual content distribution. Author of “The Audio-Vision” and “The Creative Triangle,” he has also contributed numerous articles to the field. Recently, he was involved in the EU-funded project EUMEPLAT, examining European media platforms’ effects on culture.

COMPARATIVE ANALYSIS OF MEDIA SUSTAINABILITY PRACTICES: A FOCUS ON ENVIRONMENTAL IMPACT AND EMERGING SOLUTIONS¹

Váleri Codesido Linares
Rey Juan Carlos University

Abstract: This paper investigates media sustainability practices across several European nations, examining their strategies for addressing climate change and environmental issues within the audio-visual sector. While emphasizing the significance of critiquing environmental concerns through content, the study underscores the industry's failure to acknowledge its own environmental footprint adequately. It critiques the prevalent tendency to narrowly define sustainability solely in terms of environmental impact, neglecting broader sociocultural and economic dimensions. Leveraging the concept of Green Shooting, the research explores diverse pre-production, production, and post-production practices observed in the Mediterranean and Nordic countries across various media formats including documentaries, TV series, video games, films, festivals, and advertisements. Emerging solutions adopted by companies and initiatives globally to mitigate environmental impact, including the introduction of innovative roles such as eco-assistants are identified. Through a comparative analysis of different measures implemented in different European contexts, the study aims to construct a comprehensive theoretical framework. By offering insights and recommendations derived from this analysis, this paper seeks to contribute to the advancement of media sustainability practices in Europe.

Keywords: green shooting, sustainability, media, environment, cinema

Biography: Váleri Codesido Linares, a postdoctoral researcher at Rey Juan Carlos University, holds an international PhD in Audiovisual Communication, Advertising, and Public Relations from the Complutense University of Madrid. Her doctoral thesis received a unanimous outstanding cum laude grade and was funded by the

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prestigious MEC D FPU2018 excellence contract. She graduated at the top of her class in the Master's program in Audiovisual Communication for the Digital Age (Complutense University of Madrid, 2016) and has been awarded eight excellence scholarships, including one from the Ibero-American University Union. Currently, she enjoys the prestigious Juan de la Cierva postdoctoral contract at Rey Juan Carlos University, where she is part of the high-performance research group Ciberimaginario, as well as the FlixOlé-URJC Spanish Cinema Chair. Her research and teaching career is complemented by competitively funded international stays at universities specializing in communication, such as Western Sydney University (Australia) and Universidade Católica Portuguesa (Porto, Portugal). Nationally, she has undertaken postdoctoral stays at the Complutense University of Madrid and Rey Juan Carlos University. She has also conducted seminars on film history and cinematic aesthetics at the University of New South Wales (Australia) and the Escola das Artes in Porto (Portugal). She has actively participated in international training events such as the Summer School at Yokohama University (Japan, 2017), the UNICA International Universities Conference (Rome, 2017), and the Complutense Latin American School (Buenos Aires, 2022).

AI AND THE TV NEWS IN SERBIA: WHEN SATIRE ISN'T FUNNY

Milica Kulić, PhD

Faculty of Political Science,

University of Belgrade

Abstract: A proliferating trend of AI TV anchors is becoming a daily occurrence in news programs worldwide (started with the first AI TV anchor on the Chinese TV channel Sinhua in 2018, followed by Feda on Kuwaiti news program and Ana on the Montenegrin portal “Dan” in 2023 etc). A growing number of media outlets are embracing artificial intelligence in content creation (Brenner, 2018), with some even considering the replacement of journalists or integrating AI into their daily routines (Chan-Olmsted, 2019; Simon 2024). Initiating an ethical debate, scholars highlight the challenge faced by the public in distinguishing between news authored by AI and human journalists, emphasizing that such distinctions are often overlooked (Miroshichenko, 2018). This raises concerns about the difficulty of having a clear-eyed discussion on the ethical considerations associated with journalism (Ivancsics & Hansen, 2019). Simultaneously, media tycoon Zeljko Mitrovic also announced a satirical TV show produced by AI, featured on the pro-government TV Pink news program with national licensing. This show focused on shaming the opposition, blurring the line between authentic and generated content. Despite a warning from the Regulatory Authority for Electronic Media (REM) regarding the content, there were no repercussions for TV Pink. This paper aims to analyze the use of AI in presenting media content in Serbia seeking to highlight the challenges AI may pose in an unregulated and polarized media environment. Furthermore, the analysis aims to provide guidelines for strengthening the regulatory framework in this field.

Keywords: artificial intelligence, TV news, regulation, media polarization, Serbia

Biography: Milica Kulić (1986) is an associate professor at the Faculty of Political Sciences, University of Belgrade. Her areas of interest include media studies and journalism, with a particular focus on issues related to journalistic reporting, principles of the

journalistic profession, journalistic genres, and in recent years, she has been especially engaged in topics related to media populism, media polarization, and disinformation in the media landscape. Dr. Kulić has been involved in teaching journalism courses at FPN since 2009. Simultaneously, she works as a journalist, anchor and author of complex journalistic formats at Radio-television of Serbia.

DIGITAL TRANSFORMATION OF EDUCATION-CENTERED COMMUNITIES: AFFECTIVE-EMOTIONAL DIMENSIONS AND RESONANCE

Dietmar J. Wetzel

MSH Medical School Hamburg

Faculty of Human Sciences

Abstract: In the evolving landscape of higher education, digital platforms significantly influence learning, collaboration, and social interaction (Carroll et al. 2023). This study delves into how emotions, affects, and resonance within digital communities influence educational experiences and outcomes. Affects are described as pre-conscious, visceral bodily responses to stimuli that occur before cognitive processing, representing the intensity of an experience. In contrast, emotions are complex psychological states shaped by cognitive processes, sociocultural contexts, and individual interpretations. This distinction between pre-cognitive affects and cognitively structured emotions is crucial for understanding their implications for social interactions and dynamics within educational settings (Mühlhoff 2014). The research examines digital educational environments, focusing on how affective-emotional bonds and resonance enhance student engagement, motivation, and learning processes. Emotions play a critical role in online learning environments by influencing both cognitive and social experiences of learners. The integration of emotional responses, such as a sense of belonging, empathy, and recognition, is key to fostering sustainable participation and perseverance (Fuchs & Koch 2014). Furthermore, the concept of resonance is explored as the meaningful connections that learners establish with content, peers, and educators (Smeplass 2021, Wetzel 2021). This intersubjective resonance is essential for engagement and deep learning, linking intellectual understanding with emotional involvement. By integrating affective and emotional aspects into digital learning environments, educators can significantly improve educational quality and contribute to the academic performance and personal growth of students (Pekrun 2014). This study provides insights into designing digital communities that promote emotional engagement and resonance, highlighting their potential to fundamentally transform higher education.

Keywords: digital transformation, education, affects, emotions, resonance

Biography: Dr. habil. Dietmar J. Wetzel is Sociologist and Professor of Social Sciences since 2019 at the MSH Medical School Hamburg; since 2021 he is also Head of the Department of Education. He is a lecturer at the University of Basel; 2018-2019: Visiting professor (esp. lifestyle and sustainability) at the University of Hamburg in the Department of Social Economics; 2016-2021: Co-leader of the SNSF project »Transformative communities as innovative ways of life?«, University of Basel; 2013-2014: Seniorfellow at the “Postwachstumskolleg” (Leader: Hartmut Rosa and others), Friedrich-Schiller-University in Jena. Recent main areas of work: Sociology of resonance, affects and emotions, sociology of (collective) memory, sustainability, and transformation. Current publications: Maurice Halbwachs. *Klassiker der Wissenssoziologie*. 2. erweiterte Auflage. Köln 2023; »Contested Memories – Aspects of collective remembering and forgetting«, in: Hans-Joachim Schmidt and Noëlle-Laetitia Perret (ed.): *Memories lost in the Middle Ages. Collective forgetting as an alternative procedure of social cohesion*. Belgium: Brepols 2023; he is also preparing as an editor a «Handbook of Resonance» (with others) and also a book about the sociology of affects and emotions (“Affektregister der Gegenwart”, Springer 2024).

ON SUPRANATIONAL REPRESENTATION AND EUROPEAN PUBLIC SPHERE

Michele Fiorillo

Scuola Normale Superiore in Pisa

Abstract: Globalization, exponential growth of social inequalities, migratory pressure, climate crisis, pandemics - and ultimately, the return of war. These are all circumstances that ‘recommend to the nation states gathered in the European Union the prospect of greater integration, in an attempt to recover those competences lost at national level in the course of this development, creating new capacities for political action at transnational level’. And a precondition for this should be ‘a greater openness of the national public spheres towards each other’ and the ‘political shift to a socio-ecological agenda with a course towards greater integration of the core of Europe’. Thus Juergen Habermas in a crucial juncture of his latest book *Ein neuer Strukturwandel der Öffentlichkeit und die deliberative Politik* (2022), recently published in English (J. Habermas, *A New Structural Transformation of the Public Sphere and Deliberative Politics*, Polity Press, Cambridge 2023). As is well known, the concept of the public sphere was introduced by the great German philosopher in his youthful essay *Strukturwandel der Öffentlichkeit* (1962). Here, the emergence of the institutions of liberal democracy from the late 17th century onwards coincided with the development of the public sphere, to be understood as a space for the exchange of ideas free from interference by the authorities, enabling citizens to independently form their will on matters of collective interest through public debate. Even today’s mass representative democracy continues to need, alongside the forms of parliamentarianism, a lively public sphere and an active civil society, capable of deliberative practices where even the conflictual character of politics would be the result of the orientation towards the achievement of rational understanding. Against this long-term backdrop, the problem of representation beyond nation-states has developed in Europe through European Parliament elections by universal suffrage since 1979, which have enabled citizens across the continent to choose their representatives, opening the space for the emergence of a future supranational democracy, yet to be fully realized. Meanwhile, over the

past decades, the transformations of the media system, and thus of the public sphere, brought about by the digital turn and “social networks”- which are gradually replacing the sphere of influence of traditional media-is paradoxically endangering the development of democracy across borders-inside and outside Europe-by undermining the quality of public debate, in a world that could potentially fall into the trap of a chain of fake news and virtual realities in which it would no longer be possible to distinguish what is true from what is false. It therefore seems urgent -and particularly for the proponents of a European republic with its own federal democratic constitution-to deepen and accelerate a critical reflection on the emergence of a deliberative European public sphere capable of allowing supranational democracy to flourish, bridging together transnational participation, deliberation and representation.

Keywords: supranational democracy, deliberative democracy, European public sphere

Biography: Michele Fiorillo is a political philosopher. With studies at the Scuola Normale Superiore and the College of Europe, his research focuses on the history of ideas, European integration and theories and practices of democracy, with a particular emphasis on deliberative democracy. Co-initiator of the civic platform CIVICO Europa - which developed the paneuropean consultation “We Europeans”- and of Citizens Take Over Europe a transnational coalition of over 70 NGOs, he is the coordinator of the project for a permanent European Citizens Assembly .He collaborates with the Foundation for European Progressive Studies (FEPS) and the Center for United Nations Constitutional Research. Member of the Council of the World Federalist Movement/Institute for Global Policy, he was the ideator of the World Citizens Initiative instrument, modeled on the European Citizens Initiative. He is also a member of the Federal Committee of the Movimento Federalista Europeo (UEF Italy). He founded and edited the magazines of culture and politics “il contesto” and “Il pensiero democratico” and collaborated with “MicroMega”, “Social Europe” and “The Federalist Debate”. Recently he was the editor of the book Ten Elections. A history of the European Parliament at the ballot box (2024) published by the European Observatory on

Memories in collaboration with the Jean Monnet House/European Parliament. From time to time he also devotes himself to theater, being co-author of the project Constitutional Circus (2020), and having ideated and directed among others the plays Creusa (2021), Antigone In Parliament. A Dialectic Representation on Law and Justice (2018, European Parliament, Brussels) and Time Out of Joint. Shakespeare and the Problem of Power (2016, College of Europe - Natolin, Warsaw)

X'S SPACES: A POTENTIAL AGORA FOR THE DIGITAL AGE²

Nikola Doderović,
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University of Niš

Abstract: This study investigates the extent to which X's Spaces can be understood as a modern evolution of the Ancient Athenian Agora. Through a comparative analysis, key characteristics of both spaces are examined, including mobility, information dissemination, democratic structures, freedom of speech, participation mechanisms, audience potential, and the number of real-time participants. While both platforms share similarities in information exchange, participation and audience engagement, or rather non-engagement, significant differences emerge in terms of mobility, democratic models, and freedom of speech. The agora, as a static physical space, contrasts with the digital flexibility of X's Spaces, which allows for participation from any location with Internet access. Direct democracy in the agora differs from the more indirect, controlled environment of Spaces, where freedom of speech is subject to platform regulations and moderator bias. In the context of the number of participants, there was no data to confirm that the Athenian agora employed such a limit, while Spaces were limited to 13 users at a time. spite these differences, both platforms provide valuable environments for public discourse, communication, and political debate. X's Spaces proved that political debates can be conducted successfully, but require certain changes in X's infrastructure in order to withstand the possible high Internet traffic. Additionally, the lack of adequate regulation on X can provide certain challenges such as hate speech and polarization. The research indicates the significance of digital platforms in the evolution of democratic spaces and highlights their broader societal implications in the digital age.

Keywords: Twitter, X, agora, democracy, freedom of speech, polarization

Biography: Nikola Doderović is a PhD candidate at the Department of Communication and Journalism, Faculty of Philosophy, University of

² This research was created in collaboration with the Innovation Center of the University of Niš in Serbia.

Niš. He completed his undergraduate degree (BA) in Communication in 2021, followed by a master's degree (MA) in Communication in 2022 with a thesis tackling the theme "Globalization of conspiratorial beliefs on social networks Facebook and Reddit in Serbia". His academic journey continued with PhD studies in Media and Society at the same institution, during which he earned a scholarship from the Ministry of Sciences, Technological Development and Innovation. Alongside his studies, he actively contributes to the Innovation Centre of the University of Niš as a researcher under scholarship. His research interests lie in the intersection of media evolution, communication technologies, and societal impacts, particularly in the digital age.

CITIZEN-CANDIDATE COMMUNICATION DYNAMICS ON FACEBOOK DURING ELECTORAL CAMPAIGNS

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Faculty of Journalism and Communication Studies

University of Bucharest

Abstract: Throughout history, emerging communication technologies have profoundly shaped political dynamics and democratic decision-making processes. In the early days of the internet, it was heralded as a powerful political instrument, with proponents envisioning an evolved form of deliberative democracy. Al Gore's vision of a modern Athenian Age of democracy in 1994 echoed sentiments of scholars who praised the internet's egalitarian and pro-democratic potential. Advocates foresaw the internet as a transformative platform, transcending geographical boundaries to engage citizens in meaningful debate, prioritizing issue relevance over social status, and valuing arguments based on merit. However, contrary perspectives emerged, highlighting a gap between idealized notions of digital democracy and the reality of online political discourse. Critics argued that the internet has exacerbated political polarization, populist discourse and amplified extremist viewpoints. This study examines public discourse on politicians' Facebook posts during electoral campaigns to dissect citizen engagement and diverse perspectives within the digital sphere. Through rigorous quantitative and qualitative content analysis of user comments, this research aims to highlight the complexities of online political (pseudo)dialogue, exploring its transformative potential and challenges in fostering democratic decision-making processes. Utilizing ESUIT | Comments Exporter for Facebook and Nvivo, we will collect and analyze the comments made by regular Facebook users to the posts of the top three candidates ranked by the opinion polls for the 2024 local elections in Bucharest.

Keywords: digital-democracy, digital public sphere, extremism, polarization, populism

Biography: Adriana Ștefănel, PhD, is an Associate Professor at the Faculty of Journalism and Communication Studies at the University of Bucharest. Holding a PhD in Sociology, she specializes in electoral

behavior in media-saturated societies (as conceptualized by Bernard Miège), communication studies methodology, social representation theory, nationalism and populism in political communication, the political imaginary, and discourse analysis. Her PhD thesis was published by a prominent Romanian publishing house. In recent years, her research interests have expanded to include new media and the application of new technologies in political communication and electoral campaigns. In 2015, Dr. Ștefănel was awarded a postdoctoral scholarship from the University of Bucharest Research Institute (ICUB) to investigate populism and political discourse. She has authored or co-authored over 15 peer-reviewed journal articles, book chapters, and conference papers, and has presented at more than 30 international conferences. Since 2020, she has served as the Head of the Department of Anthropology and Communication Studies at the Faculty of Journalism and Communication Studies, University of Bucharest.

CORPUS BASED ANALYSIS OF MEDIA QUOTATIONS IN PIPELINE PROTESTS

Craig Frayne
Independent researcher

Abstract: In August 2016, Sioux protesters chained themselves to heavy machinery to block the construction of the Dakota Access Pipeline (DAP). In the months that followed, people from across the United States and worldwide saw protesters stand off against militarized police forces and the National Guard. In 2019 and 2020, the Royal Canadian Mounted Police (RCMP) raided protest camps blocking construction of the Coastal GasLink Pipeline (CGP) crossing Wet'suwet'en First Nation territory in British Columbia. DAP and CGP are examples of the thousands of ongoing conflicts between communities and extractive/energy industries EAtlas (2022); Temper et al. (2020). To understand the dynamics of these debates, this paper discusses an approach to discourse analysis which extracts quotations from a corpus of media articles related to both DAP and CGP. By analyzing quotes from the texts, we can get a picture of who is represented in media surrounding the debates, how different actors frame the discussion, and how identities are constructed. Results demonstrate methods and approaches that could be adapted to place-based conflicts between communities and industries. The analysis obtains insights which could advance critical media scholarship related to natural resources and the environment as well as enhance conceptual clarity and mutual understanding in the context of specific projects or debates.

Keywords: Dakota Access Pipeline, Coastal Gaslink Pipeline, discourse analysis, corpus linguistics, environmental communication

Biography: Craig Frayne is an independent writer and researcher. He completed a doctoral dissertation 'Language Games and Nature' at TU Bergakademie Freiberg, Saxony and has published on topics including corpus linguistics, discourse analysis, environmental philosophy. His work and writing can be found online at palabra.ca.

MEDIA AND CHALLENGES OF CONTEMPORARY ART AND MUSEUM WORLD

Milena Jakanović, PhD
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University of Belgrade

Abstract: Processes of decolonization of the art and museum world are maybe the biggest challenge for many institutions across Europe in the last decade. Therefore, many museum collections being created as cabinets of wonders and expressing a particular order of knowledge are today rethought, while the art museums are finally including the works of “Others”, such as the indigenous and non-European, non-Western artists in their permanent shows. The current Venice Art Biennial also brings these issues into the limelight with the theme: “Foreigners Everywhere”. However, after visiting the professional preview days, we could just add to many other critiques of this years’ manifestation asking a question if there is a possibility to start any of the processes of decolonization of our societal roles and relations and knowledge perception if we continue using the same media of expression and models of communication? Analyzing the relevant contemporary art and museum institutions’ efforts, in this paper we will discuss potentials of the new media to open new horizons of our world image, immersing us into new perspectives and offering finally our ‘mind decolonization’.

Keywords: museum and art institution, new media, decolonization, models of communication

Biography: Milena Jakanović is a senior research-associate and lecturer within the Seminar for Museology and Heritology, Art History Department at the Faculty of Philosophy, University of Belgrade. Being as well associate of the Museum of Yugoslavia she works as a museum educator creating tours and training for future interpreters. She holds a PhD in art and museum studies two MA diplomas in the fields of art history and one hand, and cultural policy and management on the other. Milena is coordinator of several projects dealing with alternative manners in cultural heritage interpretation, and education in this field. She is author of a book: “Cabinets of Wonders in the Art World”, many papers in the mentioned fields and curator of several contemporary art and history of photography exhibitions.

GEROVITAL: A CASE STUDY OF REVITALIZING AN ICONIC ROMANIAN BRAND THROUGH MEDIA REPRESENTATION OF CULTURAL HERITAGE

Mara Georgia Lixandru, PhD

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University of Bucharest

Abstract: The following study delves into the revitalization of Gerovital, an iconic Romanian brand, through strategic media representation of cultural heritage. Gerovital, renowned for its anti-aging cosmetics and skincare products, embodies a legacy of innovation initiated by Ana Aslan (1897–1988, a Romanian biologist and physician). Investigating how Gerovital reinterpreted its historical significance, this research explores its positioning as a symbol of Romanian ingenuity and resilience (Torelli et al., 2010). Through storytelling, visual imagery, and digital marketing campaigns, Gerovital revitalized its brand identity, appealing to domestic and international audiences (Eldesouky, 2020). By aligning with narratives of national pride and cultural heritage preservation, Gerovital cultivated a sense of nostalgia and authenticity, forging emotional connections with consumers (Hartmann & Brunk, 2019). This case study underscores the potency of media representation in shaping perceptions of heritage brands, emphasizing the significance of storytelling and heritage narratives in fostering brand relevance and longevity (Wilson, 2018). Gerovital’s successful revitalization serves as a compelling illustration of how brands can leverage their cultural heritage to thrive in a dynamic marketplace. Furthermore, it highlights the utility of case studies in comprehending the intricate interplay between media representations and cultural heritage within brands. This analysis offers valuable insights for marketers and scholars alike, shedding light on effective strategies for revitalizing heritage brands in contemporary contexts.

Keywords: brand revitalization, cultural heritage, media representation, online communication, Romanian brands

Biography: Mara Georgia Lixandru is an Assistant Ph.D. at the Faculty of Journalism and Communication Sciences, University of

Bucharest. Her academic journey began with a dual Bachelors degree in European Studies and Serbian/English Language and Literature from the University of Bucharest. She advanced her education with a Masters in Image Studies, focusing on the influence of Gothic literature on modern cinema. Her passion for communication led her to pursue a Ph.D. in Communication Sciences, with a dissertation centered on the revitalization of traditional Romanian brands in the digital era. Her research has been widely published in academic journals, and she has presented her work at numerous international conferences like the European Sociological Association's Conference (Prague, 2015; Porto, 2024), and the 7th International Scientific Forum (Oxford, 2017). In her current role, Mara Georgia Lixandru teaches courses on communication strategies, emphasizing critical thinking and effective communication skills. Her teaching philosophy is rooted in experiential learning, utilizing diverse media resources to create a dynamic online/offline learning environment. Mara Georgia Lixandru's professional experience extends beyond academia. She has served as a Diplomatic Assistant at the Embassy of the Republic of Serbia in Romania, where she managed diplomatic correspondence and coordinated high-profile events. Additionally, she has extensive experience teaching English, Italian, and Romanian as foreign languages, leveraging her linguistic expertise to bridge cultural divides. Mara Georgia Lixandru's career is defined by her dedication to education, research, and cross-cultural communication, consistently striving to inspire and empower those she works with.

BRIDGING PROJECT-BASED LEARNING AND HERITAGE PROMOTION FOR COMMUNICATION STUDENTS THROUGH INTERNATIONAL INITIATIVES AT TRANSILVANIA UNIVERSITY OF BRAȘOV

Nechita Florin, PhD

Transilvania University of Brasov

Abstract: This study examines the impact of project-based learning (PBL) on communication skill development among students at Transilvania University of Brașov (UNITBV), Romania. Specifically focusing on the Transilvania Creative Camp (TCC), the study analyzes the competencies and learning experiences of participants. Through collaborative projects with international universities, TCC employed diverse strategies to promote and interpret cultural heritage via social interaction. Drawing from three editions of the TCC summer school project (2014, 2016, and 2023), the study demonstrates how PBL principles facilitated learning, particularly in marketing communication projects, fostering collaborative leadership among participants. Academic disciplinary learning in communication and marketing communication emerged from the process of completing tasks and addressing real challenges. While the extracurricular nature of the described projects is a limitation, the study prompts consideration for integrating them into formal communication education curricula. It underscores the importance of co-creation processes involving local authorities and project organizers for destination marketing projects. Additionally, the study highlights the potential of PBL in enhancing communication education and suggests directions for future integration within formal educational frameworks.

Keywords: project-based learning, cultural heritage, extracurricular projects, collaborative learning

Biography: Florin Nechita is an Associate Professor at the Faculty of Sociology and Communication Studies, Transilvania University of Brașov, Romania. He got his PhD in Marketing in 2012. Florin's research and teaching interests are oriented towards: Marketing, Advertising and Brand Management. He is an experienced marketing and trade marketing executive with a broad expertise in FMCG

industry, marketing, trade marketing, strategy planning and event management. Academic activities: coordinator and initiator of four editions of International Summer Schools on Creative Destinations and Heritage Interpretation (2014, 2016, 2018, 2023); co-organizer of the International Dracula Congress (2018, 2021, 2022, 2023); project member in European funded projects: I was Citizen of Stalin Town (Europe for Citizens – 2017), Active Telling, Active Learning (Europe for Citizens – 2019), E-Entrepreneur (Erasmus+ - 2019-2020), UniCulture (Erasmus+ - 2019-2021), E-PSY (Erasmus+ - 2020-2022), CultHera (Erasmus+ - 2022-2024), HEIComp (Erasmus+ - 2023-2026); member of European Association for Heritage Interpretation; author or coauthor of 8 books; editor of 10 books; more than 80 articles, book chapters and presentations at international conferences.

**THE CASE OF THE PHOTO AWARDS OF REYNOLDS
JOURNALISM INSTITUTE 2024 (TEAM PICTURE STORY
OF THE YEAR) FOR ASSOCIATE PRESS**

Iosif Astrukov
Institute of Art Studies,
Bulgarian Academy of Science

Abstract: One of the photos awarded by Reynolds Journalism Institute at the Missouri School of Journalism for Team Picture Story of the Year (2024) raised serious concerns of how was taken and who is the photographer, as it is suspected that he or she must have been involved in that attack on 7/10. The case triggered questions and reactions of ethics and what is happening to photojournalism and media in general. A petition was created calling for ‘denounce this award-winning photo and demand that Reynolds Journalism Institute revoke this award’. The following material will analyze the processes leading to this photo award and try to go deeper into contemporary media problems.

Keywords: photography, awards, journalism, war, sources

Biography: Iosif Astrukov is an assistant professor at the Screen Arts sector of the Institute for Art Studies at the Bulgarian Academy of Sciences. His research is in the field of VideoDance, hybrid performance arts, multimedia stage performances, and photography. In 2015 he published the book “VideoDance”, based on his PhD thesis, followed by “Stage and Screen. New Multimedia Performances” 2018 and “Photography as” 2019. He is also a freelance director, photographer, cameraman and stage light designer.

TELEVISION ON NATIONAL & INTERNATIONAL DIMENSIONS. ROMANIAN CASE.

Mădălina Bălăşescu, PhD

Faculty of Journalism and Communication Sciences

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Abstract: For decades, the studies showed that television is a challenging and changing topic, yet well-known as a research universe, marked by stereotypes of power and influence in society, and determined in its evolution by technology factor and economic logic. This “comfort zone” of the classical perspectives of television understanding is completed, nowadays, by Internet & digital culture variables. In Romania, television analysis represents, overall, an interesting area for various reasons: its prominence and ambivalence in communism, its paradigmatic role social change role within post-communist society, the great appetite for TV operationalized in audience rates, technological impact etc. The great deal of television research nowadays is to systematically investigate it and extract from field narration those aspects that are structural – functional relevant on the national – international axis. The RQ: Which is the dominant dimension of television in Romania after national/international criteria? This approach aims to present the two dimensions of Romanian television by: TV companies’ ownership, geographical coverage of TV outlets, TV distributors, content types, channels’ profiles. The aim of the research is to present the Romanian television field after national – international criteria in order to assess the possible implications of it (cultural, economic, social, technical etc.). Methodology: the secondary analysis on television system data provided by public information (institutional sources, media industry & television analysis, NGOs reports etc.); content analysis of television outlets: sites, programmes schedule, TV distributors’ offer. The study continues previous research work on the Romanian television field (TV distribution, the television model after Hallin and Mancini (2004).

Keywords: international, model, national, television, system

Biography: Mădălina Bălăşescu develops her activity in Department of Cultural Anthropology and Communication at the Faculty of Journalism and Mass-Communication, University of Bucharest,

having academic interests in media system, television, public communication, and their relations with public space within post-communist context. Her educational background in Media Sociology and Psychology of Communication is used for a better understanding of media culture, especially of television, in their development within information society and its challenges. A special interest is dedicated to the media's contribution to the construction of the social and individual reality, and to the public sphere. During more than 25 years of academic and professional experience within the communication field, MB explored various aspects of the communicational field, from structural-functional aspects to the micro (psychological) ones, approached at different levels of communication phenomena. MB teaches courses such as: Mass- Media System Introduction, Audiovisual Techniques, Psychology and Advertising, Television Culture and Digital World. Recently, she published along with two co-authors from Romania and Bulgaria, an article that analyzed the Eastern television field upon the systemic approach of D. Hallin and P. Mancini (2004), whose results underlined the fascinating development of symbolic and communicational environments in post-communist period, the shift of the media paradigm, from transitional, dynamic media landscape to a more liberal, westernized one, marked by liberal values and economic orientation. MB professionally interacted with researchers from different national and international academic networks within projects, conferences, publications' work. She holds a PhD in mass-media Sociology, MA in Communication Sciences, and two BA's (Journalism, Psychology).

PLATFORM HEGEMONY: FILMS AND TV SERIES

Dessislava Boshnakova, PhD
New Bulgarian University

Abstract: The global video streaming market size is expected to hit around USD 1,721.4 billion by 2030 with a registered CAGR of 18.45% from 2022 to 2030. One thing that we have to have in mind for the future is the fact that the smartphones and tablets sector generated the most revenue in 2021. Young generations are watching content on their mobile devices, which is totally different behavior from previous generations. Global media players, mostly from the US, expanded their services into the ‘old continent’ in 2020 and 2021, and plan to continue doing so in the future – searching for growth as their home market becomes saturated. We conducted analysis of the films and TV series content in Netflix, Disney+, HBO, iTunes, Amazon and Google for a period of 4 months in the ten countries participating in EUMEPLAT, a project funded by Horizon 2020 of the EU. Based on our analysis European film and TV Series producers can plan strategies to attract more audience for its productions on the top platforms. Our data is focused on parameters as year of production, language, country of origin and genre. The results could be a good starting point to producers, who want to attract audiences on different platforms.

Keywords: streaming, platforms, films, TV series, Europe

Biography: Dessislava Boshnakova, PhD, is full time professor of communication at New Bulgarian University. Since 2019 is head of the Department of Media and Communication. She is owner of ROI Communication, a PR firm. She has been engaged in public relations theory and practice since 1998 and has consulted and trained over 100 companies and organizations. She is a speaker at many events in the PR industry in Bulgaria and abroad. Honored member of the Bulgarian PR Society and member of EUPRERA. She is author of three professional books: Proverbs: - The principles of PR, preserved and immortalized by Bulgarian proverbs and sayings (2009), “Political communications on the web 2.0” (2009) and Collective wisdom: Crowdsourcing (2016). She co-authors the first book in the field of

technologies in special events - The 21st Century Meeting and Event Technologies: Powerful Tools for Better Planning, Marketing, and Evaluation (2016) with Seungwon “Shawn” Lee and Joe Goldblatt. She has written the chapter about Bulgarian PR history in the book: Eastern European Perspectives on the Development of Public Relations: Other Voices (ed. Tom Watson, 2014). Head of the team from NBU in the project EUMEPLAT, funded with support from the European Union’s Horizon 2020 (2021- 2024). She is translator of more than 30 professional books some of which are Effective PR (Cutlip, Center, Broom), The Father of Spin (Larry Tye), Corporate Reputation (Graham Dowling) etc. Since 2011 she is actively engaged in TEDx community - organizer of TEDxNBU (2011-2016), organizer of TEDxSofia (2017-2023), organizer of TEDxSofiaEDU (2024).

TV EURIKON: FORGOTTEN EXPERIMENT OF PAN-EUROPEAN SATELLITE TELEVISION³

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Abstract: In December 1981, the European Space Agency (ESA) proposed to the European Broadcasting Union (EBU) the second TDS channel for a pan-European program on the L-Sat satellite. The channel aimed to serve EBU member countries by fulfilling the media functions of information, education, and entertainment, covering aspects such as language adaptation, technical operability, and respect for diversity. A working document dated February 23, 1982, defined the aims of this European channel. In 1982, the EBU held a five-week test broadcast named EURIKON to evaluate the content, style, organization, coordination, financial factors, and legal considerations for a joint European television program produced by Member State organizations. The project entailed sending 35 hours of broadcast content to the Orbital Test Satellite (OTS-2) via code each week. This study aims to explore why the experiment failed and what role TV Eurikon played in the early establishment of pan-European satellite television. In the subsequent analysis, conclusions will be drawn regarding the relationship between satellite television and the formation of European identity.

Keywords: television, Europe, satellite, EU, TV Eurikon

Biography: Nataša Simeunović Bajić is an associate professor at the Faculty of Philosophy, University of Niš, Serbia. She holds a Master's degree (MA) and a Doctorate (PhD) in communication from the Faculty of Political Sciences at the University of Belgrade. Simeunović Bajić has been actively involved in a significant national project titled "Serbs and Serbia in Yugoslav and International Context: Internal Development and Place in European/Global Community" for a period of 10 years. Some of the courses she teaches at the university level include Intercultural Communication and Media, Creative

³ An abstract was created as a result of research in the Historical Archives of the European Union thanks to the International Visegrad Fund Research Grant Program.

Industries, Communication Theories, as well as other courses related to culture, media, and communication. Simeunović Bajić is an active member of prestigious academic associations such as the European Communication Research and Education Association (ECREA) and Europeana. She serves as the president of the Society for Creative Initiatives RE.KreAKTa and MC member of CA22165: Redressing Radical Polarisation: Strengthening European Civil Spheres facing Illiberal Digital Media (DepolarisingEU). Nataša Simeunović Bajić is a prolific author with an extensive publication record. She has authored more than 60 research articles, book chapters, a book of poems, two monographs, and one textbook. Her wide array of publications reflects her dedication to contributing valuable insights to academia across various formats. Throughout her career, Nataša has received several fellowships and research grants that enabled her to stay in Bratislava, Zagreb, Barcelona, Luxembourg, Vienna, Pescara, and Florence.

“ART” IN THE SERVICE OF PROPAGANDA – THE PHENOMENON OF LENI RIEFENSTAHL’S FILM

Filip Kočiš

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University of Zagreb

Abstract: Building on Tihomir Cipek’s thesis that “the Nazi dictatorship had legitimacy in a large part of German society” and that this support was caused by very successful Nazi propaganda which managed to develop a capability for persuasive communication and very important aestheticization of politics where beauty and violence were excellently combined”, this paper explores public perception of whether the film “Triumph of the Will” by German director Leni Riefenstahl is propagandistic or “artistic”? In other words, it assesses the aesthetic values of the film and its impact on human experiences and values, as well as the perception of the film’s genre, confronting the distinction between the artistic and ideological dimensions of the film. The research employs qualitative method – focus groups, to examine viewers’ reactions, distinguishing between artistic appreciation and the film’s ideological nature. According to the research findings, while most viewers recognize the propagandistic intention, a noticeable appreciation for the artistic qualities persists. The paper contributes to understanding how film, as a medium, can simultaneously be a tool for political manipulation and respected art form within the historical and social context.

Keywords: propaganda, Leni Riefenstahl, persuasion, media, aestheticization of politics

Biography: Filip Kočiš is a PhD candidate at the Faculty of Political Science, University of Zagreb, focusing on Public Policy Transfer and Regulatory Policy. He holds a specialist degree in Comparative Politics (univ.spec.pol.) and an M.A. in Journalism. During the aforementioned studies, he focused on exploration of the adaptability of “truth” and the mutualism of politics and media in the context of totalitarian systems while he wrote his thesis for the specialist postgraduate studies on the topic of National Socialist propaganda. His involvement in international relations is marked by his participation in international

scientific conferences, such as “Diplomacy and Communication in Times of Crisis” in Brijuni, Croatia, 2023. Filip’s governmental roles have included serving as an Advisor to the Minister at the Ministry of Economy, representing Croatia on the OECD Regulatory Policy Committee, and chairing the Working Party on Competitiveness and Growth (Better Regulation) during a Croatian Presidency of the Council of the EU. He also serves as the official representative of the Republic of Croatia on the EU’s Fit for Future Platform, actively engaging in shaping future-proof regulations. Additionally, his earlier roles in media and his certification as a security manager highlight his expertise in the communication and security sectors.

THE TV SHOW “LAS FIERBINȚI”: MEDIATION OF URBANORMATIVITY IN A NEOLIBERAL ROMANIA

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Faculty of Journalism and Communication Studies

University of Bucharest

Abstract: In our contemporary society characterized by a “market fundamentalism” nexus (Paul Krugman), inequalities have colonized the imaginations of the media. On the one hand, the broadcasting channels have used inequalities as a spectacle, while on the other hand, they stigmatize marginalized people. Recent studies have underlined that the representation of the working classes in the media “are increasingly evaluated and delegitimized through a kind of middle-class gaze that judges them as repulsive or silly” (Eriksson, 2014). Not only has the media recreated inequalities, but it has also supported neoliberal colonization of rural life. Our case study is the TV show “Las Fierbinți”, one of the most successful Romanian series, which started in 2012. Related to other TV shows from Central Europe or elsewhere, the “Las Fierbinți” sitcom is similar in many aspects, but it has its particularities. Not only poor people were ridiculed, but at the same time, they were subjects of what we define as a sort of middle-class pedagogy. As far as the quasi-villagers are stupid and silly, through comedy, the middle and upper-middle class strata impose their ideas and create a kind of cultural hegemony. That was what Fulkertone and Thomas (2016) defined as urbanormativity. Through the lenses of a critical analysis coupled with qualitative content analysis, we have analyzed how the „Las Fierbinți” actions as an ideological tool and impose a kind of middle-class values.

Keywords: Romania, media representation, TV-show, ridicule, urbanormativity

Biography: Aurelian Giugal has a PhD in Political Sciences. He is a Lecturer in Journalism and Communication at the University of Bucharest. His main research interests are electoral geography, political parties and East European politics, political communication and cultural studies.

RAEL AND THE MIRAGES OF THE INTERNET

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University of Versailles Saint Quentin

Abstract: In 1974, Claude Vorilhon, aka Rael, laid the foundations of the Raelian Movement, whose goal is to build an embassy to welcome the Elohim, aliens supposed to have created Human beings in a laboratory. In December 2002, this charismatic leader reached a global audience when he declared he created “Eve”, the first cloned baby. In January 2024, a documentary broadcasted by Netflix offered him, once again, international visibility. Between these two time periods, in order to regain visibility, Rael exploited the Internet thanks to an elaborate communication strategy. This strategy is based on around thirty official sites, linked by hundreds of blogs, but also on the intense online activity of his faithful followers. The Raelian movement puts forward scandalous conspiracy theories meant to cause controversy, such as: condemning the covid-19 vaccine, advocating for the presidency of Donald Trump and Vladimir Putin and discrediting the support shown for by France and its president, Emmanuel Macron, towards Ukraine, in its recent conflict with Russia. Moreover, his plan involves the creation of an online ritual entitled the “online planetary meditation”, which consists of bringing together its followers, by offering them a meditation seance called “sensual meditation” which takes up the practices developed in physical space. How does the Raelian movement manage to develop such an effective online propaganda? But also, what explains Rael’s failure and the decline of his movement? This monologue aims to answer these questions by explaining the way the Raelian network positions itself on the Internet to spread its ideas and recruit new believers (1°), by analyzing its main themes (2°), and finally by showing what are the limits of this charismatic leader’s strategy. (3°).

Keywords: Raelian Movement, Claude Vorilhon (Rael), Online propaganda, Conspiracy theories, Online planetary meditation

Biography: Francois Xavier Bauduin is history teacher, who teaches Sociology, General Culture and Political Sciences at the University of Versailles Saint Quentin. Member of CésOR (Centre d’étude en sociologie des religions) EHESS, Paris. His PhD revolves around the theme of « Believing through networking: the example of the Raelien Movement » (2019, PhD director: Nathalie Luca, EHESS, CNRS).

DOMESTIC VIDEO STREAMING SERVICES AND SERIES - CHARACTERISTICS, OFFER AND PERCEPTION OF USERS IN SERBIA

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University of Niš

Abstract: The last decade's second half was marked by the explosive growth of streaming platforms and services both in Serbia and globally. Numerous foreign services have emerged after Netflix debuted in Serbia in 2016. Simultaneously, a number of local services have also emerged, attempting to take advantage of the benefits of local access and native content. The work's objectives are to outline the most popular domestic streaming services in Serbia, their unique features, business and communication strategies, and the programs they offer. It also looks at the traits and perspectives of these services' users with regard to series viewing and domestic streaming in general. 139 customers of domestic streaming services completed a specifically designed questionnaire, which was included in the research done in June and July of 2023. The questionnaire responses were evaluated using quantitative descriptive and comparative statistical methods. The majority of users of domestic streaming services, according to the data, do so primarily because of the services' affordability and ease of use; the domestic series and movies that these services offer, however, are not as big of a selling point as previously believed. The research's overall conclusion is that there is a trend toward westernization of tastes and habits that is being influenced by globally dominant streaming services and spreading to domestic audiences and domestic content viewers. This could eventually have a very negative impact on domestic production, streaming, and Serbia's distinct cultural identity in general.

Keywords: streaming, audience, RTS Planeta, Apollon, series, movies

Biography: Ilija Milosavljević, born in 1992 in Ćuprija, commenced his undergraduate studies in Journalism at the Faculty of Philosophy, University of Niš, in 2012, graduating in 2016 with a grade point average of 9.83, earning the title of valedictorian. In 2018, he obtained

his Master's degree in Communication from the same institution, defending his thesis "Video Games as New Media: Student Attitudes and Presence in Higher Education". He defended his doctoral dissertation titled "Communication Strategies for Promotion and Distribution of Series via Netflix Streaming Services in Serbia" on April 4, 2024, at the Faculty of Philosophy, University of Niš. Throughout his academic career, Milosavljević has authored and published approximately twenty scholarly and professional papers in national and international journals and conference proceedings. Between 2016 and 2017, he served as a student demonstrator at the Faculty of Philosophy, Niš. In 2019, he was appointed as a research assistant and, in 2021, promoted to research associate at the same faculty, where he also conducts practical exercises in various journalism and communication courses. Milosavljević has been engaged in journalism since 2016, initially volunteering at Belle Amie TV in Niš. In 2018, he secured his first paid position at RTV Kanal M in Paraćin, where he continues to contribute as a freelance associate. He is the creator and producer of over twenty shows and media projects focused on culture, health, and education. He has also participated in several scientific projects, including "Tradition, Modernization, and National Identity in Serbia and the Balkans in the Process of European Integration" (179074), funded by the Ministry of Education, Science, and Technological Development of the Republic of Serbia, and "Digital Competences of Journalists," implemented by the RE.KreAkta society and OSCE.

GAME OVER! THE INFORMALISATION OF POLITICS THROUGH GAMIFICATION

Talisa Mazzoni,

Free University of Brussels

Abstract: Fostering political participation has always been one of the main challenges in modern politics, and gamification has often been used to address this challenge. The underlying idea of this paper is that the employment of game-like elements and mechanics in European political processes does not lead to significant results in increasing civil engagement in politics in the long term, or rather even damage the political credibility of the political group using the strategy. By observing the case of Italy, this paper aims to analyze the engagement rate of the main social media channels used by politicians (Instagram, Facebook, Twitter) before, during and after the use of the gamification technique, to observe the criticalities of this involvement technique and how does it contribute to the process of informalization of politics.

Keywords: gamification, engagement, social media, political participation

Biography: Talisa Mazzoni is an Italian Project Assistant Trainee at Debating Europe, the citizen engagement unit of Friends of Europe. Currently based in Brussels, Belgium, Talisa Mazzoni is actively engaged in different volunteering activities concerning civil participation and volunteers as a journalist for The New Federalist. Her academic background includes a Bachelor's Degree (Hons) in International Relations with minors in Linguistics at the University of Malta and a Master's Degree in Political Science: Politics and Government at Free University of Brussels (ULB).

SOCIAL MEDIA “X” AS A MODERN POLITICAL AGORA

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University of Niš

Abstract: This paper investigates the role of the social media “X” as a new political agora in contemporary society, focusing on its influence on electoral processes and democracy. The paper shows how this social media enables direct dialogue between politicians and citizens, increasing the sense of political participation, but at the same time carries risks such as the spread of unverified information. The operation of this social media, which contributes to democracy by enabling freedom of expression and political participation, is discussed, while on the other hand possible shortcomings are also mentioned, such as the risk of polarization of society, manipulation of public opinion and the creation of echo chambers where only similar opinions are found. Also, the paper deals with the influence of social media “X” on election processes. This platform has had the effect of changing the way election campaigns are conducted, allowing politicians to interact directly with voters and mobilize support through digital channels. Politicians can communicate directly with citizens through their profiles on social networks. This means that they can share their views, policies, and actions, but also that they can respond to citizens’ questions and comments in real time. Citizens can follow their activities and engage in discussions, which contributes to the openness and transparency of the political process.

Keywords: democracy, electoral process, social network X, politics

Biography: Danica Popović holds a degree in journalism from the Faculty of Philosophy in Niš. She is a teaching assistant at the Department of Communication and Journalism. Currently, she is pursuing two master’s programs: Communication Studies and Philosophy.

NORMATIVE ANALYSIS OF THE DIGITAL SERVICES ACT AND ITS IMPLICATIONS

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Abstract: Although the Audiovisual Media Directive (srp. Direktiva o audiovizuelnim medijima), as well as its revised version from 2018, regulated the sphere of media and electronic services in the European Union, significant issues related to the regulation of online platforms and internet browsers remained outside the scope of the Directive. These questions relate to the protection of users from the posting of illegal and harmful content within these platforms, as well as from untrue information posted by other users. There is a special need to regulate large social networks such as Facebook, Instagram, Tik-Tok, large platforms for sharing video content such as YouTube, large Internet search engines such as Google Search, significant online platforms for buying and selling such as AliExpress, Apple store, Google store, as well as other online platforms with a prominent share in the EU market. The previous Directive on electronic commerce was adopted back in 2000, so it was necessary to adopt a new one that would include the aforementioned platforms. The regulation on digital services, the full implementation of which began in February 2024, is precisely related to these issues and regulates both large and all other online platforms and digital services in the territory of the European Union. The aim of the paper is to present the most important provisions of this regulation, with a focus on “large online platforms” and the protection of their users. It will also be presented how and to what extent these platforms have complied with the Regulation, as well as how its application has affected, in addition to users, companies that provide services, but also society as a whole.

Keywords: Uredba o digitalnim uslugama, online platforms, internet browsers, legal regulative

Biography: Andrej Blagojević was born in Niš, where he completed his primary and secondary education. He earned his Bachelor of Laws from the Faculty of Law in Niš and later obtained a Master’s

degree in Journalism from the Faculty of Philosophy in Niš. He began his academic career at the Faculty of Philosophy in Niš in 2015 as a teaching assistant, advancing to the position of assistant professor in 2021 following the completion of his Ph.D. in Media Law from the Faculty of Law in Niš. His areas of expertise include media law, intellectual property law, and public media services law. In addition, he teaches courses in administrative law, human rights, and labor and social law. He has actively participated in numerous conferences and projects, both domestically and internationally.

HATE SPEECH DURING THE PRESIDENTIAL AND PARLIAMENTARY ELECTIONS IN THE REPUBLIC OF NORTH MACEDONIA 2024 YEAR

Andon Majhosev, PhD, Jadranka Denkova, PhD

Faculty of Law,

Goce Delchev University of Štip

& Suzana Dyamtoska Zdravkovska, PhD

University of Ras al Khaimah

Abstract: In our research, we will focus on the hate speech of the participants in the election campaign during the Presidential and Parliamentary elections in the Republic of North Macedonia, which will be held on 24.04.2024 (first round of Presidential elections) and on 08.05.2024 (second round of Presidential elections and Parliamentary elections). In all past election processes in the Republic of North Macedonia, the participants in the election campaign used hate speech. This type of political communication and sending political messages with hate speech appeared in the 1990s during the first Parliamentary elections, but continued in subsequent election campaigns. In Macedonia, hate speech generally took place on two grounds: ideological and ethnic. On the ideological basis, the hate speech took place between the left and the right, while on the ethnic basis, between the Macedonian and Albanian political parties. In our research, the main research question will be how and to what extent hate speech will be represented during the Presidential and Parliamentary elections in April/May 2024. The basic research hypothesis is that in the Republic of North Macedonia, despite the improvement of the political culture of the political subject and the democratic capacity of the state, during the election campaign in April/May 2024, there will be an appearance of hate speech, which will be essentially different from the narrative in the 90s. We also assume that hate speech will come to the fore more during the Presidential and Parliamentary elections. In that direction, we will analyze the hate speech between the position and the opposition, Macedonian and Albanian political parties, as well as between the position and the opposition political parties in the Albanian political corps. The research will use the method of content analysis of candidate's speeches, texts in printed and electronic media, as well as a portal.

Keywords: hate speech, elections, election campaign

Biographies: Dr. Andon Majhosev graduated from the Faculty of Political Sciences in Belgrade, and received his master's degree and doctorate from the Institute for Sociological, Legal and Political Research at the University of St. Cyril and Methodius in Skopje. He is a full professor at the Faculty of Law at Goce Delchev University of Stip. where he teaches subjects in the field of media and journalism. He has written several scientific papers and books in the field of media and journalism. Also, he participated in several scientific research projects in the field of media and journalism.

Jadranka Denkova is a full-time professor at the Faculty of Law at Goce Delcev University of Shtip for the teaching-scientific field of science of management and is the head of the Department of Political and Legal-Political Sciences. She received her doctorate at the "University of Southeast Europe" - Tetovo and obtained a diploma: Doctor of Public Administration. Dr. Denkova has published 7 textbooks, teaching aids and over 70 scientific and professional papers in the field of administrative law, administrative procedure, public administration, public policy and human resource management. She has participated in scientific research and application projects, as well as in approx. 30 international scientific conferences, consultations and gatherings in the country and abroad.

Dr. Suzana Dzamtoska-Zdravkovska is an Associate Professor at the American University of Ras Al Khaimah, specializing in Communication Sciences. Holding a PhD in Communication Sciences and an MA in Communication, she brings over a decade of academic experience from institutions in North Macedonia and the UAE. Her teaching repertoire spans Communication, Public Relations, Communication Management, Mass Media, and Journalism. With a rich professional background in media spanning 17 years, Dr. Dzamtoska-Zdravkovska has worked as a journalist, public relations advisor, and served as the spokesperson for the Ministry of Education and Science of North Macedonia. Her research is prolific, with numerous publications in international journals indexed in SCOPUS, EBSCO, CEEOL, and Index Copernicus International. She has contributed to the academic community as an author and co-author of four peer-reviewed books and university textbooks, and her insights have been featured in proceedings of various international conferences.

MEDIA LITERACY, CRITICAL THINKING, AND STUDENT CREATIVITY WITHIN THE FRAMEWORK OF CONTEMPORARY EDUCATION PROCESS

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University of Niš,

Abstract: Contemporary teaching promotes the student as an active participant in the classroom, encourages their research ability and independence, creative thinking, and critical expression. Even though the use of media in the education process has the potential to help achieve innovative learning objectives, it is also seen as a challenge nowadays. In an effort to shed light on some of the main dilemmas in this field, this paper is focused on examining the impact of media literacy on the creativity and critical thinking of students. The first section of this study focuses on examining the phenomena of creativity, critical thinking, and the role of media in education through theoretical analysis of scientific and professional publications. The second part of this paper focuses on the connections between these through the analysis of relevant research from national and international education systems. The integrated results of the analyzed studies emphasize the impact of media literacy on students' creative thinking and the need for media education among young people, who are both producers and consumers of media content. Moreover, research findings show that media literacy helps develop students' creative potentials, but it also increases the likelihood that media consumers will accept cultural diversity as their critical abilities to assess information and media content develop. A more thorough implementation of educational policies centered on multimedia learning, multimodal content design, and media literacy is clearly needed in light of the indicated results. This would entail the creation and improvement of pedagogical modeling of digital media in education.

Keywords: media literacy, education, critical thinking, creativity

Biographies: Marija Trifunović graduated from the Faculty of Philosophy at the University of Niš, earning the title of Bachelor of Pedagogy. She is currently a Master's student in pedagogy at the same

faculty, where she researches topics related to the quality of education and its future. Simultaneously, she is engaged as a demonstrator in the Department of Pedagogy, where she shares her knowledge and experience with students. Her interests are focused on improving teaching and working with young people, with the aim of creating a supportive environment for their development.

Katarina Anisijević, a graduate pedagogue, is currently a Master's student at the Faculty of Philosophy in Niš, specializing in general pedagogy. Additionally, she holds the position of demonstrator in the Department of Pedagogy, where she teaches second, third, and fourth-year students in core subjects. Katarina has been awarded the "Dositeja" scholarship for young talents for two consecutive years, recognizing students with the highest average grades achieved in their field of study. She aims for further formal education to contribute to both science and the practice of implementing educational activities.

THE IMPACT OF MEDIA ON THE PHENOMENON OF YUGONOSTALGIA

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University of Kragujevac

Abstract: The topic of our paper will primarily be the role of media (movies, television, documentaries) in conjuring (Yugo) nostalgia in the former citizens of Yugoslavia and, vicariously, in their descendants, though they might have not been born during the existence of Yugoslavia. Consequently, the media proves to be of an enormous importance in creating not only a form of shared, cross-cultural memory of the former citizens, but a sort of cross-generational memory, providing an opportunity to the younger generations to see what living in Yugoslavia looked like. The corpus for our research will consist of the selected examples from the Yugoslav movies, music and cultural entertainment programs which still present a part of some television programs. The analysis will try to reach the conclusion that the video or auditory content might represent a powerful tool in arousing pleasant or, for that matter, unpleasant emotions in their potential consumers, or in bridging the cross-cultural, or cross-generational gap.

Keywords: media, Yugonostalgia, movies, music, memory

Biography: Katarina S. Lazić was born in Priština (Republic of Serbia). She graduated in English language and literature at the Faculty of Philology and Arts of the University of Kragujevac in 2019. She has defended her master thesis with the topic entitled Re-examination of femininity in *Wuthering Heights* and *Jane Eyre* at the Faculty of Philology and Arts of the University of Kragujevac in 2020. She has enrolled in her PhD studies in 2020 at the Faculty of Philology and Arts of the University of Kragujevac. She is employed as a research assistant at the Faculty of Philology and Arts of the University of Kragujevac. Area(s) of interest: (general) literature.

RECONSIDERING TERMINOLOGY FOR VR FILMIC SPACE IN ANIMATIONS. FROM PROPS TO (COMPUTER) ASSETS

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Abstract: From 2016 onwards, filmic space in VR has undergone several changes as the technology evolved and as such, besides the significant interactive achievements that require spectator or user input, one must take note of the evolution of the manner in which one navigates the environmental space of the narrative. From *The rose and I* (2016), a short story based on an account in *The Little Prince* story which was designed as an experience around a fixed viewing point and, also as a sitting down experience, to *Namoo* (2021) a walk-in experience which allows the viewer or spectator to freely roam the space as the narrative continues thereby having several possible viewpoints in one viewing and exploring at will, focusing on one event/object or another. This last development, although perhaps not evident at first to somebody who has not seen an 3D object editor workspace, implies that any experience creator can have as many characters and plots (main, secondary) as they want in an environment, all happening at once, interrelated or not, there is no limit to how a virtual space can be used with an enough powerful computer to run it, allowing people to experience complex and intricate narratives that could require more than one viewing. The aforementioned examples do not make use of user interaction programming within the narrative but films like *Wolves in the Walls* (2017) or *Luna: Episode 1 - Left Behind* (2023) use this gimmick with no reserves and serve as illustrative examples of the integration of properties that already exist in 3D editors (some of which can be game editors see Unity or Unreal Engine). In this paper, the focus will be on reconsidering terminology for the elements that constitute the filmic space in animated VR films: considering spectators as users, film props as virtual assets in a virtual workspace - with colliders (properties that make them “solid” so as to have users walk around them, not inside them) or colliderless (where users can enter them such as houses, rooms), virtual assets as reusable elements, story events as programming (such as entering a house through a door

that opens when engaged with), draggable and clickable objects. In this sense, there will be an analysis of a short film through this lens.

Keywords: assets, colliders, filmic space, animation, virtual reality

Biography: Dana Florentina Manolache currently studies at the Center of Excellence in Image Study, University of Bucharest. She is a PhD student with a paper that studies modes of envisioning virtual reality narratives and content and is also an assistant teacher that holds seminars on building virtual reality narratives for educational purposes and the University of Bucharest.

MEDIA AS MOSAIC: EXPERTISE AND MEDIA LITERACY EDUCATION IN SERBIA

Emma Brandt
Northwestern University

Abstract: A media NGO worker that I encountered during research once explained to me that media is like a mosaic. Each piece of news you read, see, or hear is like one tile. But you need the whole picture—that is, the political, social, and historical context—to actually understand the meaning of the tile you are looking at. Indeed, broader discussions about media literacy in Serbia often include calls for greater social, political, and historical context. In these discussions, calls for more education sometimes refer to specialized media literacy training, but just as often refer to broader historical and social scientific education. Drawing on 120 interviews and a year of ethnographic work with Serbian youth and media workers, this paper explores the idea of media as a puzzle, or as a mosaic, in discourses about media literacy. Both the mosaic and the puzzle refer to the problem of incomplete information; that information may be missing due to media incompetence, government malfeasance, generational amnesia, or even a deliberate coverup, but it is missing all the same. I found that people used these images of missing information to propose solutions based on education and procedure. These solutions included media literacy, broader education, and the expanded and more transparent provision of public information. In my broader research project, I argue that the way that people define problems with media shapes the solutions they envision; here, I will examine how the problems of incomplete information and imperfect public spheres shape calls for media literacy.

Keywords: media literacy, education, information, public sphere, sociology

Biography: Emma Brandt is a PhD candidate in Sociology at Northwestern University, IL, USA; she will be starting as an AMTD Global Talent Postdoctoral Fellow in Communication Arts at the University of Waterloo, ON, Canada in the fall. Her long-term ethnographic research project examines metaphors for media

in Serbia and how young people's information consumption relates to environments of institutional trust. Her work on politics and public spheres can be found in *Sociologica* and *Digitalne Medijske Tehnologije i Društveno-Obrazovne Promene*.

PERSPECTIVES OF PEACE JOURNALISM IN SERBIAN MEDIA PRACTICES. CASE STUDY: THE ISRAEL- PALESTINE CONFLICT

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Abstract: Peace journalism, as a counter-concept of war journalism, has occupied the attention of media theorists for more than 20 years. Starting from the assumption that war journalism, due to its commercial value, is based on sensationalism, peace journalism is proposed as another possible framework when reporting on the conflict. While, on the one hand, war journalism is focused on violence, the propaganda struggle of political elites and stereotypical polarization, peace journalism is expected to provide a broader, more substantive and more accurate portrayal of the conflict. This means that peace journalism focuses on peace initiatives and stories that promote peace and conflict resolution (e.g. easing ethnic and religious differences, reconstruction and reconciliation through giving voice to all parties, creating empathy, etc.). Bearing in mind these theoretical assumptions, the aim of the paper is to examine the perspective of peace journalism in Serbian media practice on the example of the current conflict between Israel and Palestine. Quantitative and qualitative content analysis will be used in the paper. Quantitative analysis will be based on five conflicting indicators that characterize war and peace journalism. Based on these results, it will be possible to conduct a qualitative analysis later. The corpus consists of texts published at the beginning of the conflict, from October 7 to 14, 2023, as well as texts published in the period from April 22 to 28, 2024. The texts published in the online editions of the daily newspapers Kurir and Danas were analyzed. These media were chosen because Kurir is a tabloid and therefore directed towards sensationalist reporting, while Danas profiles itself as a quality and serious media. The unit of analysis is the journalistic text. Given that the media practice of an area that itself is conditioned by centuries-old conflicts is being investigated, this research also provides a significant social contribution.

Keywords: peace journalism, war journalism, conflict, Israel, Palestine

Biographies: Dušan Aleksić was born in Niš and is an assistant professor at the Department of Communication and Journalism of the Faculty of Philosophy in Niš, where he has been working since 2015. At the same faculty, he completed undergraduate and master studies in journalism as well as doctoral studies in Media and Society. He is currently engaged in the following subjects: Propaganda and the public, Narrative journalism, Analysis of media discourse, Journalistic genres, Mobile journalism, Media literacy in the digital age, Propaganda in the contemporary media environment and Theory of genres. He is the author and co-author of over 20 scientific papers in the field of communication and media studies. His scientific interests are focused on propaganda communication and media phenomena in the contemporary environment.

Ivana Stamenković, assistant professor, works at the Department of Communicology and Journalism at the Faculty of Philosophy, University of Niš, from 2015. She completed her studies in psychology in 2007, and an MA degree in journalism in 2012 at the Faculty of Philosophy in Niš. Successfully defended her doctoral thesis in the scientific subfield media studies and journalism in 2021 at the Faculty of Political Sciences in Belgrade and obtained the title of Doctor of Cultural Sciences. She has been working as a teaching assistant at the Faculty of Philosophy since 2015. In 2022 she obtained the title assistant professor. Her theoretical and research interests are in the field of human interaction and communication, media audience, reception studies, communication culture, digital and social media, migration studies and media psychology.

POLITICAL COMMUNICATION THROUGH MUSIC - CASE STUDY OF THE SONG “RIO TINTO MARŠ SA DRINE”

Neven Obradović, PhD & Marta Mitrović, PhD

Faculty of Philosophy,

University of Niš

Abstract: Music is an integral segment of contemporary political communication. Musical tracks, whether they are already known to the public or specially composed for those purposes, are one of the main features of election campaigns, political rallies or street protests. The use of music for political purposes is a proven method for socialization and political engagement of wider social groups. The problem with purposefully composed music as a political expression lies in the fact that each listener can understand the composition in a different way. In other words, it is extremely difficult to express a precise political message through an ambiguous medium such as music (Kutschke, 2016). In that direction, Kutschke defined three strategies for effective use of music despite the ambiguity in the political context. The first strategy refers to the implementation of an unambiguous text that defines a precise political message. The second strategy implies the connection of the performance of the track with the socio-political moment in which it is performed. The third strategy refers to the songwriter’s goal to evoke positive or negative feelings in listeners. In this article, through the prism of the aforementioned strategies, the authors will analyze the song “Rio Tinto marš sa Drine” of the music group “Zid plača”, released as part of the campaign of the organization “Kreni-promeni” against the construction of a mine for the exploitation of lithium in the Jadar valley in Western Serbia. The main goal of the work is to investigate which of the mentioned strategies were applied to the track “Rio Tinto marš sa Drine”.

Keywords: political communication, music, protest, message, Rio Tinto

Biographies: Neven Obradović was born in Sarajevo (Bosnia and Herzegovina) on June 27, 1987. He has lived in Nis since 1992, where he finished primary and secondary school. He started the Bachelor studies in Journalism in 2007 at the Department of Communication

and Journalism at the Faculty of Philosophy, University of Niš. He graduated in 2011. He acquired M.A. in Journalism in 2012 at the same Faculty. He started doctoral studies in Culture and Media at the Faculty of Political Sciences, University of Belgrade in 2013, and in 2020 he defended his doctoral dissertation “Political communication on social networks and political behavior of youth in Serbia.” He started his journalistic career in 2007. He worked in the newsrooms of the Media Center Nis and Television 5, and he also worked as a correspondent for the daily sports newspaper “Sport” (Novosti Company). He has published over 20 scientific papers in domestic and foreign scientific journals. He has been working at the Faculty of Philosophy in Nis since 2011, first as a teaching associate, and then, since 2012, as a teaching assistant. He has been a technical secretary of the scientific journal “Facta Universitatis, Series: Philosophy, Sociology, Psychology and History”, published by the University of Nis since 2013. He has published over 20 scientific papers in domestic and foreign scientific journals.

Marta Mitrović is an assistant professor at the Faculty of Philosophy, University of Niš, Department for communication and journalism. She completed Basic Academic Studies in Journalism in 2012. year, and the following year she earned a master’s degree in journalism. She defended her doctoral dissertation in 2020 at the Faculty of Political Sciences in Belgrade and thereby obtained the title of doctor Cultural Sciences. She has published more than 20 scientific papers in domestic and international journals. She participated in numerous international conferences. By 2023, she was editor of the journal Media Studies and Applied Ethics. Areas of scientific interest Dr. Mitrović in a broader sense are media studies and communication studies, and in a narrower sense - comparative media systems, internet management, new technologies and journalism etc.

RESPECTING THE JOURNALISTIC CODE WHEN REPORTING - CASE STUDY: EUROPRIDE

Aleksandar Đokić
Faculty of Philosophy,
University of Niš

Abstract: The Serbian Journalists' Code of Ethics (srp. Kodeks novinara Srbije) prescribes the manner in which it is necessary to report on particularly sensitive social groups, while respecting ethical principles and professional norms (Article V, paragraph 4). Relying on the Code, the aim of this paper is to answer the research questions "How did daily newspapers in Serbia report on Europride 2022?" and "What are the differences in reporting on sensitive social groups in relation to the quality of newspapers (serious daily, semi-tabloid and tabloid)?" A total of 23 texts were analyzed, the subject of which was Europride, published in the daily newspapers Danas, Večernje novosti and Informer, during the duration of the manifestation, from September 12 to 18, 2022. The results of the analysis showed that the newspapers Danas and Večernje novosti adhered to the code of ethics, while Informer violated the Code of Ethics in 100% of published articles (N = 4) and reported discriminatorily about the LGBT+ community.

Keywords: Europride, ethics, LGBT+, journalistic code, discrimination

Biography: Aleksandar Đokić is a PhD candidate in the Department of Journalism and Communication, Faculty of Philosophy, University of Niš. He completed his undergraduate studies in Journalism and Master studies Communication at the same faculty. He worked as a journalist at the Media and Reform Centar Niš, as an intern journalist at Insajder.net and at the VOICE portal, but also as a program coordinator at the IREX organization's "Learn to discern" program in Serbia. He attended more than 30 seminars and trainings dedicated to data verification and fact-checking, media literacy and journalistic ethics. He was a participant of the first one-year Internship of NDNV in the fact-checking group. He was awarded the Charter of the Faculty of Philosophy in Niš for the best graduate student of MA Communication Studies in the academic year 2021/2022 year, as well as awards for ethical media reporting on youth mental health for 2023. He currently works as a project assistant at Media Diversity Institute Western Balkans and as an associate journalist of the FakeNews Tragač portal. He is a doctoral student at the Faculty of Philosophy in Niš.

ARTIFICIAL INTELLIGENCE AND GLOBAL MEDIA ETHICS – MUTUAL INFLUENCE

Aleksa Mitić, & Ivana Stojanović Prelević, PhD

Faculty of Philosophy,

University of Niš

Abstract: We are witnessing the rapid development of artificial intelligence and its impact on everyday life. Applying artificial intelligence in different aspects and observing it from different perspectives, researchers have encountered numerous ethical dilemmas and concerns related to its use. Hand in hand with artificial intelligence in the first decades of the twenty-first century, a new concept of media ethics has been developing – global media ethics. One of its tasks is to regulate communication in the online sphere, from social networks to various media platforms. Based on two famous ethical theories – deontology and cosmopolitanism, global media ethics explain problems in the new environment of media, which traditional media ethics did not examine. In this particular paper, our analysis starts from the hypothesis that respect for deontology and cosmopolitanism would bring benefits to society when it comes to the use of artificial intelligence. Here we examine what are advantages and disadvantages of global media ethics, then the advantages of using artificial intelligence and its downsides, when it comes to the field of journalism and social platforms used for journalism activities, here we also mean the emergence of citizen journalism. The conclusion is that global media ethics has the pretension of making the media environment as a “better place to live” and that artificial intelligence, used responsibly, can make the same environment more pleasant. Furthermore, it was shown that a great responsibility rests with the users of social media and that they are equally important actors in media communication, given that they also become producers of media content.

Keywords: artificial intelligence, media ethics, global media ethics, deontology, cosmopolitanism

Biographies: Aleksa Mitić was born on July 1, 1998 in Pirot. He finished elementary school “Ljupče Španac” and high school “Niketa

Remezijanski” in Bela Palanka. In the 2017/2018 school year, he enrolled in Bachelor academic studies in Communication and Public Relations at the Department of Communication and Journalism at the Faculty of Philosophy in Niš. During his studies, he was a regular recipient of a student scholarship from the Ministry of Education, Science and Technological Development, while during the fourth year of his studies he was also a recipient of a “Dositeja” scholarship. He graduated from bachelor studies in July 2021 with an average grade of 9.67. In November of the same year, he enrolled in the Master of Academic Studies in Communication Studies at the Faculty of Philosophy of the University of Niš. During his master’s academic studies, he was the recipient of a student scholarship, as well as a “Dositeja” scholarship. He successfully completed his master’s academic studies, passing all exams with an average grade of 10, while on October 13, 2022, he defended his master’s thesis on the topic “Geopolitics of language on social media - a case study of International Organization of Francophonie.” In November 2022, he will enroll in doctoral academic studies “Media and Society” at the Faculty of Philosophy in Niš. He is currently in his second year of studies.

Ivana Stojanović Prelević is associate professor at the Faculty of Philosophy, University of Niš, Serbia. Areas of her scientific research include: applied ethics, aesthetics of communications, visual culture and philosophy of language. Ivana teaches applied ethics (media ethics, journalistic ethics and global media ethics), aesthetics of communications and business communication. She published over 20 scientific papers and two monographs and participated in domestic and international conferences. She is a member of the Serbian Philosophical Society.

CANVASSING: USING BLACK BODIES TO PAINT PORTRAITS OF LESSER VALUE AT THE MOVIES

Frederick Gooding, Jr., PhD
Texas Christian University

Abstract: The formulaic nature of mainstream movies helps explain why Hollywood relies upon a consistent pattern of racial imagery. Although Hollywood is a White-dominated industry, it consistently produces lucrative mainstream movies designed to appeal “universally” to racially diverse audiences around the world. Nevertheless, Hollywood mainstream movies routinely present a limited view of minorities, in stark contrast to the broadly developed spectrum of White characters. Given Hollywood’s extensive reach and economic impact, the consistently marginalized minority images in mainstream movies reflect and reinforce messages of racial imbalance worldwide. Three case studies explore the evolved concept of contemporary racism via “canvassing,” or the technique whereby a Black character’s body serves as a blank canvas to paint the true colors of White heroism—even if red blood from Black bodies must be employed. More specifically, by comparing and contrasting how Black and White character deaths from the same movie dramatically differ in their levels of gratuitous violence inflicted upon the body, such imagery underscores problematic messaging of value and racial difference. The three case studies consist of mainstream, big budget Hollywood movies: 1) “The Island” (2005), \$150M; 2) “Ad Astra” (2019), \$80M; and 3) “Mission Impossible: Dead Reckoning Part One” (2023), \$290M. When it comes to Hollywood consistently placing a higher value on White characters depicted on screen versus other people of color, it is not rocket science to state that when featured more frequently and more favorably in the spotlight, White characters will appear infinitely more valuable than other bodies of color on screen.

Keywords: Hollywood, mainstream movies, racial patterns, canvassing, value

Biography: Frederick W. Gooding, Jr. holds a Ph.D. in History from Georgetown University (2013), an M.A. in Latin American Studies and a J.D. in Law from the University of New Mexico (2001 and 2000 respectively), and a B.A. in Philosophy from Morehouse College (1996). Currently, he serves as an Associate Professor and the Dr. Ronald E. Moore Endowed Professor of the Humanities.

20TH CENTURY POPULAR CULTURE: A DIGITAL BACK TO THE FUTURE

Vuk Vučetić, PhD & Stefan Ratković
University of East Sarajevo

Abstract: The rapid evolution of digital platforms has ushered in a new era of cultural engagement, with TikTok emerging as a pivotal platform for reimagining 20th-century pop culture. This paper explores TikTok's role as both an archive and a catalyst for transforming cultural artifacts from the past century. Drawing upon concepts from media ecology and cultural theory, alongside insights from theorists like McLuhan, Benjamin, and Baudrillard, we analyze how TikTok reshapes our interaction with pop cultural heritage. While TikTok preserves and revitalizes 20th-century pop culture, it also presents challenges. The brevity of TikTok's formats risks diluting the original aura of iconic cultural moments, condensing them into bite-sized clips. Furthermore, adapting lengthy content into short, customizable formats can create new meanings detached from their original context, echoing Baudrillard's theory of simulation and simulacra. Through nuanced theoretical analysis, this paper illuminates TikTok's multifaceted impact on 20th-century pop culture, raising questions about authenticity and context in digital engagement with cultural heritage. Understanding these complexities is crucial for navigating the evolving landscape of digital culture in the 21st century.

Keywords: popular culture, digital culture, TikTok, autocratisation, simulation

Biographies: Vuk Vučetić is an associate professor at the Department of Journalism and Political Science at the Faculty of Philosophy of the University of East Sarajevo. He obtained his diploma as a graduate journalist at the Faculty of Philosophy of the University of East Sarajevo. He completed his master's and doctoral studies in communication studies at the Faculty of Political Sciences of the University of Sarajevo. He is a member of the Complaints Commission of the Press and Online Media Council of Bosnia and Herzegovina. He has published one authored and two co-authored books and several research publications and scientific papers. He participated in several

scientific and professional events in Bosnia and Herzegovina and the region. His sphere of interest is modern media, media literacy, political communication and journalism.

Stefan Ratković is a teaching assistant at the Department of Journalism and Political Science at the Faculty of Philosophy of the University of East Sarajevo. Graduated in journalism at the Faculty of Philosophy, University of East Sarajevo. He completed his master's degree in communication studies at the Faculty of Political Sciences of the University of Banja Luka. Published several original and comprehensive scientific papers in domestic and international journals, and participated in several scientific conferences in Bosnia and Herzegovina and Serbia. Areas of interest: political communication, diffuse propaganda, censorship, classic communication studies and media literacy.

SOCIAL MEDIA: A PLATFORM FOR SPEAKER'S MEANING

Hassan Skouri. PhD

The National Business School of Agadir,

Ibn Zohr University

Abstract: After having taken a significant part in former and ongoing social and political transformations in various parts of the globe, including the Arab world, social media are impacting the essential medium whereby humans interact in their daily lives. Besides introducing a set of abbreviations, which are usually recognizable by their loyal users, social media are affecting a key component of language, namely single words and sentences' meaning. The researcher claims that social media users are reinvigorating Paul Grice's (1975) speaker's meaning. These users are giving rather a new extension to Moroccan Arabic (MA) lexical items over different social media platforms. The latter's utterances not only recall the age-old issue of meaning as disputed between semantics and pragmatics, but are clear instances of Gricean speaker's meaning, or speaker's intention. After providing a related theoretical framework of sentential meaning [semantics] and speaker's intended meaning [pragmatics], the researcher brings up and analyzes concrete instances of MA utterances performed and popularized by Moroccan netizens over distinct social media sites, namely Facebook, WhatsApp, etc. While this unconventional usage on the part of these technologically savvy cohorts does not seem to come to a halt; human communication, if this trend continues, is most likely to be impaired and endangered as most of these utterances do not seem to be intelligible to other social members, especially the elderly. This not only threatens to interrupt human interaction, but also dig the generation gap further and alter the way the linguistic medium is used.

Keywords: social media, utterances, speaker's meaning, sentence's meaning, intention, language

Biography: Hassan Skouri is a Full Moroccan University Professor at the National Business School Ibn Zohr University in Agadir. He is a Professor of English language and linguistics, business English, Intercultural Dialog, Culture and Civilization as well as media. His research interests involve the media, culture, identity, education, politics, ideology, social change, as well as language and linguistics.

UNVEILING USER-MEDIA CONNECTIONS IN THE ERA OF DIGITAL CAPITALISM: APPLYING THE USES AND GRATIFICATIONS THEORY TO EXPLORE CONFORMISM

Ognjen Stanković
Faculty of Philosophy,
University of Niš

Abstract: The roots of human inclination towards socialization are deep and layered. Throughout the history of mankind, social skills have significantly influenced human development in cognitive, emotional, and even physical (organic) terms - the human desire for connection, association, and belonging has largely determined the course of human progress. Digital media mark an era of unification, globalization, but also an era of participation, fragmentation, and a shattered virtual reality - the consumer becomes an increasingly effective link in the information-communication system. New media, through demassification and personalization, shape an increasingly active individual who participates (non)critically in the “newly formed media reality” in accordance with content, pages, and themes tailored to their needs, desires, and interests. This paper explores how digital capitalism affects conformism and individual freedoms through the theory of uses and gratifications. The analysis shows that while digital media provide a new platform for communication, they also create an environment where users are exposed to intense manipulation and controlled social interactions that encourage conformist behavior. Moreover, dominant corporate strategies shape not only how users perceive their needs and satisfactions but also how these needs align with the proclaimed values of the digital economy. The paper aims to demonstrate the necessity of establishing a balance between user needs and corporate goals to preserve individual autonomy and avoid dehumanization in the digital space. Empirical data on social media practices further substantiate this thesis, highlighting the importance of developing awareness of the impact of the digital environment on human values and interpersonal relationships.

Keywords: media, conformism, digital capitalism, emotions, digitalization

Biography: Ognjen Stanković was born in 1994 in Niš, he holds a Master's degree in Communication and is a doctoral student in the

Media and Society department at the Faculty of Philosophy in Niš. He completed both his Bachelor's and Master's studies at the Faculty of Philosophy in Niš (Department of Communication and Public Relations). His Master's thesis was titled "Nicomachean Ethics and the Modern Mass Man." During his undergraduate studies, he co-authored a guide on media co-financing, supported by the OSCE, which was presented as an international project at the Media Center in Niš. After completing his studies in Niš, he continued his education in Belgrade, engaging in psychological activities and taking exams at the Faculty of Media and Communications (Introduction to Psychology). He is a member of the Society of Group Analysts of Serbia and works as a psychotherapist under supervision. He has published several scientific papers and participated in international conferences. Additionally, he has presented a few collections where his poems have been published.

CHAIRS OF THE CONFERENCE

Dragana Pavlović, PhD
Faculty of Philosophy,
University of Niš

Biography: Dragana Pavlović is an associate professor at the Department of Communication and Journalism at the Faculty of Philosophy at the University of Nis in Serbia. She earned her first Ph.D. in technical sciences from the Faculty of Electronics at the University of Nis in Serbia. Her second doctorate titled “New media technologies in the education of journalism students at public universities in Serbia,” is in social sciences, with a focus on communication and education from the University of Novi Sad’s Faculty of Philosophy. Professor Pavlović’s research primarily focuses on the intersection of new media and education. Her scholarly contributions include authoring two books and publishing over 60 papers in international and national journals, and cover a wide range of topics, including digital media, culture, technology, and education. At the University of Niš, she teaches several courses, including New Media, Contemporary Media Technologies, and Digital Media in Education. Her teaching and research are deeply intertwined, emphasizing the practical implications of new media technologies in educational settings. This unique blend of technical and social sciences underpins her academic approach, fostering a comprehensive understanding of how emerging technologies can enhance educational practices and communication. Professor Pavlović is dedicated to advancing the field of communication and education through innovative research and teaching methods. Her commitment to integrating new media technologies into educational frameworks not only prepares her students for the evolving media landscape but also contributes to the broader academic discourse on digital media and education. ORCID: <http://orcid.org/0000-0002-5115-8698>.

Rosamund Johnston, PhD
Research Center for the History of Transformations,
University of Vienna

Biography: Rosamund Johnston is the Principal Investigator of Linking Arms: Central Europe’s Weapons Industries, 1954-1994 at the Research Center for the History of Transformations (RECET). She is the author of Red Tape: Radio and Politics in Czechoslovakia, 1945-1969 which appeared with Stanford University Press in 2024. Her research has been published in Central European History and a number of edited volumes. She has also written for the Journal of Cold War Studies, East Central Europe, Harvard Ukrainian Studies, Scottish newspaper The National, and public broadcaster Czech Radio. Johnston is the author of one book of public history, Havel in America: Interviews with American Intellectuals, Politicians, and Artists, released by Czech publisher Host in 2019.

Vyara Angelova, PhD
Sofia University St. Kliment Ohridski

Biography: Vyara Angelova is an Associate Professor, DSc, at Faculty of Journalism and Mass Communication - Sofia University “St. Kliment Ohridski”, Bulgaria. Author of three books, editor of 8 scientific series and many scientific papers. Her main research topics include radio journalism, history of broadcasting, media ethics.

Marija Vujović, PhD
Faculty of Philosophy,
University of Niš

Biography: Prof. Marija Vujović is a seasoned academic and media professional. Following her degree in Journalism (from the Faculty of Political Sciences, University of Belgrade), she completed a PhD in

Art and Media Theory, with a focus on the complex interplay between gender and visual culture in advertising photography. Her extensive professional experience includes working as a journalist for local and regional television stations, as well as lecturing at the Faculty of Philosophy in Niš. Prof. Vujović is an active member of the academic community, participating in numerous conferences and publishing scholarly articles. Her research offers valuable insights into the impact of media on social norms, values and identities.

MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2024



Republic of Serbia
Ministry of Culture



Organization for Security and
Co-operation in Europe

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MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2024

MAY 30TH (DAY 1) PROGRAMME

OSCE Organization for Security and Co-operation in Europe



09:00-09:30 CET

REGISTRATION

09:30-10:00 CET

OPENING OF THE CONFERENCE

10:00-10:30 CET

WINNERS OF THE STUDENT FESTIVAL

10:30-11:15 CET

KEYNOTE SPEECH

Antonio Momoc

(University of Bucharest)

Business Models in Journalism Today: Challenges of Media Ethics, Public Communication, and Populist Trends in the Digital Era

11:15-11:30 CET

DISCUSSION

11:30-13:00 CET

SESSION 1 (HALL 302* & HALL 303)

13:00-13:45 CET

LUNCH BREAK

13:45-15:15 CET

SESSION 2 (HALL 302 & HALL 303)

15:15-15:30 CET

COFFEE BREAK

15:30-17:00 CET

SESSION 3 (HALL 302 & HALL 303)

17:00-18:45 CET

GUIDED TOUR WITH HISTORIAN IGOR STAMENOVIC

19:00 CET

DINNER AT NIŠLIJSKA MEHANA

*If you have trouble opening the Google Meet hyperlinks directly on mobile devices, simply copy one of the following links into your browser to access one of the following sessions.

For Hall 302, use: <https://meet.google.com/jqr-vsvd-wth>

For Hall 303, use: <https://meet.google.com/qoz-axvr-kfe>

<https://www.filfak.ni.ac.rs>



MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2024

OSCE

Organization for Security and
Cooperation in Europe



MAY 30TH

SESSION 1

11:30-13:00 CET

15 MINS PER PRESENTATION
& 5 MINS FOR DISCUSSION

**JOURNALISM AND SOCIO-POLITICAL
ISSUES**

HALL 302 (LINK)*

Chair **Adriana Stefanel**
(University of Bucharest)

Onsite Participant

Nicoleta Elena Apostol
(University of Bucharest)

*Why does journalism remain unwelcoming for women
as an occupation?
Insights from a comparative approach between
journalists and computer programmers*

Onsite Participant

Amela Delić Aščić
(University of Tuzla)

*Solution-oriented journalism: attitudes of journalism
students about solutions journalism and presentation of
solutions in reporting about youth on web portals*

Online Participant

Tea Koneska Vasilevska
(Ss. Cyril and Methodius University of Skopje)

*Television News Reporting on Gender-based
Violence in Macedonia*

GENERAL DISCUSSION (10 MINS)

**COMMUNICATION AND MEDIA IN LOCAL
AND GLOBAL CONTEXT**

HALL 303 (LINK)

Chair **Ivana Stojanović Prelečić**
(University of Niš)

Onsite Participants

Marta Mitrović & Ivana Stamenković
(University of Niš)

*Suočavanje logike masovnih i društvenih medija:
Novinarske norme i prakse na društvenim mrežama
Instagram i Twitter*

*(English: Confronting the Logic of Mass and Social Media:
Journalistic Norms and Practices on the Social Networks
Instagram and Twitter)*

Onsite Participants

Dragan Stevanović, Hatidža Beriša & Jovana Pejić
(University of Belgrade)

*Nedostatak komunikacije, rat i etika. Komunikacija
ratom i manjak etike. Globalna komunikacija, rat i etika*

*(English: Lack of Communication, War and Ethics.
Communication Through War and Lack of Ethics. Global
Communication, War and Ethics)*

Onsite Participant

Velibor Petković
(University of Niš)

Medijski narativ u ekranskom univerzumu

(English: Media narrative in the screen universe)

Onsite Participant

Tamara Tasić
(University of Niš)

*Karakteristike intervju u lokalnim onlajn medijima na
jugu Srbije*

*(English: The Characteristics of Interviews in Local Online Media
in Southern Serbia)*

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MIGRATION, COMMUNICATION PARADOXES IN NEW MEDIA AND PLATFORM HEGEMONY

HALL 302 (LINK)*

Chair Stoyko Petkov

(New Bulgarian University)

Online Participant

Justine Toms

(New Bulgarian University)

Migration and its representation in the public institutions online and on social media in Bulgaria

Onsite Participant

Daniel Nica

(University of Bucharest)

The Paradox of Undistorted Communication in the Age of New Media

Online Participant

Tariq Adely

(George Washington University)

'We Need an Arab Social Media': The Politics of Language, Digital Media, and Artificial Intelligence in Jordan

Onsite Participant

Stoyko Petkov

(New Bulgarian University)

Platform Hegemony: Video sharing on Social media

GENERAL DISCUSSION (10 MINS)

MEDIA SUSTAINABILITY PRACTICES AND EMERGING SOLUTIONS

HALL 303 (LINK)

Chair Rosamund Johnston

(University of Vienna)

Online Participant

Váleri Codesido Linares

(Rey Juan Carlos University)

Comparative Analysis of Media Sustainability Practices: A Focus on Environmental Impact and Emerging Solutions

Online Participant

Deanna Holroyd

(The Ohio State University)

Medical Expertise on Social Media in our Post-Truth Mediascape: A Case Study of ADHD TikTok

Online Participant

Milica Kulić

(University in Belgrade)

AI and the TV news in Serbia: When satire isn't funny

Online Participant

Dietmar J. Wetzel

(University of Applied Sciences and Medical University)

Digital Transformation of Education - Centered Communities: Affective - Emotional Dimensions and Resonance

GENERAL DISCUSSION (10 MINS)



MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2024



Organization for Security and Co-operation in Europe



MAY 30TH

SESSION 3

15:30-17:00 CET

15 MINS PER PRESENTATION
& 5 MINS FOR DISCUSSION

POLITICAL COMMUNICATION DYNAMICS

HALL 302 (LINK)*

Chair Nicoleta Elena Apostol

(University of Bucharest)

Online Participant

Michele Fiorillo

(Scuola Normale Superiore in Pisa)

On Supranational Representation and European Public Sphere

Onsite Participant

Nikola Doderović

(University of Niš)

Agora on the Internet: Can X's Spaces Be Interpreted as a Digital Platform for Democracy?

Onsite Participant

Adriana Stefanel

(University of Bucharest)

Citizen-Candidate Communication Dynamics on Facebook During Electoral Campaigns

Online Participant

Craig Frayne

(Independent researcher)

Corpus Based Analysis of Media Quotations in Pipeline Protests

GENERAL DISCUSSION (10 MINS)

MEDIA, ART AND CULTURAL HERITAGE

HALL 303 (LINK)

Chair Vyara Angelova

(Sofia University St. Kliment Ohridski)

Online Participant

Milena Jokanović

(University of Belgrade)

Media and Challenges of Contemporary Art and Museum World

Online Participant

Mara Georgja Lixandru

(University of Bucharest)

Gerovital: A Case Study of Revitalizing an Iconic Romanian Brand through Media Representation of Cultural Heritage

Onsite Participant

Nechita Florin

(Transilvania University of Braşov)

Bridging Project-Based Learning and Heritage Promotion for Communication Students through International Initiatives at Transilvania University of Braşov

Onsite Participant

Iosif Astrukov

(Bulgarian Academy of Sciences)

The case of the photo awards of Reynolds Journalism Institute 2024 (Team Picture Story of the Year) for Associate Press

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MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2024

MAY 31ST (DAY 2) PROGRAMME

OSCE Organization for Security and Co-operation in Europe



09:30-11:00 CET

SESSION 4 (HALL 302* & HALL 303)

11:00-11:15 CET

COFFEE BREAK

11:15-13:00 CET

SESSION 5 (HALL 302, HALL 303 & HALL 306)

13:00-13:45 CET

LUNCH AND CLOSING OF THE CONFERENCE

*If you have trouble opening the Google Meet hyperlinks directly on mobile devices, simply copy one of the following links into your browser to access one of the following sessions.

For Hall 302, use: <https://meet.google.com/jqr-vsvd-wnh>

For Hall 303, use: <https://meet.google.com/ooz-axvt-kie>

For Hall 306, use: <https://meet.google.com/qdj-uerd-ktb>



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<p>THE POWER OF IMAGES: UNRAVELING THE IMPACT OF FILM AND TELEVISION ON SOCIETY HALL 302 (LINK)* Chair Vyara Angelova (Sofia University St. Kliment Ohridski)</p>	<p>THE POWER SHIFT: UNDERSTANDING MEDIATIZATION, INFORMATIZATION, AND THEIR IMPACT ON COMMUNICATION HALL 303 (LINK) Chair Daniel Nica (University of Bucharest)</p>	<p>NAVIGATING THE DIGITAL AGORA HALL 306 (LINK) Chair Andrej Blagojević (University of Niš)</p>
<p>Online Participant Madalina Balasescu (University of Bucharest) <i>Television on National & International dimensions. Romanian Case.</i></p>	<p>Onsite Participants Atrelian Giugal, Romina Surugiu, & Alexandru Gavriş (University of Bucharest) <i>The TV Show "Las Fierbinţi": mediation of urbanormativity in a neoliberal Romania</i></p>	<p>Onsite Participant Danica Popović (University of Niš) <i>Društvena mreža "X" kao moderna politička agora (English: Social Network "X" as a Modern Political Agora)</i></p>
<p>Onsite Participant Dessislava Boshnakova (New Bulgarian University) <i>Platform Hegemony: Films and TV Series</i></p>	<p>Online Participant Francois Xavier Bauduin (University of Versailles Saint- Quentin-en-Yvelines) <i>Rael and the mirages of the Internet</i></p>	<p>Onsite Participant Andrej Blagojević (University of Niš) <i>Normativna analiza Uredbe o digitalnim uslugama i njene implikacije (English: Normative Analysis of the Digital Services Act and Its Implications)</i></p>
<p>Onsite Participant Nataša Simeunović Bajić (University of Niš) <i>TV Eurikon: forgotten experiment of pan- European satellite television</i></p>	<p>Onsite Participant Ilija Milosavljević (University of Niš) <i>Domestic video streaming services and series - characteristics, offer and perception of users in Serbia</i></p>	<p>Onsite Participants Andon Majhosev, Jadranka Denkova & Suzana Džamtoska Ždravkovska (Goce Delchev University of Štip)</p>
<p>Online Participant Filip Kočić (University of Zagreb) <i>"Art" in the Service of Propaganda - The Phenomenon of Leni Riefenstahl's Film</i></p>	<p>Online Participant Talisa Mazzoni (Free University of Brussels) <i>Game over! The informalisation of politics through gamification</i></p>	<p>Govor mržnje tokom predsedničkih i parlamentarnih izbora u Republici Severnoj Makedoniji 2024. godine (English: Hate Speech During the 2024 Presidential and Parliamentary Elections in the Republic of North Macedonia)</p>
<p>GENERAL DISCUSSION (10 MINS)</p>		<p>GENERAL DISCUSSION (10 MINS)</p>



<p>MEDIA LITERACY AND CRITICAL THINKING HALL 302 (LINK)* Chair Dragana Pavlović (University of Niš)</p>	<p>UNCOVERING MEDIA CASE STUDIES HALL 303 (LINK) Chair Marija Vujović (University of Niš)</p>	<p>POPULAR CULTURE AND PUBLIC DISCOURSE HALL 306 (LINK) Chair Nikola Doderović (University of Niš)</p>
<p>Onsite Participants Marija Trifunović & Katarina Anisijević (University of Niš) <i>Media Literacy, Critical Thinking, and Student Creativity within the Framework of Contemporary Education Process</i></p>	<p>Onsite Participants Dušan Aleksić & Ivana Stamenković (University of Niš) <i>Perspektive mirovnog novinarstva u srpskoj medijskoj praksi. Studija slučaja: sukob Izraela i Palestine</i> (English: Perspectives of Peace Journalism in Serbian Media Practices. Case Study: The Israel–Palestine Conflict)</p>	<p>Online Participant Frederick Gooding, Jr. (Texas Christian University) <i>Canvassing: Using Black Bodies to Paint Portraits of Lesser Value at the Movies</i></p>
<p>Online Participant Katarina Lazić (University of Kragujevac) <i>The Impact of Media on the Phenomenon of Yugonostalgia</i></p>	<p>Online Participants Borislav Vukojević & Dalibor Savić (University of Banja Luka) <i>Medijske konvergenije igara igranja uloga (1974–2024): od participacije ka komodifikaciji i nazad</i> (English: Media Convergences of Role Playing Games (1974–2024): From Participation to Commodification and Back)</p>	<p>Online Participants Vuk Vučetić & Stefan Ratković (University of East Sarajevo) <i>20th Century Popular Culture: A Digital Back to the Future</i></p>
<p>Online Participant Dana Florentina Manolache (University of Bucharest) <i>Reconsidering Terminology for VR Filmic Space in Animations. From Props to (Computer) Assets</i></p>	<p>Onsite Participants Neven Obradović & Marta Mitrović (University of Niš) <i>Političko komuniciranje posredstvom muzike – studija slučaja pesma „Rio Tinto marš sa Drine“</i> (English: Political Communication Through Music – Case Study of the Song „Rio Tinto marš sa Drine“)</p>	<p>Online Participant Hassan Skouri (Ibn Zohr University) <i>Social Media: a platform for speaker's meaning</i></p>
<p>Online Participant Emma Brandt (Northwestern University) <i>Media as Mosaic: Expertise and Media Literacy Education in Serbia</i></p>	<p>Onsite Participant Aleksandar Đokić (University of Niš) <i>Poštovanje novinarskog kodeksa prilikom izveštavanja – Studija slučaja: Evroprajd</i> (English: Respecting the Journalistic Code When Reporting – Case study: Europride)</p>	<p>Onsite Participant Ognjen Stanković (University of Niš) <i>Razotkrivanje povezanosti korisnika sa medijima u eri digitalnog kapitalizma: Primena teorije koristi i zadovoljstva u istraživanju konformizma</i> (English: Unveiling User–Media Connections in the Era of Digital Capitalism: Applying the Uses and Gratifications Theory to Explore Conformism)</p>
	<p>GENERAL DISCUSSION (10 MINS)</p>	<p>Onsite Participants Aleksa Mitić & Ivana Stojanović Prelević (University of Niš) <i>Intelligence and Global Media Ethics – mutual influence</i></p>

**A GLIMPSE
INTO THE CONFERENCE ATMOSPHERE
THROUGH A FEW IMAGES**









Antonio Mammé - University of Bucharest

Bergmann, Allan (2018). *#FakeNews*. Rochester: Evrka Publishing.

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References





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