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MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2026
MEDIJI I IZAZOVI SAVREMENOG DRUŠTVA 2026



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MEDIA AND CHALLENGES OF THE
MODERN SOCIETY 2026
BOOK OF ABSTRACTS

MEDIJI I IZAZOVI SAVREMENOG
DRUŠTVA 2026
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WHO SAFEGUARDS MEDIA ETHICS? SELF-REGULATION AS A PRACTICE OF PROFESSIONAL RESPONSIBILITY

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Abstract: This paper explores the development of media self-regulation in Latvia, focusing on the principles of professional ethics, the institutional framework, and the role of self-regulation mechanisms in a democratic society. It also examines the main principles of professional ethics, including responsibility, objectivity, and accuracy, while addressing the avoidance of stereotyping, discrimination, and other unethical practices.

Media ethics deals with the moral issues that arise in relation to the acquisition, preparation, storage, presentation, distribution, and reception of information through the media. Media self-regulation involves the media industry establishing and monitoring its own professional standards rather than relying solely on legal enforcement. It encompasses ethical principles adopted by individual media organizations or specific sectors that govern all areas of media activity.

The example of Latvia demonstrates that the media self-regulation system has gradually developed since 2010, when the Latvian Journalists' Association established its Code of Ethics and Ethics Commission. Another significant turning point was the adoption of the Media Policy Guidelines in 2016, which emphasized the need to strengthen media ethics and further develop self-regulation mechanisms. This process was later reinforced by the establishment of the Latvian Media Ethics Council and the launch of the public media ombudsman institution in 2022. The Latvian Media Ethics Council operates as a non-governmental organization that reviews complaints regarding possible ethical violations and provides opinions and recommendations to its members. Meanwhile, the public media ombudsman evaluates the activities of public service media, advises media organizations, and informs society about issues related to media ethics. In addition, media organizations and professional associations develop their own codes of ethics and establish ethics commissions to supervise compliance with professional standards .

JOURNALISTIC SELF-REGULATION IN SPAIN: STRUCTURAL LIMITATIONS, NORMATIVE TENSIONS AND CHALLENGES IN THE DIGITAL ENVIRONMENT¹

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Abstract: Journalistic self-regulation is commonly presented as an appropriate mechanism to ensure the responsible exercise of freedom of information without resorting to state intervention. However, its actual effectiveness in the Spanish context is increasingly questioned. This paper offers a critical analysis of the Spanish self-regulatory model, focusing on its theoretical foundations, institutional development, and structural limitations. The system is mainly based on the Code of Ethics of the Federation of Journalists' Associations of Spain (FAPE) and the Arbitration, Complaints and Ethics Commission, whose authority relies on moral recognition rather than legal coercion. The absence of binding sanctions represents one of its main weaknesses, significantly limiting its capacity to correct unethical practices and reinforcing its largely declarative or symbolic nature. Furthermore, self-regulation embodies a fundamental normative tension: while conceived as an alternative to state censorship, it may foster forms of self-censorship or the internalization of constraints functioning as diffuse control mechanisms. These contradictions are exacerbated by structural factors such as job insecurity, media concentration, and digital transformation. The rise of disinformation and artificial intelligence further exposes the insufficiency of traditional frameworks. In this context, recent initiatives such as the 2026 Andalusian Code of Ethics illustrate attempts at adaptation, yet they do not overcome the system's structural shortcomings. In conclusion, self-regulation emerges as a necessary but clearly insufficient tool, whose effectiveness depends more on voluntary commitment than on robust institutional guarantees.

Keywords: journalistic self-regulation, professional ethics, censorship, structural limitations, artificial intelligence

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THE FUTURE OF MEDIA SELF-REGULATION: CHALLENGES OF THE DIGITAL ENVIRONMENT AND POLICY RECOMMENDATIONS

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Abstract: Self-regulation of the media has historically proven most effective in consolidated democratic systems, prompting the frequent promotion of these models within the Macedonian media context. However, in the evolving digital environment, its effectiveness remains contested. The global debate remains ongoing. Media outlets are increasingly valued for the speed and technical capacity of information dissemination rather than for objectivity, public interest, and adherence to professional and ethical standards.

The rise of digital platforms calls for a clearer distinction between professional media content and user-generated information. Social networking platforms, blogs, and online portals frequently operate without meeting basic journalistic criteria, while presenting themselves as legitimate media sources. At the same time, the Macedonian digital space still looks for a sufficiently developed normative framework, with limited mechanisms to effectively address disinformation, hate speech, and other harmful content in practice. There is an improvement regarding the preparation of a new legal framework covering traditional and social media that provokes significant debate.

In this context, self-regulatory mechanisms play a key role in maintaining standards and rebuilding public trust in the media.

Looking ahead, the future of media self-regulation depends on its ability to adapt to the challenges of the digital age while preserving fundamental freedoms. The balance between regulation and censorship remains delicate, yet the overproduction and rapid circulation of information demand more effective and innovative approaches. This paper offers a comparative analysis of self-regulatory models and provides recommendations for strengthening media governance in North Macedonia.

Keywords: self-regulation, censorship, new media, framework

WHOSE STANDARDS? EXAMINING AI SELF-REGULATION IN JOURNALISM THROUGH A GLOBAL SOUTH LENS

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Abstract: As European media organizations and regulators develop self-regulatory frameworks to govern the use of artificial intelligence in journalism, a critical question remains largely unasked: do these frameworks work for everyone? This paper examines the emerging landscape of AI self-regulation in journalism through the lens of newsrooms and journalists operating in the Global South, arguing that current models, however well-intentioned, are being designed without meaningful input from the contexts where their limitations will be felt most acutely.

Drawing on literature across media ethics, AI governance, and science journalism in developing countries, this paper identifies three core limitations in existing self-regulatory approaches. First, it highlights the assumption of infrastructure—that journalists have reliable access to the digital tools and connectivity that self-regulatory guidelines presuppose. Second, it identifies the assumption of representation—that the training data and design logic of AI tools reflect the diversity of the world’s journalists and their audiences. Third, it examines the assumption of universality—that ethical standards developed in European media environments can be applied consistently across vastly different political, economic, and cultural environments.

The paper proposes that genuine self-regulation in the age of AI must be globally inclusive by design, not by extension. It calls for international journalism organizations and self-regulatory bodies to develop participatory mechanisms that bring journalists from the Global South into the standard-setting process from the outset, rather than asking them to adapt frameworks built without them in mind.

This paper contributes an underrepresented perspective to a conversation that is moving fast, and leaving too many newsrooms behind.

Keywords: artificial intelligence, AI self-regulation, Global South, journalism ethics, participatory governance

SELF-REGULATION OF AI USE IN SERBIAN LOCAL MEDIA: A CASE STUDY OF THE IMPLEMENTATION OF GUIDELINES FOR GENERATIVE MODELS

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Abstract: The increasing use of generative artificial intelligence (AI) in media organizations has intensified ethical concerns such as accountability and transparency, contributing to a decline in public trust. In response, many governments have introduced regulatory frameworks with the aim to ensure the safe and responsible use of AI. In the media context, AI regulation is particularly relevant for the preservation of professional standards, journalistic quality and the credibility of the information process. Given that AI legislation in the Republic of Serbia is still under development, media organizations are developing internal models of self-regulation in the form of guidelines and codes governing the use of AI.

The aim of this paper is to examine how local media in Serbia develop and implement guidelines for the use of AI within their newsrooms. The paper also includes an evaluation of the effectiveness of self-regulatory documents, as well as their structural and practical limitations. The study examines how local media in Serbia achieve self-regulation of the use of generative AI and evaluates to what extent such models can be used for the development of broader regulatory frameworks. In-depth interviews with editors of local media in Serbia provide essential data that show how the media achieved AI self-regulation, as well as the benefits that resulted from it. The paper contributes to the understanding and evaluation of the effectiveness of self-regulatory models for AI in the media, as well as their role in shaping future regulatory frameworks of this technology.

Keywords: self-regulation, local media, artificial intelligence, ethics

SELF-REGULATION IN THE MEDIA IN SERBIA — A CASE STUDY OF THE PRESS COUNCIL

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Abstract: Self-regulation is vital for the media industry because it promotes ethical conduct among professionals and protects journalistic integrity from external pressures. Media independence and proper journalistic practice depend on self-regulation, co-regulation, and state regulation. Without these elements, professional journalism is inconceivable. The emergence of online media and new forms of journalism requires the redefinition of media ethics and the application of self-regulation to this sphere. This research analyses self-regulation in print and online media in Serbia, with a particular focus on the Press Council. The history of the Press Council in Serbia is not as long as that of the Codes. The Press Council was established in 2009 and has operated transparently and professionally since its inception. Within the Press Council, there is a Complaints Commission that issues opinions on violations of the Code of Journalists. The Press Council also conducts regular monitoring of print media regarding violations of ethical standards and is engaged in education and strengthening the role of the media. In this research, we aim to explore the experiences and results of the work of the Press Council and the Complaints Commission, their cooperation with countries in the region and the EU, as well as their plans for the future. The method of the in-depth interview was used. The respondents included members of the Press Council and representatives of the Complaints Commission from civil society, the media industry, and journalists' associations - NUNS and UNS.

Keywords: self-regulation in Serbia, codes, Press Council, media ethics

JAVNI SEVISI U ZEMLJAMA ZAPADNOG BALKANA – IZAZOVI SAMOREGULACIJE U DOBA ALGORITAMA I UGROŽENOG JAVNOG INTERESA

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Sažetak: U uslovima globalnih političkih previranja, jačanja političke desnice, dubokog jaza između profita i javnog interesa te diktata tehnološkog razvoja koji kulminira nezaustavivim razvojem veštačke inteligencije, rad preispituje poziciju i perspektive javnih medijskih servisa. S obzirom na evropsku praksu neravnomernog stepena razvijenosti javnih servisa, opredelili smo se za analizu stanja ove specifične medijske institucije u zemljama Zapadnog Balkana (Albanija, Bosna i Hercegovina, Crna Gora, Severna Makedonija i Srbija) koje teže članstvu u Evropskoj uniji. U fokusu će biti pitanje odgovornosti i etičnosti javnih servisa sa idejom identifikacije kapaciteta samoregulacije kao mogućeg modela izgradnje poverenja građana i očuvanja javnog interesa kao obaveze javnih servisa u svakom društvu. Poseban akcenat će biti stavljen na nezavisna regulatorna tela i postojanje etičkih kodeksa kao formata koji obezbeđuju okvir samoregulacije, ali će biti problematizovano pitanje njihove efikasnosti posebno u uslovima različitih pritisaka, prekogranične saradnje, diktata algoritama, te potrebe za većom participativnošću publike, odnosno građana. U zaključnom delu će biti date preporuke sa osvrtom na koregulaciju kao potencijalno novi regulatorni korak koji može da obezbedi optimizaciju javnih servisa u kontekstu ukupne evolucije medijske sfere.

Ključne reči: Zapadni Balkan, Srbija, javni servis, samoregulacija, koregulacija

PLATFORMSKO UPRAVLJANJE KAO PRIVATIZOVANA SAMOREGULACIJA: NORMATIVNI OKVIR I MODALITETI KONTROLE U DIGITALNOM MEDIJSKOM OKRUŽENJU

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Sažetak: Ovaj rad istražuje transformaciju tradicionalne medijske samoregulacije u kontekstu rastuće dominacije digitalnih platformi. Dok se samoregulacija istorijski vezivala za profesionalne norme, novinarsku etiku i institucionalne mehanizme poput saveta za štampu, savremene platforme sve više preuzimaju regulatorne funkcije kroz politike moderacije sadržaja, smernice zajednice i algoritamsko upravljanje. Studija ispituje da li se takve prakse i dalje mogu razumeti kao oblici samoregulacije ili one predstavljaju kvalitativno različit model privatizovane regulacije javne komunikacije. Istraživanje primenjuje kvalitativni metodološki pristup zasnovan na normativno-pravnoj analizi. Fokus je na razgraničenju između regulacije, koregulacije i samoregulacije, kao i na pozicioniranju platformskog upravljanja unutar relevantnih evropskih pravnih okvira. Analiza obuhvata zvanična dokumenta digitalnih platformi, uključujući Metine standarde zajednice, Uslove korišćenja, izveštaje o transparentnosti i srodne materijale o politici poslovanja, sa ciljem da se sagleda kako platforme definišu sopstvenu ulogu u upravljanju javnom komunikacijom. Rad posebno ispituje na koji način platforme normativno utemeljuju svoju regulatornu poziciju kroz pojmove bezbednosti, zaštite zajednice, autentičnosti i javnog interesa, kao i da li takvo normativno pozicioniranje odražava ili prikriva odnos između korporativnih prioriteta i principa koji se tradicionalno vezuju za medijsku samoregulaciju. Nalazi ukazuju na to da, iako se platforme predstavljaju kao akteri posvećeni zaštiti korisnika i javne sfere, njihovi okviri upravljanja vođeni su centralizovanom, netransparentnom i korporativno usmerenom logikom. Shodno tome, platformsko upravljanje ne treba razumeti kao samoregulaciju, već kao oblik privatizovane i asimetrične kontrole nad javnom komunikacijom.

Ključne reči: samoregulacija, digitalne platforme, algoritamsko upravljanje, moderacija sadržaja, normativni okvir

KRIZA POVERENJA I GRANICE SAMOREGULACIJE: STAVOVI KORISNIKA O HIBRIDNIM MODELIMA UPRAVLJANJA INTERNET PROSTOROM

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Sažetak: Rana faza razvoja interneta počivala je na paradigmi samoregulacije, gde su privatne tehnološke kompanije imale ekskluzivno pravo kreiranja politika i upravljanja podacima. Međutim, savremene teorije upravljanja platformama ukazuju na rastuću krizu poverenja korisnika i artikulišu potrebu za tranzicijom ka modelima koregulacije. Cilj ovog istraživanja je empirijsko ispitivanje percepcije korisnika o efikasnosti trenutnih mehanizama samoregulacije društvenih mreža, sa posebnim fokusom na zaštitu podataka korisnika i transparentnost. Sprovedeno je kvantitativno istraživanje putem upitnika na uzorku od 177 ispitanika. Rezultati pokazuju visok stepen korisničke nesigurnosti: više od polovine ispitanika (54,8%) nije sigurno da li društvene mreže adekvatno štite njihovu privatnost. Nalazi eksplicitno osporavaju održivost modela čiste samoregulacije, budući da većina ispitanika (61,5%) zahteva veću transparentnost u pogledu deljenja podataka sa trećim licima. Oslanjajući se na koncept koregulacije, istraživanje pokazuje snažnu podršku institucionalnom uključivanju – čak 63,2% ispitanika smatra da internet kompanije treba da osiguraju digitalni prostor u direktnoj saradnji sa državom. S druge strane, ideja o prepuštanju kontrole isključivo privatnom sektoru izaziva podeljena mišljenja i skepsu (podržava je svega 27,6% ispitanika). Zaključuje se da korisnici prepoznaju limite tržišne samoregulacije i nedvosmisleno podržavaju hibridni model upravljanja, koji kroz sinergiju kompanija i države treba da garantuje viši stepen odgovornosti i zaštite digitalnih prava.

Ključne reči: samoregulacija, koregulacija, upravljanje platformama, privatnost korisnika, transparentnost podataka

LINGVISTIČKI MODELI DETEKCIJE ANOMALIJA U DISKURSU: TEORIJSKI PREGLED

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Sažetak: Rad pruža sistematičan i kritički pregled savremenih teorijskih i metodoloških pristupa usmerenih ka detekciji i analizi jezičkih anomalija u različitim tipovima diskursa. Centralni fokus istraživanja postavljen je na sinergiju funkcionalne rečenične perspektive (FSP) i teorije kognitivnih frejmova, čijom se integracijom omogućava dublja stratifikacija komunikacionih obrazaca. Poseban doprinos radu daje inkorporiranje teorijskih postavki Filipa Bretona o manipulativnim tehnikama i etici komunikacije, čime se omogućava prelazak sa deskriptivne lingvističke analize na kritičku dekonstrukciju toksičnog diskursa. U radu se analizira evolucija lingvističkih metoda — od tradicionalnih kvalitativnih opisa do savremenih računarskih modela — sa posebnim osvrtom na njihovu primenu u kontekstu digitalne obrade prirodnog jezika (NLP). Cilj istraživanja je identifikacija metodološkog prostora za razvoj hibridnih modela koji bi kombinovali Bretonovu taksonomiju manipulativnih postupaka sa statističkom snagom velikih jezičkih modela (LLM). Ovakav pristup omogućava preciznije mapiranje informacione strukture rečenice u vektorski prostor, čime se doprinosi razvoju objektivnih skala za procenu devijacija u medijskom i književnom diskursu. Rezultati pregleda ukazuju na neophodnost interdisciplinarnog povezivanja filoloških uvida, etike komunikacije i alata digitalne humanistike radi efikasnije dekonstrukcije savremenih komunikacionih izazova.

Ključne reči: LLM, manipulacija, kognitivni frejmovi, digitalna humanistika, obrada prirodnog jezika (NLP)

IZMEĐU ETIKE I TRŽIŠNE LOGIKE: SAMOREGULACIJA I SENZACIONALIZAM U IZVEŠTAVANJU O NAUCI U SRBIJI

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Sažetak: U kontekstu sve izraženijeg tržišno usmerenog medijskog okruženja, pitanje samoregulacije ostaje ključno za razumevanje medijske etike i profesionalne odgovornosti. Iako su mehanizmi samoregulacije razvijeniji u oblastima političkog komuniciranja, izveštavanja o ljudskim pravima i zaštiti podataka, oni su znatno manje sistematski razvijeni u oblasti naučne komunikacije. Ovaj rad ispituje ulogu i ograničenja samoregulacije u suzbijanju senzacionalizma u izveštavanju o nauci u Srbiji. Istraživanje se zasniva na kvalitativnoj analizi sadržaja medijskog izveštavanja o naučnim temama, sa fokusom na obrasce preuveličavanja i senzacionalističkog izveštavanja. Analiza identifikuje ponavljajuće naslove i narativne strukture poput „revolucionarno otkriće“, „veliko otkriće“ i „prvi u svetu“, posebno u vezi sa biomedicinskim istraživanjima, ekološkim tehnologijama i eksperimentalnim energetskim rešenjima. Ovi obrasci analiziraju se kroz prepoznavanje naučne neizvesnosti, kontekstualizaciju i empirijsku utemeljenost. Rezultati ukazuju da, u medijskom sistemu koji je sve više oblikovan i baziran klik modelima prihoda, senzacionalizam dodatno podstiču i uredničke prakse i širi sistemski podsticaji. Ova dinamika može doprineti implicitnom usklađivanju interesa između medijskih organizacija i dela naučne zajednice, što dovodi do nerazumevanja metodoloških ograničenja i naučne neizvesnosti u javnoj komunikaciji. Kao posledica toga javnosti se često pruža ograničen pristup kontekstualizovanim i objavljenim naučnim informacijama, što može uticati na poverenje u nauku i naučne institucije. Rad ističe da su jačanje postojećih mehanizama samoregulacije i unapređenje uredničke odgovornosti ključni za unapređenje kvaliteta naučne komunikacije. Uključivanje nezavisne naučne ekspertize u uređivačke procese može dodatno doprineti smanjenju senzacionalizma i povećanju transparentnosti.

Ključne reči: senzacionalizam, naučna komunikacija, samoregulacija medija, urednička odgovornost, poverenje u nauku

CHARACTERISTICS OF THE USE OF ARTIFICIAL INTELLIGENCE AMONG HUNGARIAN COMMUNICATION AND MEDIA UNIVERSITY STUDENTS

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Abstract: This presentation investigates the patterns and determinants of artificial intelligence (AI) use among Hungarian university students, with a particular focus on communication and media majors and the implications for learning processes in higher education. The research aims to identify how students integrate AI tools into their academic work, what factors influence their usage, and what barriers shape adoption. The study is based on a quantitative survey conducted among 1,201 university students, including 138 communication and media students. The self-administered online questionnaire consisted of 27 items (closed, multiple-choice, and Likert-scale questions) and examined students' exposure to AI, the range and frequency of tools used, application areas in learning, attitudes towards future use, and perceived obstacles. Data were analysed using descriptive statistics, chi-square tests, and logistic regression models to explore the effects of socio-demographic and educational variables. The findings show that a substantial majority of students have encountered AI during their studies, primarily through course materials, academic sources, and peer interaction. AI tools are most commonly used for language-related tasks (e.g., translation and grammar checking), information gathering, and supporting the preparation of written assignments. Communication and media students demonstrate higher levels of engagement and use a broader range of AI applications; however, these differences are largely explained by socio-demographic factors rather than disciplinary effects. Students express strong openness towards integrating AI into learning, particularly in areas that enhance efficiency and personalization. At the same time, significant concerns persist, especially regarding ethical issues, lack of knowledge, and data protection. The results highlight that while AI has considerable potential to support learning and skill development—especially in text production and information processing—its effective integration into higher education requires targeted institutional strategies, ethical guidance, and the development of AI literacy among students.

Keywords artificial intelligence, communication and media studies, higher education, student use, survey research

THE ALCHEMY OF BITS AND WORDS: NAVIGATING THE IMPACT OF GENERATIVE AI ON CREATIVE AND PROFESSIONAL WRITING

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Abstract: Artificial intelligence (AI) technology has transformed modern communication, business, and content creation. Following the emergence of generative AI tools, this revolution has profoundly impacted the sphere of creative and professional writing. Given the rapid advancement and increasing quality of AI-generated prose, a task previously reserved exclusively for human cognition, writing-related professions face an unprecedented historical crossroads. This transformation affects journalists, academics, copywriters, and writers alike. Consequently, this study aims to explore potential workflow shifts, the inherent advantages and limitations of AI integration, and professional perceptions of future developments in the writing industry. The research was conducted using in-depth interviews with 12 industry professionals, employing synthesis and comparative qualitative content analysis as primary methodological frameworks. Specific emphasis is placed on four thematic pillars: the current perception of AI's role in writing; diverse use cases; the practical benefits and drawbacks of this transformation; and the underlying motivation and future trajectory of creative writing.

Keywords: generative AI, creative writing, digital transformation, textual production, journalism and media

ARTIFICIAL INTELLIGENCE COLONIALISM IN PODCASTING: PLATFORM POWER AND AUDIO PRODUCTION (THE CASE STUDY OF VIETNAM)

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Abstract: This empirical research provides an insight into how Vietnamese podcasters have used AI in their podcast practice in recent years and the implications of AI colonialism. The findings are based on the data collected from interviews with 15 Vietnamese podcasters from Jan to April 2025 in Hanoi, Vietnam. “Using AI to find niche content ideas for podcast episodes” and “Automatic noise removal” are the 2 most popular applications that the participants mentioned in the interviews. In terms of content, most of them shared that they used ChatGPT to find suggestions for ideas, topics, and content for their podcast episodes. Some people used the suggested ideas from this Chatbot directly, but others only “considered them as a reference, like finding a big idea”, and then they will “dig deeper and come up with specific niche content that suits their own orientation, desires, & target audience”. In terms of technical support, not many podcasters use AI in audio editing. However, 2 interviewees shared that they have used AI editing tools to automatically filter out background noise in their audio files. Podcast production in Vietnam is now increasingly involved with AI recommendation engines, AI content generation plugins, and editing tools. Today’s tech giants have engineered an extractive form of discriminatory algorithms that builds a new social order (Mejias & Couldry, 2024) and a new form of colonialism: AI colonialism. In the context of Vietnam, there are 3 implications that are worth discussing further: linguistic diversity, cultural thinking, and platform dependency.

Keywords: podcasting, AI colonialism, Vietnam, platform, audio production

MEDIA FREEDOM IN THE DIGITAL AGE: THE CASE OF MACEDONIA

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Abstract: Media and journalism in Macedonia are determined by multiple factors of influence generated by the character and the wide spectrum of media market space. Media freedom and general perceptions of media professionals and public opinion are influenced by the ownership of media outlets, lack of marketing strategies regarding the small media market, dependence on foreign donations and direct influxes of governmental and institutional resources. Over the last few decades, international indexes of media freedom perceptions have shown oscillations. These changes depend directly on the ability of individual media professionals to establish objective criteria for news creation.

The subjective approach in the editorial policies of electronic mass-media in the state frequently reflects certain business, ideological, ethno-national or political structure. On this basis, the media information system builds interdependence relations with certain political subjects, reflecting their attitudes and perceptions. These factors shape the objective presentation of information to citizens and influence the modification of their attitudes. This follows the global trend of media tabloidization and sensationalism, followed by the influx of new online media, lack of media regulation, and decrease of traditional form of media professionalism. The future of media in Macedonia will follow new global trends of using AI generated news, but human factors will stay present in forms which can guarantee creativity, originality, professionalism and high standards of information distribution as ever.

Keywords: media, media freedom, journalism, Macedonia, news

VISUAL POPULISM IN LOCAL POLITICS: AN ANALYSIS OF THE INSTAGRAM PROFILE OF THE MAYOR OF NIŠ, DRAGOSLAV PAVLOVIĆ

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Abstract: Contemporary political communication has shifted significantly toward visual media, prompting politicians to use platforms such as Instagram as significant channels for constructing political image and engaging in direct interaction with voters. While the exploitation of social media for the dissemination of populist narratives has been thoroughly mapped at the global and national levels, the local political arena in the Republic of Serbia remains an insufficiently explored domain. This paper investigates the ways in which visual populism is articulated in the digital performance of local leaders. To illuminate this phenomenon, the study analyzes the official Instagram profile of the incumbent Mayor of Niš, Dragoslav Pavlović, as a primary case study. The empirical part of the study strictly draws on the methodological framework developed by Marie Grabe and Erik Bucy (2009), testing the presence of nine defined indicators of visual populism in the posts of the local official. The research sample comprises 67 Instagram posts published during the period of January 1 to March 1, 2026. The findings unequivocally demonstrate that the communication strategy of Mayor Pavlović is fundamentally grounded in affective and visual populism. This confirms the thesis that the mechanisms for generating mass political support, hitherto predominantly associated with high-level state politics, are now being directly and systematically transposed to the local level.

Keywords: visual populism, political communication, Instagram, local self- government, Dragoslav Pavlović

OD PROSVETITELJSTVA I EKSPERIMENTA DO PROPAGANDE I MANIPULACIJE — VALTER BENJAMIN O FENOMENU RADIJA

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Sažetak: Na talasu svoje opštepoznate oduševljenosti novim tehnologijama i modernošću, Valter Benjamin ne samo da je poznat kao jedan od retkih filozofa koji se teorijski bavio problemom radija, već je verovatno jedini koji se bavio produkcijom niza eksperimentalnih radio-emisija. On je na Radio-Berlinu, između 1929. i 1933. godine napravio oko 95 emisija različitih formi: predavanja, javna čitanja, radio-drame, intervjui i emisije za decu. Osnovni cilj mu je bio da svojim specifičnim pristupom pokuša da dovede u pitanje ustaljene predrasude svojih starijih i mlađih slušalaca o istoriji, društvu, nauci i moralu, ne skrivajući takođe i svoje ambicije da edukativno preoblikuje stavove publike učinivši ih osetljivijim za dvosmislenost i kompleksnost. Međutim, krupne političke promene u Nemačkoj tokom 1933. godine, odnosno, dolazak Hitlera na vlast, nažalost, dovele su do uništavanja podsticajne kulturne klime. U nemačkoj medijskoj istoriji, nekoliko godina pre 1933. godine, važi kao poslednje razdoblje slobodnog izražavanja u oblasti kulture, politike i umetnosti, pre nego što su nacisti pretvorili medije u puko sredstvo propagande. Iako je u ranijoj fazi gradio neskriveni entuzijazam prema radiju, smatrajući ga sredstvom za prosvetličavanje građana, u poznijim teorijskim tekstovima Benjamin je izražavao razočaranje. On tada govori o radiju kao “ambivalentnom mediju”, jer se on može koristiti i za “ispiranje mozga”. U čuvenom eseju „O umetničkom delu u doba mehaničke reprodukcije“ on primećuje kako su radio okupirali „oni koji vladaju“, i on sada služi tome da se širi ideologija „krvi i tla“. Radijsko prosvetiteljstvo i eksperiment su se pretvorili u propagandu i manipulaciju.

Keywords: radio, prosvetiteljstvo, eksperiment, propaganda, manipulacija

SUNCE, MORE I TIŠINA: NEKORIŠĆENJE INTERNETA I DOBROBIT ŽENA STARIJIH OD 65 GODINA U JUŽNOJ EVROPI

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Sažetak: Mediteran u globalnom kulturnom repertoaru priziva posebnu imaginaciju: toplotu, sporost, obilje, život koji teče lagano i bez žurbe. Ovaj rad polazi od te slike, da bi je potom doveo u pitanje. Oslanjajući se na podatke iz Ankete o zdravlju, starenju i penzionisanju u Evropi (SHARE), osmi talas (2019–2020), rad ispituje nekorišćenje interneta i njegovu vezu sa dobrobiti žena starijih od 65 godina u Španiji, Italiji i Grčkoj (n=2.831). Analiza je razvijena u okviru istraživačke rezidencije u Evropskom centru za politiku i istraživanje socijalne zaštite u Beču, gde su pristup podacima SHARE i metodološka infrastruktura omogućili usredsređeno istraživanje životnih uslova starijih žena u mediteranskim zemljama. U sve tri zemlje, većina starijih žena nije koristila internet: 83% u Grčkoj, 74% u Italiji i 69% u Španiji. Analiza pokazuje dosledne veze između digitalne isključenosti i umanjene dobrobiti u više dimenzija. Korisnice interneta izveštavaju o većem životnom zadovoljstvu (prosek 7,90 naspram 7,15), boljem samoprocenjenom zdravlju (3,10 naspram 3,63 na skali od 1 do 5), kao i o nižim nivoima usamljenosti na četiri subskele koje mere doživljeno drugarstvo, socijalno pripadanje i izolaciju. Umesto da nekorišćenje tretira kao individualni deficit ili kulturnu sklonost, rad ove obrasce smešta u strukturne uslove rodno obeleženog starenja u mediteranskim režimima socijalne zaštite, u kojima se neformalni rad nege, ograničena javna infrastruktura i neravnomerna digitalizacija međusobno prepliću. Tišina iz naslova nije metaforična: ona upućuje na gotovo potpuno odsustvo starijih žena iz digitalnog javnog života u tri zemlje koje se u uobičajenim predodžbama doživljavaju kao mesta na kojima se dobro živi. Šta ta tišina košta, i koga, centralno je pitanje kojim se ovaj rad bavi.

Ključne reči: digitalna isključenost, starije žene, mediteranska Evropa, dobrobit, starenje, rod, SHARE, digitalna nejednakost

MEDIJI KAO KREATORI NORME: ULOGA MEDIJSKOG DISKURSA U ŠIRENJU FEMININATIVA

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Sažetak: Poslednjih godina u srpskom jeziku svedočimo intenzivnom uvođenju i širenju femininativa – naziva za ženska zanimanja, titule i funkcije. Iako su produkti mocione tvorbe, odnosno imenice tipa učiteljica, glumica, vaspitačica, profesorka neizostavan deo leksikona srpskog jezika, sporan postaje momenat zakonske regulative i obavezujuće upotrebe rodno osetljivog jezika koji značajno menja postojeću jezičku praksu u medijskom prostoru.

Shodno tome, predmet ovog rada jeste analiza uloge medija u procesu adaptacije i normalizacije nestandardizovanih oblika femininativa. Polazeći od pretpostavke da mediji deluju kao moćan normativni faktor, u ovom slučaju i pre nego što se norma utvrdila, u radu se istražuje na koji način i kojom dinamikom štampani, elektronski i onlajn mediji usvajaju i distribuiraju femininative. Korpus čine primeri iz dnevne štampe, portala i televizijskih priloga u periodu od 2015. godine do danas, uz poseban fokus na ključne trenutke: nakon kampanje za rodno osetljiv jezik i nakon postavljanja žena na značajne funkcije. Analizom se obuhvataju frekventnost upotrebe, doslednost, tipovi medija, sintaksičko-semantička prilagodljivost femininativa kao i prateći kontekst njihove upotrebe (odobravanje, ironiziranje, osporavanje). Nameće se zaključak da mediji, kao najmoćniji kreatori javnog diskursa, imaju ključnu ulogu u (ne)uspostavljanju femininativa kao standardnojezičke norme. Pokazuje se da njihova praksa deluje i pre i izvan zvaničnih normativističkih odluka, čineći ih važnim činiocima u kreiranju jezičkih promena iz domena rodno osetljivog izražavanja.

Ključne reči: femininativi, medijski diskurs, jezička norma, rodno osetljiv jezik

MANIPULACIJA MEDIJIMA U DOBA VEŠTAČKE INTELIGENCIJE: *DEEPPFAKES* I OGRANIČENJA AKTA O VEŠTAČKOJ INTELIGENCIJI EVROPSKE UNIJE

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Sažetak Veštačka inteligencija sve intenzivnije oblikuje savremene medijske okvire, otvarajući složena pravna i etička pitanja. Ovaj rad analizira „deepfakes“ kao specifičnu manifestaciju manipulacije sadržajem zasnovane na veštačkoj inteligenciji, koja obuhvata obradu slika, zvuka i video-materijala, pri čemu tehnike poput zamene lica (*face-swapping*) generišu sadržaj koji u velikoj meri podseća na autentične materijale. Iako *deepfakes* mogu imati legitimnu primenu u različitim industrijama, kao i u oblastima poput zabave i obrazovanja, njihova sve veća dostupnost i smanjena potreba za stručnim znanjem značajno povećavaju rizik od zloupotrebe. Posebno proliferacija sintetičkog, ali uverljivog sadržaja otežava njegovo prepoznavanje i omogućava masovno širenje obmanjujućih informacija. U tom kontekstu, rad analizira regulatorni okvir sadržan u Aktu o veštačkoj inteligenciji Evropske unije, sa posebnim osvrtom na odredbe koje se odnose na *deepfake* tehnologije. Kritički se razmatra da li je postojeći normativni okvir dovoljan za obezbeđivanje odgovornosti i pružanje efikasne zaštite pojedinaca od rizika koje *deepfakes* nose.

Keywords: veštačka inteligencija, mediji, *deepfakes*, Akt o veštačkoj inteligenciji EU

BEZBEDNOSNA KULTURA U DIGITALNOM DOBU

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Sažetak: Savremeni digitalni prostor i mediji postali su primarno okruženje za razmenu informacija, ali istovremeno i prostor ispoljavanja složenih bezbednosnih izazova. Ovaj rad analizira koncept bezbednosne kulture kao ključnog činioca zaštite pojedinaca i društva u uslovima digitalne transformacije. Posebna pažnja usmerena je na preoblikovanje tradicionalnog shvatanja bezbednosti u koncept „digitalnog imuniteta“, koji se ne zasniva isključivo na tehničkim rešenjima, već i na znanjima, stavovima, navikama i etičkim vrednostima korisnika. U radu se razmatraju specifične pretnje digitalnog okruženja, kao što su zloupotreba ličnih podataka, socijalni inženjering, sajber kriminal i širenje dezinformacija posredstvom medijskih kanala, koje neposredno ugrožavaju bezbednost digitalnog prostora. Predmet rada jeste analiza značaja digitalne i medijske pismenosti u izgradnji savremene bezbednosne kulture u uslovima digitalnog društva. Istraživanje je zasnovano na primeni deskriptivne i analitičke metode. Kroz analizu aktuelnih tendencija i perspektiva razvoja, relevantne naučne i stručne literature, ukazuje se na neophodnost sistemske edukacije, institucionalne podrške i jačanja individualne odgovornosti u cilju stvaranja bezbednog, otpornog i održivog virtuelnog okruženja. Rezultati istraživanja ukazuju da bezbednost u digitalnom prostoru više nije isključivo tehničko pitanje, već imperativ kulturološkog, obrazovnog i društvenog razvoja savremenog društva.

Ključne reči: bezbednosna kultura, digitalni prostor, mediji, digitalna pismenost, sajber bezbednost

THE COURAGE OF SILENCE: STRATEGIC PAUSES IN NEGOTIATION AND MEDIA CONTEXTS

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Abstract: Silence functions along a communicative continuum, shifting from a precise tactical instrument to a profound act of ethical courage. Using a systematic conceptual synthesis, this study integrates findings from two asymmetrically powered domains: interpersonal negotiation and journalistic discourse. The methodology involved a structured analysis of 45 peer-reviewed sources (2005–2025) selected via iterative keyword searches across social science databases, prioritized based on their functional analysis of pauses and power dynamics. In the interpersonal domain, silence is a measurable, strategic tool tied to specific timing. Synthesizing Conversation Analysis (CA) data (e.g., Curhan et al., 2022; Roberts & Francis, 2013), the study demonstrates that strategically extended pauses—specifically those ranging from three to five seconds ($t \geq 3s$)—are required to exceed the normative conversational tolerance threshold (0.6–1.2s). This strategic rupture enables cognitive reframing, lowering the “fixed-pie” perception and embodying “micro-courage” by resisting social pressure to speak. In the societal domain, silence manifests as courageous resilience against macro-level coercion. Analysis of contexts including political backsliding and conflict zones demonstrates that journalistic silence constitutes a spectrum of adaptive strategies—from internalized protection to the existential decision to withhold content to safeguard human dignity. We conclude that the ability to maintain silence is a vital strategic and moral practice. By identifying the empirical basis and ethical weight of the pause, this research provides a framework for strengthening democratic resilience and ethical agency in high-stakes communication.

Keywords: courage, ethics, systematic conceptual synthesis, negotiation, resilience, silence

PÂMELLA'S SELF-PORTRACT METHOD FOR THE IDENTIFICATION OF EMERGING ICONOGRAPHIES IN HUMAN RIGHTS

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Abstract: This study forms part of the methodology for a PhD dissertation that examines the role of activist design in human rights communication. In this article, we present the pilot project of “Self-Portract”, an arts-based research method inspired by the author’s experience as an art-activist. Through a semi-structured interview, active listening (Rosemberg, 2013) was used to uncover affective content that otherwise would go unnoticed (Leavy, 202). Our subject was a Brazilian educator who worked with city councilor and human rights defender Marielle Franco, whose assassination got worldwide attention. Her experiences and aspirations were brought to life by the researcher-artist in the form of a highly personal portrait of her activism. The aim was to identify common iconographies, the elements that may challenge stereotypes, and are contained in the creative mind. The elements of the imagery were analysed semiotically, phenomenologically, and comparatively, as will those of twelve other act-portraits, constituting a bank of art-activism images to be used in a collaborative workshop with the exhibition’s visiting public. Based on the accumulated results, we could compare them with those obtained via artificial intelligence to understand how algorithms affect the imageries (Pinotti, 2026). The results revealed emotional and cultural dimensions intrinsic to personal experiences (Mill, 2019) that elude traditional approaches. It proved to be a creative way to connect people and their memories. The artistic format helps to disseminate the research to audiences outside academia. Finally, we make our productions available not only to the academic community but also to anyone interested in strengthening community ties and democratic practices.

Keywords: art-based research, method design, human rights, decolonizing

METAPHORICAL FRAMINGS AND SITUATION DIMENSIONS IN NEWSPAPER ARTICLES GENERATED BY CHATGPT AND GEMINI

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Abstract: The present research aims to explore the range of metaphorical framings and shifts in situation dimensions in the newspaper discourse generated by ChatGPT and Gemini. The two LLMs will be given article titles and introductory paragraphs adapted from various online sources (e.g., *The Guardian*, *The New York Times*) and instructed to generate complete articles (i) from the perspective of the dominant protagonist, (ii) from the perspective of the endangered group, and (iii) from a neutral perspective. Also, the LLMs will be instructed to select appropriate metaphorical framings for each article, and to alternate the causal, temporal, and spatial relations, and protagonists and goals, which represent the five situation dimensions of the Event Indexing Model of discourse processing (Zwaan & Radvansky, 1998). The topics will include foreign and domestic politics, and social issues that require some sort of a conflict resolution between two sides. LLMs will be given a total of fifteen titles and introductions, which amounts to 90 articles generated. The analysis will involve (i) the identification of metaphorically used words using the MIPVU procedure (Steen et al. 2010), where all items will be tagged manually and prepared for subsequent analyses using WordSmith Tools, and (ii) the analysis of situation dimension shifts. The main research question will be focused on the range of metaphorical framings and dimension shifts that the two LLMs will produce, and how that compares to ‘regular’ newspaper discourse. Overall, the results are expected to expand the understanding and highlight the possibilities for ethical implementation of LLMs in newspaper discourse research.

Keywords: metaphorical expression, framing, MIPVU, Event Indexing Model, situation dimensions

SOFTWARE TOOLS IN MOBILE JOURNALISM: APPLICATIONS, FUNCTIONS, AND SIGNIFICANCE IN CONTEMPORARY JOURNALISTIC PRACTICE

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Abstract: The development of digital technologies has significantly influenced the transformation of journalistic practice, leading to the emergence of new forms of gathering, producing, and distributing media content. In this context, mobile journalism has emerged as one of the most dynamic forms of contemporary journalistic practice, based on the use of the smartphone as the primary tool for creating multimedia content. The subject of this paper is software tools in mobile journalism, with the aim of highlighting their applications, functions, and significance in contemporary journalistic practice. The main thesis of the paper is that software tools represent a fundamental component of mobile journalism, as they enable the smartphone to function as a multifunctional journalistic platform. The paper examines the context of the digital transformation of journalism and the theoretical definition of mobile journalism, focusing on its relationship to digital and multimedia journalism. It will then analyze the smartphone as a journalistic platform, including its advantages and limitations in professional use. The central part of the paper will be devoted to the analysis of software tools and applications used for video recording and editing, audio recording and processing, photography, writing and fact-checking, communication, as well as the exchange and storage of materials. The paper is expected to demonstrate that software tools act as a fundamental force in shaping contemporary journalistic practices, rather than serving as mere technical support.

Keywords: mobile journalism, software tools, smartphone, digital journalism, journalistic practice

NARATIVNI MARKETING U PODKASTU „BIZNIS PRIČE”: STUDIJA SLUČAJA INTEGRISANIH REKLAMNIH STRATEGIJA U SAVREMENOM AUDIO-FORMATU

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Sažetak: U savremenom društvu obeleženom ubrzanim razvojem digitalnih medija, podcasti se afirmišu kao značajan komunikacioni format koji transformiše načine informisanja, ali i pristupe oglašavanju. Kao odgovor na izazove savremenog medijskog okruženja, oglašavanje u podcastima sve više napušta tradicionalne, intruzivne modele i razvija se ka integrisanim, narativno usklađenim i autentičnim formama komunikacije. Predmet istraživanja je analiza načina na koji se reklamiranje i promocija sprovode u podcastu „Biznis Priče“ koji vodi Vladimir Stanković. Istraživanje se fokusira na sadržaj epizoda, intervju sa gostima i dodatne medijske elemente kako bi se identifikovalo prisustvo promotivnih poruka, tipovi reklama i strategije integrisanog marketinga unutar narativnih formi. Istraživanje je zasnovano na studiji slučaja i obuhvata analizu 12 epizoda podcasta, selektovanih iz različitih faza njegovog razvoja: početne, srednje i aktuelne. Ovakav uzorak omogućava sagledavanje promena i evolucije reklamnih praksi kroz vreme. Za potrebe analize koristiće se kvantitativno-kvalitativna analiza sadržaja, koja omogućava sistematsko brojanje i kategorizaciju promotivnih elemenata, ali i dublje interpretativno razumevanje njihovog konteksta unutar narativa. Cilj istraživanja je da se sagleda intenzitet i oblik reklamiranja, balans između edukativnog i promotivnog sadržaja, te da se proceni kako narativ uspešnih preduzetnika funkcioniše kao platforma za neformalnu promociju proizvoda, usluga i samog podcasta. Poseban akcenat stavlja se na razlikovanje eksplicitnih i implicitnih promotivnih elemenata. Očekuje se da rezultati istraživanja pruže uvid u savremene prakse integrisanog marketinga u audio-vizuelnim medijima i da omoguće razumevanje načina na koji poslovni podcasti funkcionišu kao kombinacija edukativnog i promotivnog sadržaja.

Gljučne reči: podcast, oglašavanje, digitalni mediji, Biznis priče, studija slučaja

OGLAŠAVANJE BEZ ČINJENICA: KAKO BREND OVI KORISTE EMOCIJE, IDENTITET I NARATIVE

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Sažetak: U savremenom medijskom okruženju, oglašavanje sve manje funkcioniše kao racionalna komunikacija zasnovana na činjenicama, a sve više kao narativni i emocionalni mehanizam u okviru kulture postistine. U uslovima hiperprodukcije sadržaja i opadanja poverenja u tradicionalne medije, marketinške kampanje se sve češće oslanjaju na simboličke poruke, identitetske narative i vrednosne okvire, umesto na objektivno dokazive karakteristike proizvoda. Ovaj rad analizira načine na koje savremene reklame oblikuju „istinu“ kroz emocije, autentičnost i društveno poželjne ideje, stvarajući utisak kredibiliteta i moralne relevantnosti brenda. Posebna pažnja posvećuje se fenomenu „*brand activism*“ i strategijama u kojima brendovi prisvajaju društvene i političke teme kako bi povećali identifikaciju publike i izgradili lojalnost potrošača. Metodološki, rad se oslanja na kvalitativnu analizu sadržaja odabranih reklamnih kampanja i njihovu interpretaciju kroz teorijske pristupe postistine i medijske konstrukcije realnosti. Cilj rada je da ukaže na to kako oglašavanje u postistinitom dobu doprinosi transformaciji potrošačke kulture, u kojoj emocionalni doživljaj postaje dominantni kriterijum verovanja, dok se granice između informisanja, ubeđivanja i manipulacije sve više brišu.

Ključne reči: postistina, oglašavanje, emocionalna persuazija, brend aktivizam, medijska manipulacija

FAKT-ČEKING U MEDIJSKOM RATU IZMEĐU RUSIJE I UKRAJINE

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Sažetak: Jedno od poprišta na kojima se od 2022. godine kontinuirano odigrava rusko-ukrajinski oružani sukob jeste i neograničen i nekontrolisan medijski prostor posvećen vestima i komentarima o dešavanjima na području istočne Ukrajine i Ruske Federacije. Veliki broj informacija, zvaničnih i nezvaničnih, potvrđenih i nepotvrđenih, emituje se neprestano u digitalnim i objavljuje u tradicionalnim medijima. Primarni cilj ovog istraživanja je sagledavanje načina na koji se ruska strana bori sa lažnim vestima, kao i koje vrste strategija preduzima u cilju opovrgavanja neistina i dezinformacija koje se tiču oružanih dejstava koja izvodi, delovanja pripadnika njene armije, kao i svih izjava i radnji koje vojni zvaničnici preduzimaju u vojne svrhe, a toku aktuelnog sukoba. Istovremeno, postavlja se pitanje da li su takve strategije svrsishodne i u kojoj meri. Pretražuju se i analiziraju otvoreni onlajn izvori na ruskom jeziku – nezavisni i državni portali za fakt-čeking, naučni radovi posvećeni proučavanju provere činjenica u navedenom sukobu, kao i reakcije suprotstavljene strane, i to u periodu od 2022. do 2026. godine, i dalje vrši sinteza relevantnih nalaza. Zaključak ovog istraživanja je da ruska strana, za razliku od ukrajinske strane, proveru činjenica i razotkrivanje lažnih informacija ne vrši putem brojnih nezavisnih tela, već uglavnom putem državno podržanih portala i centralizovane kontrole narativa omogućene pravnim sredstvima, a od 2025. godine njima se pridružuje međunarodna asocijacija za fakt-čeking u čijem osnivanju je učestvovala i medijska kuća TASS.

Ključne reči: fakt-čeking, dezinformacije, medijski rat, rusko-ukrajinski sukob

KRITIČKO RAZUMEVANJE AI-GENERISANIH NARATIVA: NOVI IZAZOVI ZA MEDIJSKU PISMENOST

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Sažetak: U fokusu ovog rada je teorijsko-konceptualna analiza specifičnih veština medijske pismenosti neophodnih za kritičko razumevanje sadržaja generisanih putem veštačke inteligencije (AI). Polazeći od konteksta ere postistine, u kojoj emotivni apeli i lična uverenja često nadjačavaju objektivne činjenice, rad istražuje na koji način AI-generisani narativi funkcionišu kao savremeni instrumenti propagandne komunikacije. Osnovna teza je da AI sadržaji ne prenose samo informacije, već poseduju snažnu emotivno-manipulativnu komponentu koju je teško detektovati tradicionalnim metodama provere činjenica. Koristeći teoriju uokviravanja, rad objašnjava mehanizme pomoću kojih algoritmi selektuju i plasiraju određene interpretativne okvire, vršeći tako suptilan uticaj na percepciju stvarnosti. Rad identifikuje specifične komponente medijske pismenosti koje su neophodne za prepoznavanje automatizovanih oblika persuazije, uključujući razumevanje algoritamske retorike i kritičku analizu algoritamski generisanih interpretativnih okvira. Jedan od važnijih zaključaka jeste da medijska pismenost mora evoluirati ka razumevanju algoritamske persuazije kako bi se očuvao kritički kapacitet publike u digitalnom okruženju gde granica između autentičnog i generisanog sadržaja postaje gotovo nevidljiva.

Ključne reči: medijska pismenost, postistina, veštačka inteligencija, propaganda, digitalna manipulacija

Ilija Milosavljević, Neda Necić, Ivana Stojanović Prelević
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