Conference

THE BRIDGES OF MEDIA EDUCATION
MOSTOVI MEDIJSKOG OBRAZOVANJA

Book of Abstracts
Knjiga sažetaka
VIII

Novi Sad
May 2016

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DIGITAL BODY

Body is a highly controversial topic in the history of human thought, in literature and culture, both in its corporeal and digital formats. In time, it has turned into a stage, class and cultural fact demanding a variety of readings. Body has been studied in philosophy, psychology, anthropology, feminist theory, queer theory, theology, history of the medicine and disability studies, but it has remained, according to Elizabeth Grosz, a conceptual blind spot in both Western philosophical thought and contemporary feminist theory, implicitly defined as unruly and merely incidental to the defining characteristics of mind, reason and identity. For instance, philosophy has established itself as a form of knowing only through the disavowal of the body and exclusion of femininity, so that misogynist thought justified women's secondary social positions by constructing their bodies as imperfect, frail and subject to processes escaping conscious control. Michele Foucault's idea that the body and sexuality are cultural constructs rather than natural phenomena has made a significant contribution to the critical theory, since his theory explores the practices, concepts, forms of knowledge, social institutions and techniques of government which have contributed to shaping modern European culture.

The paper focuses on the bodily matters in the hypertextual experimental fiction and intends to examine the ways new digital technologies contribute to representations of the body. The works by American authors Shelley Jackson and Adrienne Eisen will be compared to the Serbian novels of the so called digital realism written by Mihajlo Spasojević, Aleksandar Ilić, Marko Braković, and Dunja Radosavljević.

Keywords: body, digital, hypertext, realism, novel

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THE ROLE OF ONLINE PRESS AND MEDIA IN CREATING COMPUTATIONAL TOOLS FOR MANSI

"The aim of the paper is to present the ongoing projects aiming to create computational language tools for the revitalization of the Mansi language, as well as the already existing devices. The presentation introduces the situation of Mansi linguistic vitality, the presence of Mansi on the web2.0 domains, the history and efficiency of the already existing computational devices. The paper concentrates on the ongoing works and research, especially focusing on the role of online press and media in the creating of computational tools for the speakers and learners of the Mansi language.

Mansi is an endangered Uralic language, spoken by less than one thousand people in Western Siberia. Although the prestige of the Mansi language and culture is apparently rising, the number of speakers compared to the total Mansi population is extremely small. Mansi plays a minor role in its Russian-dominated, multilingual environment, also is heavily affected by urbanisation. The urban lifestyle, at the same time, offers new domains and creates new demands for the online acquisition and online use of the language. Having only a handful of dictionaries and grammars available and almost completely missing any literature or contemporary publication, the online databases and archives of the local press and media serve as the ultimate base for creating computational tools to meet the speakers' demands.

The data concerning the online presence and use of Mansi were collected via online observation and snowball sampling method on popular social networking sites, while the data on linguistics vitality and language attitudes were collected during fieldwork in the Khanty-Mansi Autonomous Okrug (six times between 2006 and 2015)."

Keywords: Mansi language, digital language use, online press, online media

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QUINDO: AN EXPERIMENTAL MEDIALAB FOR DIVERSE YOUNGSTERS

Howest University College in Kortrijk, West-Flanders (Belgium), decided in 2012 to launch Quindo, a webradio for young people from the region. They built a news room and a state-of-the art studio in what once was a former radio studio of the Belgian public broadcaster VRT.

Quindo stands for atypical, adventurous, innovative radio and aims at listeners of 16 to 30 years old. The aired music is not mainstream and there is a strong focus on local bands. In its news programs Quindo offers information that is relevant for young people of Kortrijk and its surroundings. There is a wide variety of covered topics: news, sports, culture, events…

The youth radio is the beating heart of a media lab, an experimental space where young people can learn and present cross-media skills. It also is a place where innovative media applications are tested and where the relationship between media producers and media users is investigated.

Quindo is running on young volunteers. They are radio dj, presenter, technician, producer, cinematographer, web designer... They can develop their skills by following one of the numerous workshops and master classes organised by Quindo.

But Quindo is also a social experiment that unites 150 volunteers from different backgrounds. The media lab gives non-stop workshops and media camps to disadvantaged youngsters, noting that learning media skills is an excellent way to improve one's social skills. Radio Respect is a good example of what media can achieve as a social inclusion-project.

Quindo is the only webradio in Belgium that is awarded with the title community media lab by the government."

Keywords: community medialab, youth radio, education, radio respect, disadvantaged youth, social inclusion, empowerment, diversity

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RE-PRESENTATION OF STREET ART IN DIGITAL SPACE: THE LANGUAGE OF WALLS IN "STREETARTNEWS.NET"

Street art is an open air creative process and product containing expressive or abstract declarations. Depicting sociological, psychological conditions on walls by arts, the street artist defies and reflects the daily symbols of daily mediocrity. This expressionist attitude includes varieties in terms of subject, material, technics, space and time. Beside different surfaces of the cities (wall, transport, door), streetart has spread and the power of expression has been realised in digital environment. Representations of issues (global, local, environmental, sociological, cultural, emotional, etc.) are handled by artists on their murals. Their arts, ideas on walls have been conveyed on digital environment to reach to the poeple all around the world. In this context, "streetartnews" website will be examined with the mural examples around the world. The examples will be analysed with semiotics by identifying the subject, the writings, the images, and design elements.

Keywords: street arts, digital environment, design element, representation, illustration

UDK   007.52:316.7]:791.221.8

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ARTIFICIAL INTELLIGENCE IN POST 2000 SCIENCE FICTION CINEMA AND DIGITAL CONSCIOUSNESS - MANKIND CONFLICT

Chess-playing AIs has popularized with his match series between Garri Kasparov and IBM's artificial intelligent computer 'Deep Blue' in 1996 and 1997. In 2016, DeepMind's 'AlphaGo' played go against go champions Dan Hui and Lee Sedol. After 'AlphaGo' won these two matches, struggle between mankind and AI is brought to agenda once again.

Looking at the history of cinema will be seen that artificial intelligence dealing with human being extends almost until the beginning of the cinema. This conflict was included into cinema by 'Metropolis' (1927), but haven't seen much until Kubrick's '2001: A Space Odysses' in 1968. After '2001', it became one of the most popular subject of science-fiction cinema. Although inn some movies, such as 'Space Odysses' (HAL9000), 'Terminator' (Skynet) and 'Wall-E' (Auto), the AI is just a computer software, mostly AI has a body and becomes an anthropomorphic cybernetic organisms (ciborg). Even it has a body or just a software, the fact is the battle between AI and its creator mankind at the cost of destroying the Earth. Existences with AI which was created by human become conscious because of their intelligence and get aware of their existence. This brings the will of liberation and rebellion against human. And sometimes, these AIs which have to protect human, realized that mankind is the most important obstacle to mankind future and defeat human to protect mankind. No matter why, AI-Human coflict is the inevitable ending.

In this study, the clash with masters of old times, enemies of present mankind in post-2000 science fiction movies will be examined. For this aim, 8 movies are choosen as sample. I.A. (2001), Simone (2002), Matrix Revolutions (2003), I Robot (2004), Terminator: Genesis (2009), Her (2013), Ex Machina (2015), Chappie (2015), Terminatör: Genisys (2015) and will be analyse with sociological and psychological methods.

Keywords: Artifical Intelligence, Science Fiction, Digital Consciousness, ciborg, conflict

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PUBLIC SERVICE MEDIA (PSM) REGULATION AND GOVERNANCE IN THE DIGITAL ENVIRONMENT: WHAT ARE THE GUARANTEES FOR SUCCESSFUL REFORMS?

The future of public service media and the appropriate frameworks that have to be put in place to assure the stability of this future are topics that merit particular attention today.

Public service values comprise the corner-stone of public service media and finding the suitable institutional design to reinforce them in the contemporary fast changing and competitive media landscape requires a new outlook and considerable efforts. The implementation of the PSM comprehensive remit in a networked society depends greatly on its relationships with all stakeholders and the public at large. Frameworks that govern these relationships should encourage participation and reforms.

On its part good regulation provides for an array of principles that have to be put in place to manage risks and changes in a multidimensional environment. In the media field good regulation can be a positive factor for reforms within PSM organizations in order to adapt them to the requirements of the digital age and create conditions for better management of resources and innovation.

Against this backdrop it is worth discussing recent attempts to adopt new frameworks in the public service media sector and what the necessary conditions are for the success of such changes. After the Hungarian, the Slovak, the Latvian and the Greek cases, the brand new cases of Poland and Bulgaria are instructive about the intentions of political elites to expand political control over PSM. These cases will be analyzed and conclusions will be drawn about the guarantees that have to be embraced by societies to accomplish genuine reforms to the public interest.

Keywords: Public service media, regulation, governance, reforms, independence, public involvement, innovation, guarantees

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THE PRESENT AND FUTURE OF DIGITAL MEDIA EDUCATION

The competencies of digital (and) media literacy, because of their great practical value, represent the key life competencies in the digital age. Integration of digital media literacy, as a critical element in education at all levels, is one of the top priorities of education policies around the world. The aim of this paper is to develop insight into the potential of new media technologies and their influence on innovation in the contexts of learning and education. The paper starts from the interpretation of the term digital media literacy, and then explores examples of existing online courses and virtual environments for learning and training in the field of digital and media literacy, as well as examples of programmes of graduate academic education in the field of digital media technologies.

Keywords: digital media literacy, digital media technologies, education, learning, MOOCs

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ABOUT THE LANGUAGE USE ON THE INTERNET: DO WE NEED GRAMMAR NAZIS?

In recent years both amonglinguists and in public we can often hear observations and read serious researches indicating a gradual but apparently inexorably vanishing of the Serbian language, and even its complete collapse. The influence of the Internet based language use is seen as a cause for this potential negative scenario, especially in the areas of its informational or social functions (e.g. Internet platforms of print media, and social networks). In order to verify or to refute these claims, we conducted several studies whit the aim to reveal linguistic and functional peculiarities of the language of new media. The subjects of this research were texts and posts on various Internet forums (Serbian newspapers, as well as web pages of professional, scientific and popular magazines), social networks and other platforms for social communication (such as Facebook and Internet site www.vukajlija.com). This research indicated the necessity of redefining the modern concept of literacy, as well as of determining the boundaries between the domains of language use (i.e. functional styles), especially regarding the impact of colloquial language use to the written standard language.

Keywords: Serbian Language, Internet, literacy concept, Grammar Nazi

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REPORTING DAILY NEWSPAPERS ("BLIC", "POLITIKA" I "KURIR") ON THE INTERNET ABOUT PRIDE PARADE AND MILITARY PARADE IN 2014

This work represents the results of critical analysis of daily newpaper's „Blic", „Politika" and „Kurir"s reportings about Pride parade and Military parade. Monitoring of this analysis covered period of 10 days- six before special events, days of the events and three after the end of these events. Socio-political context is of crucial importance for this research topic. Pride parade and Military parade represent the same type of the event- special cultural event. Difference between these two parades is socio-political context. Pride parade is representation of modern society, while Military parade is symbol of traditional society. Two parades with different theme and socio-political context held in a period of 20 days, portray post-transitional society with additional problems like tradicional culture's values and at the same time enclaves of that society which strive to modern and global way of thinking.

For the needs of quantitative-qualitative analysis special codex is created. It helps to get valid results which are based for giving qualitative conclusions. Two code lists were created one for the Pride parade with 26 categories and other for Military parade with 25 categories. Analyses covered 655 news and 313 were about Pride parade and 342 about Military parade. By critical anlysis of media discourse in this work, it is discovered which global media message was sent about the first and which about the second event are the analysed media inclined to modern or traditional considering of society and if they are influenced by different shapes of social power.

Keywords: Pride parade, Military parade, socio-political context, analysis, society

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THE NEW FACE OF THE CATHOLIC CHURCH IN THE DIGITAL AGE

The Catholic Church in the 21st century retains the title of the opinion maker due to skilled communicators among its top representatives. Using the modern means of social communication, the Church once again proves that it wants to be an active participant in society, participate in the creation of public opinion, but most importantly, it wants to fulfill its mission - proclaiming the Message of salvation. Following the example of Jesus as the 'perfect communicator', the Catholic Church faces the challenges of communication and evangelisation on a daily basis. Initial confusion and skepticism toward the mass media, the Church's Magisterium soon replaced by the realization that they are God's gifts which, if properly used, can contribute to the missionary and evangelizing mission of the Church. The main aim of this paper, centered on the analysis of communication of the Holy Father Pope Francis and three cardinals of the Roman Church on Twitter, is to show that the Church uses new communication technologies for the proclamation of the Gospel. What is the content of the message communicated, which issues the Church leaders address and how authentic are their messages are just some of the questions that this paper will raise. Finally, this paper will address and analyze communication patterns of the Church leaders, but also determine the level of their involvement in creating public opinion.

Keywords: The Catholic Church, Church communications, New media, Social networks, Public relations, Communication strategies

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WOMEN'S E-MUSEUM OF MONTENEGRO

One of the examples of a positive change towards greater visibility and knowledge is first in the region, alternative Women's e-Museum of Montenegro, from the authors of the project Nataša Nelević and NGO Nova - Feminist Culture Centre from Podgorica, which is a predecessor of the initiative to establish a Women's Museum of Montengro.

This paper deals with the presentation and the possibilities that this e-Museum has on reintegration and reinterpretation of women into cultural heritage with the aim of providing the ability to search for the answers to the challenges of the present and to the obstruction of this process.

Digitalization of content submitted to this e-Museum, whose mission is ""to gather and revaluate the documents on the past of women of Montenegro"" as stated in the description of the mission of the e-Museum, has resulted in:

1. A modern approach and the possibility that the so far invisible content of women in Montenegro is made available and affordable for research purposes which are in short supply;

2. Reintroduction of question of gender as a categorie for historical analysis with an existing method which expandes the set of sources and includes women's experience which is different from the traditional methodology;

3. Documentation of not only past but also contemporary examples of initiatives that arise within the civil society and women's groups which pressure the public institutions to include in their programs women's contribution to the development of culture, politics of everyday life, politics of remembering and personal experiences of women;

4. Creation and usage of a contemporary space through digitalization, is fast, effective and daily updated with until now scattered information which connects us better, localy, regionaly and internationaly.

In conclusion, it is necessary to use the opportunities that digitalization offers, to document, reinterpret and share content on the efforts and the importance of contribution of women and to use this content to pressure and provoke the curiosity of researchers to define, redefine and to make it significant and protected from decay of data.

Keywords: digitalization, Women's e-Museum of Montenegro, heritage, gender, digitalization

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FEMALE POLITICIANS IN THE ROMANIAN AND SERBIAN DAILY PRESS

After the democratic changes in 2000, the establishing of the institutions and mechanisms led the way to the implement and upgrade the policy of equal opportunities. The priorities have been set as to correspond the national and international Laws on Female Rights and the current political affairs concerning the gender and female perspective. The increase of the number of females as decision makers is one of the priority issues discussed at the international conferences, in the organizations and in the action plans. Serbian Constitution, as well as a number of other national and international documents on Human Rights, guarantees the right to decide on public affairs to both males and females. Bearing all that in mind, it is the intention of the author to define the media treatment of female politicians based on quantitative and qualitative analysis of media reports in the Romanian daily newspaper "Adevărul" and the Serbian daily newspaper "Blic" (online issues) in the period from 1st April to 15th April 2016. Quality of political contents, quality of performed activities, as well as the presentation of such activities is important for the breaking of stereotypes and prejudices towards female politicians and for the promotion of females as quality politicians.

Keywords: Romanian daily press, Serbian daily press, female politicians

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IDENTITIES OF EDUCATED ROMA WOMEN AND MEN ON FACEBOOK

The objective of this paper is to show how educated Roma women and men represent themselves on Facebook, which identity dimensions are the most relevant for them personally and which parts of social reality are the most significant for them. The research has been done with the group of seven educated Roma women and five educated Roma men, from January to March 2016.

The results of the research show that the most visible identity domains of the educated Roma women and men on Facebook are as follows:

1. Professional and ethnic identity (equally with both genders);

2. Gender identity is more pronounced with educated Roma women in comparison with educated Roma men and it is shown through the roles of mothers, aunts , sisters;

3. Resistance identity (equally with both genders);

4. Project identity, as a new identity which redefines the status of active participants in the society through the action which aims at changing the whole structure of the society (present in the form of educated Roma women feminism);

5. Relation towards religion is more reflected through the content on Facebook profiles of the educated Roma women.

Keywords: social networks, Facebook, identity, educated Roma women and men, profile, gender

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ALTERNATIVES FOR MINORITY MEDIA IN HUNGARIAN LANGUAGE IN SERBIA IN TERMS OF OWNERSHIP STRUCTURE AND SUSTAINABILITY

Minority media in Hungarian language in Vojvodina is in the focus of this research. Two main aspects of the topic are the institution of public service and professionalism in the context of minority media. There is a gap in minority media research in Vojvodina, since the internet and community media platforms have not been analized recently at all. Minority media in Vojvodina is struggling between different political powers and the growing media market. Media privatization, the political pressure both from the Hungarian and Serbian parties, the journalists' underpayment all together affect the position of the Hungarian media in Vojvodina. The research aims to analize the work of minority media in Hungarian language by giving a historical perspective regarding ownership structure, changing media policies, financial sustainability. Except for drawing a map of Hungarian media institutions in Vojvodina, the research will produce a thorough media analysis, in order to discover, whether Hungarian media in Vojvodina needs to „get some fresh air" – e.g. by putting more emphasis on online, „cheaper" media today in order to sustain itself and serve the Hungarian ethnic community in Vojvodina according to professional standards, local and regional media in Hungarian language both aiming to become real mini public services.

Keywords: minority media, ownership rights, media pluralism, self-government, media market, online media, politics in media, public service

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THE EXTENT TO WHICH THE SAME ACCENTS IN THE SPEECH OF STUDENTS OF JOURNALISM FROM DIFFERENT PARTS OF VOJVODINA DIFFER FROM EACH OTHER

The specific realisation of our accents in speeches of Vojvodina subdialect separate them from other speeches of Serbian-speaking areas. However, the realisation of these accents is different in the speeches of Vojvodina themselves. Digital material, which represents recordings of the students made in a professional studio, in controlled conditions, is of better quality than the field recordings which are usually used in dialect research. Therefore, digital material is priceless for the precise phonetic and acoustic measurement. Although the differences in the phonetic realisation of our accents are clearly noticeable if you listen carefully, we wanted to see whether they were the result of differences in those acoustic parameters analysed so far in the research of our accents. We have observed 218 word samples with short accents realised by eighteen speakers. We analysed the following acoustic parameters: f0 range (between the onset and the ending of the accented vowel, between the ending of the accented vowel and the onset of the next vowel, between the maximum f0 values for these vowels), the difference between the intensity of the accented and the following vowel as well as the position of the pitch peak in the accented vowel. The obtained data were compared to the data resulted from the analysis of accents in other Štokavian speeches. The research showed that short accents differ from each other only in some of the analysed parameters.

Keywords: Vojvodina subdialect, short accents, digital material, fundamental frequency, intensity, duration

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SOCIAL NETWORKS: "FISHERMEN OF HUMAN SOULS"[1]

The function of netting, which is related to the activity of fishermen and the multitude, as well as individually, can be the starting point for understanding the phenomenon of today's media and communicative practices, different positions and the role of a person in it.

The term network is used in a number of phrases and new context. Regarding this, here we would like to point out some possibilities of social networks. They are woven by implementing new quality in the capabilities of media and affiliation of users. They are bringing challenges and paradoxes. One can use them skillfully, functionally and creatively (positive context). The creator of media content and messages, in which he subtly weaves his intentions, can be a fisherman, but also an easy prey if he is media unaware (negative light).

By such ""fishing"", flocks of individuals and groups are becoming more numerous and more heterogeneous, in terms of their diversity, and social networks are destination where this diversity tends to find ""its likeness"" and ""soul mate"". Driven by strong currents, intentions and expectations, consumers are (not) caught in the waters of the media, unconsciously surrendering or consciously resisting to the things they bring. Predators are waiting there, skillfully camouflaged, according to mimicry of (un)common environment that symbolizes semiotics, rhetoric, metaphor of the media industry. They manipulate, spin, spread pseudo values and everything that leads to idealisation, hyper sensationalism, globalization of consciousness and domination of the spirit of consumerism. Therefore, the diversity of media consumers, as individuals, can grow into a uniformity of feelings, opinions, behavior, and social networks into fishermen of human souls. One can be easily, seamlessly caught – by a click, touch, like, poke... The illusion of the surface water turbidity in medium is hiding something unknown in the dark depths, hidden, blurry. But it may become known to us and discovered by the power of the clarity of mind and qualities which include critical reflection. Media literacy has an important role in it.

Keywords: network, media, social networks, media cosumers, virtual communities, manipulation, media literacy

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[1] As a part of the title of this work, a title of the book "Fishermen of human soul" written by Djuro Susnjic is taken.

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MOBILE LEARNING IN A SERBIAN HIGH SCHOOL

Mobile learning is defined as "learning across multiple contexts, through social and content interactions, using personal electronic devices" (Crompton, 2013) and is considered to be a highly convenient form of knowledge acquisition because it is accessible from everywhere. Sharing and feedback are instantaneous and the process is highly interactive, which makes it extremely appealing for the younger generations of learners. The paper, therefore, aims to investigate how high school students in the grammar school in Sremski Karlovci, near Novi Sad, Serbia, employ mobile devices (mobile phones, i-pads, tablets, etc.) in the learning process for a variety of subjects, ranging from English and history to mathematics and geography. The research adopts a qualitative research design and relies on semi-structured interviews in data collection. Prior to the interviews, a pilot study was conducted in order to help in the preparation of the interview protocol and pre-defined categories for the analysis. The answers of the students can be classified in the following categories according to the purposes for which the students use mobile devices: (1) for student-to-student communication; (2) for exchanging and sharing materials, especially when a student misses a class; (3) for studying new content; (4) for revising old material. The paper ends with pedagogical implications which are supposed to serve as a group of guidelines for teachers willing to implement mobile learning in their daily teaching practice.

Keywords: mobile learning, mobile devices, sharing, feedback, cross-curricular learning, qualitative research, interview

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GENDER ROLES AND STEREOTYPES IN MODERN CARTOONS [1]

"Today's net generation from an early age use the Internet daily basis, which opens a series of questions that parents, educators and the community are trying to answer. One of the issues is the marginalization of children and the impact of new media content, which have become a common platform for various media formats for youngest, such as cartoons.

Cartoons are one of the important factors that create children's culture. This paper analyzes gender stereotypes and values that most frequently appear in cartoons.

The aim of the research is to identify representations of men and women in selected cartoons that are available to children on television and online, as well as to deconstuct stereotypes and prejudices in this short animated forms made for children.

For this research, I analized includes two short animated films made in the 21st century: episode ""Mama Pig at work"" and episode ""The Office of dad Pig"", both lasting for 5 minutes.

The general conclusion of the research is that despite the fact that it is contemporary cartoon, it supports the patriarchal social order. Gender role form is changing , but the essence has remained the same.

However, it is noticed a certain shift in favor of gender sensitivity, indicating a maturing nature of the concept of gender and gender sensitivity in society.

Keywords: digitization, gender roles, stereotypes, internet, cartoons, children

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MEDIA COVERAGE DURING THE EMERGENCY SITUATION

In the paper titled "Media coverage during the emergency situation" I will point out to the differences in the reporting of the official media and the data published on the social networks during the emergency situation in May 2014 in the Republic of Serbia. A big difference in the data presented was noticed, which caused different attitudes, behavior and the effect of the information provided to the citizens of Serbia. Information about the floods, the effects of floods, reporting from the locations affected by the floods, reporting from the first lines of defense from the overflowing river courses and in collective centers were published by the national, regional, public and private media. The situation was also covered by the print media and foreign correspondence offices on the territory of the Republic of Serbia. The citizens also had the opportunity to get information through social networks and their Facebook and Twitter accounts. The difference in the data placed on the official and social media was also observed. Through this, a factor of instability among the citizens was brought about and some of the consequences caused by this division are insecurity and panic.

Keywords: Television, Newspapers, Facebook, Twitter, Emergency Situation, Floods in the Republic of Serbia in 2014

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BETWEEN CONVERGENCE AND INTERACTIVITY: RTS AND PBS NEWS PROGRAMMES

Television news has become available on different digital platforms (websites, social media, mobile apps). However, while both RTS and American PBS are capable of technological convergence, RTS' relation to public is questioned in terms of audience's participation in the system of communication. First, the paper compares the state of convergence of their news programmes and finds low interactivity in the case of RTS. Then, possible causes are analysed.

PBS users are more active on social networks, while RTS public is less politically engaged. Search engines and social media are used by PBS as polling devices in election campaign reports, showing Internet salience of presidential candidates. PBS also recommend subscribing to their email newsletter, and customizing the news package each user receives. PBS ombudsman maintains a blog about viewers' critiques of media integrity. None of it is found in RTS programme. PBS platforms are well connected with their audience, while RTS only provides digitalized TV content.

The paper analysis RTS' deficit through several themes: independent critical reporting and political parallelism, budget, TV ratings and user activity. PBS news ratings are really low compared to commercial media, but RTS "Dnevnik" is among shows with highest ratings. Therefore, RTS is likely the target of political interests, and it is not remembered as a monitory institution. PBS has a history of conflict with american politicans, and the audience of PBS platforms frequently comment daily politics and public officials.

Paper suggests possible connection between interactivity and relevance. With low ratings, political actors have no reason to manipulate the content. "Dnevnik" attracts more political power, which impedes development of interactivity. However, RTS viewers don't show the will to participate. Thesis about political control of public service may be insufficient, because weak civil society and apathy of the individuals also produces low interactivity.

Keywords: media convergence, digital platforms, public service, interactivity, social networks, internet, television, audience

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IMPACT OF MEDIA AND INFORMATION TECHNOLOGY INNOVATIONS ON THE QUALITY OF TEACHING

Media and information technology innovations form the basis for the realization of a new concept of teaching based on informatics paradigm. To media and information technology innovations have become an integral part of the teaching process, they must be accepted by the teacher.

The needs and interests of teachers for the implementation of media and information technology innovations in teaching are the key factor that determines to raise the quality of teaching in the school. The needs are the internal drivers of human activity. It's hard to need to be considered if the individual is not perceived as such.

If teachers have developed positive attitudes towards media and information technology innovations, if they perceive innovation as well as the need for modernization of educational work, then innovation will increasingly enter into the practice of our schools.

This paper analyzes the attitudes and opinions of teachers about the impact of media and information technology innovations on the quality of teaching.

Insight into both presented results on the impact of media and information technology innovations on the quality of teaching shows that general attitudes of teachers distributed so as to unambiguously indicate a general acceptance of the idea that media and information technology innovations strongly affect the quality of teaching.

Keywords: informatics paradigm, media and information technology innovations, educational process, the teacher

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ONLINE MEDIA REPORTING ON THE WORLD AUTISM AWARENESS DAY: A DISCOURSE ANALYSIS

This paper is directed towards analysis of online media reporting in Serbia about autism. It focuses on online media reports about the World Autism Awareness Day in 2015 and 2016. The aim of this paper is to identify main discourse strategies in reporting about autism and to explain how these strategies contribute to common understandings about autism in Serbian society. The sample consists of six reports from three online media: public broadcaster RTS and two private portals: B92 and Mondo.

Keywords: online media, media reporting, autism, discourse analysis

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"PRESS-O-SAURUSES" IN ONLINE ENVIRONMENT: THE FUTURE OF BH. PRESS IN THE DIGITAL ERA

In Bosnia-Herzegovina, in the past year one daily and one weekly newspaper have stopped their publishing. One of the official reasons for closing these media was their incompetence to survive in the market due to the fact that the audience is turning towards digital online media. Magazine "Slobodna Bosna", as one of rare investigative magazine that existed in B&H, has moved its activities to online sphere, but it has changed its policy and reporting style there significantly. This paper will discuss reasons for closing print media after the growth of online sphere and change of audience behavior. However, we will argue that digital technologies are not the key reason, but rather great excuse for closing down traditional investigative media. Hidden political and economic pressures and lack of critical public that would support investigative magazines are the key reasons, rather than online media.

Keywords: print media, digital environment, online media, Bosnia-Herzegovina

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ROLE AND IMPORTANCE OF PARENTS AND TEACHERS IN FORMING MEDIA LITERATE YOUTH

In the today's world of powerful development of new technologies, expansion of social networks the ever faster and denser flow of information, children and youth – 'digital natives', do not have a problem with mastering any of the instruments of mass information diffusion. They need to be educated to understand correctly the elements of the communication process, other than sender and instrument; i.e. the message, and its essence.

The research conducted on the adolescent population started with the facts that children need support of their parents, in the earliest phases, when according to Potter, they adopt the principal notions and acquire speech skills, narrative techniques, and then develop scepticism, and enter the phase of intensive development. In the following phases of acquiring media literacy – research, critical approach, and social responsibility, at the end of which people are capable of evaluating all types of messages and criticising them from the aspect of what is good for individuals and for the society, the support of educational institutions and wider social community is needed. The research, conducted in several cities of Vojvodina on a sample that included parents, students, and teachers, yielded a result which showed a high degree of divergence in the answers of the students, parents, and teachers, with regard to the attitude on whether the adults influenced the television choices of the youth.

Keywords: media literacy, television programme, youth, parents, teachers

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SOCIAL NETWORKS AS TERRORISM INFORMATION SOURCE

In mediated society the quite movement of young audience to online spaces is obvious, that in time become battlefield of the sophisticated personalized techniques by which the support of recipients is gained. The classical media industry loses primate in events interpretation whereas digital culture, promoting more flexible forms of organizing opens space to numerous centers of resistance and counterculture.

This article points to the fact that violence, religious extremism or terrorism are more present on social networks increasing the level of social vulnerability. The connections between territory and safety have been more and more porous because the space for cyber community is not important. Together with change of audience, the flow of information, ideas and values have been accelerated, which with globalization, commercialization and increase of economic inequality influences the increase of political instability between nations, religions and cultures. The practice shows the way how online dissatisfaction and resistance develops offline organizing and violence followed by greater number of civilian victims, while decentralized structure of network communication hardens the monitoring and control of emotional contents.

The authors suggest that measures of passive and active defense are basic strategies against this type of conflicts, but their unequal international regulation prevents states from giving more active responses to these challenges. Hence their devotion to promote digital cultures and cyber ethics as one of priority areas in prevention safety threats in virtual society.

Keywords: social networks, terrorism, religious extremism, resistance, self- promotion, moral panic, media pessimism

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ELECTRONIC MUSEUM OF DANCE IN SERBIA: GENDER PERSPECTIVE

In Serbia there are not comprehensive data on the artistic dance (ballet, play and dance) from history and contemporary situation in the existing theatre museums in Belgrade and Novi Sad. Nowadays, research shows that documentation in museums on artistic dance is the poorest of all theatre genres (drama, opera, ballet) because the data are stored in private database or scattered in various written resources for which we need an independent research in order to make them available for the public. Since the artistic dance is dominantly closely connected to women in Serbia, one of the most important perspectives in the research is the gender one so as to highlight women contribution in this art field in Serbia concerning the fact dance has been expanding its popularity last hundred years. The aim of this study is to draw attention to present research data on one side and offer model of Electonic Museum of Dance on the other side taking into consideration theatrical frame gender dimension of gender studies. I am describing data inventory which is familiar to me from dance texts, photography, music, ballet scripts, videos and movies, confessions of artists, scenography and other dance elements connected with artistic dance realisatiom in this area of living. I conclude there are difficulties and advantages of this sort of museum work about women in dance art in Serbia these days and I suggest making Electronic Museum of Dance website in Serbia.

Keywords: Electronic museum of dance, Serbia, gender, gender studies

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THE CODE OF ETHICS IN PROFESSIONAL ONLINE JOURNALISM

As a digital media, Internet fundamentally changes the structure and ethics of journalistic profession. One of the most important questions of journalistic theory and practice nowadays is efficiency of ethical standards inherited from traditional print media in a changed, information environment.

The subject of this paper is analysis of application the code of ethics in online journalism. The focus of the research has been placed on journalistic professionalism. In that sense, the first part of paper refers to defining of journalism as a profession, and in that context to recognizing the key tendencies of professional transformation under the influence of digital media, with precise delimitation of professional and so-called citizen journalism. The subject has been set in the narrative framework that consists of questions: what are the main mechanisms of media self-regulation on online platforms?; what are the most important ethical standards of journalism in the digital age?; how to improve quality and responsibility of online media? The aim of the paper is to examine the relation between the code of ethics and the journalistic profession online, using the critical and analytical methods. Starting from the normative character of the social responsibility of media, we analyzed achievements of self-regulation of electronic editions.

We conclude that there isn't general consensus about rules and responsibilities on Internet. Online journalism shows some examples of breaching of ethical and professional standards. It follows that Internet as a lever of media system democratization doesn't guarantee more objective and more truthful journalism.

We notice the lack of the self-regulation power on the Net, which requests overcoming by measures: the introduction of the subject Media literacy in the compulsory education; the improvement of the code of ethics by introduction of new guidelines suitable to variable information environment; strengthening the powers of the independent regulatory bodies.

Keywords: online journalism, digital media, Internet, code of ethics, Press Council

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CITIZEN JOURNALISM - USE OR ABUSE?

Inspite of the prediction made by group of tehnooptimistic theories after 2000, it became obvious that citizen journalism wouldn't change the communication in a way that theory predicted. Citizen journalism rose to a prominence by showing its great potential but it has never changed the way that traditional media works. Rise of anonymity, misusing of right to comment in order to troll the debate and, further more, political and market impact on anonymous citizen activists force traditional media to close the comment section and ignore sharing information published by citizen activists on social networks. This paper discusses the manner in which information gained from citizens via various social networks, especially Twitter, influences professional news reporting in traditional mainstream media. The research conducted in Serbia tried to give an answer why the journalist are frightened of being misused by gaining information from citizen journalist.   The research based on questionnaire and interview with editors in prominent traditional media in Serbia shows that the world practise in which influence of citizen journalism is fairly limited, takes a place in a Serbian media landscape.

Keywords: citizen journalism, professional reporting, social networks,Twitter

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PLACE OF THE MINORITY MEDIA AND THE PROCESS OF GLOBALIZATION

Post-socialist countries are not immune of the process of globalization, involved in every social sphere, and therefore in the media. No matter whether the better information that leads to increased democracy is a kind of imperative knowing that the market orientation of the media is undermining their true role. Fromm is talking about the "pathology of normalcy" while Baudrillard, poses the problem of the meaning of information. It is very important from different types of media to identify the positive and progressive. Basically mainstream media gives facts. It is required by their readers. Chomsky's point of view is that globalization should open the possibility of creating the "intellectual self-defense". The issue of the minority groups and their media in the era of modernity and the place they're taking is still open. Hall talks about the "grammar of race" which determines the way how the other ethnic groups are represented in the majority media. Political employments favors the minorities. The minority media forms a communication inside of them, but also it's used as a communication tool between the minorities and the majority, and between minorities and the motherland. Not all mass media are equally efficient in the function of the media of minorities. The minorities represent themselves through internet and communicate with each other in virtual space that does not belong to anyone and thus actually abolishes the principle of division, and also contributes to the maintenance of transnational consciousness much more than other media.

Keywords: transnational awareness, minority media, Chomsky, political employments

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Public Broadcasting System in BiH in digital environment

Public Broadcasting System of Bosnia and Herzegovina is a specific structure created by the political will of the International community. By decision of the High Representative for BiH 2005., divided national media stations in BiH are incorporated in umbrella corporation. Law on the Public RTV system imposed by foreign protectors in its organization includes three public broadcasters: Public Broadcasting Service of Bosnia and Herzegovina (BHRT), Public Broadcasting Service of the Republic of Srpska (RTRS) and the Public Broadcasting Service of the Federation of BiH (FTV). Despite the intentions of the International community, as well as one part of BiH (Federation) to create a unified media system, public broadcasters are still operating across ethnic divisions in BiH, without the consensus of the public. Research conducted the survey in March 2016., included journalists and editors of public services, who answered the questions about adjustment to the process of convergence and New media. Recognizing the importance of internet presentation and promotion, all three public services promptly launched online platform (in the form of web sites and social media accounts), which increased the presentation of production of these media. BiH is the only country in the region where the digitization process has not been implemented. Distincted European requirements and threat of media darkness didn`t forced the responsibile in this process to replace the analog signal to digital. The general lack of money that led public services in BiH to the brink of collapse and the absence of a general consensus on the manner of their functioning, keeps the digital era away from the citizens of this country.

Keywords: Public Broadcasting System, politics, public broadcasters, BiH, digitization

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THE PRESENCE OF POLITICAL FEMALE CANDIDATES IN MEDIA REPORTS OF RTV VOJVODINA, PRE -ELECTION PERIOD

Each media release is an image of social reality. A social model in which the public speaking is the right and privilege of men has been transferred from generation to generation. Today, within contemporary culture, there are numerous gender stereotypes, prejudices and inherited social patterns that are confirmed in all spheres of life. The media is one of the most influential because they do not only transmit the image of woman's position as the second one, but makes it also deeply rooted in the consciousness of the audience by its editorial policy.

The aim of the paper is to present the androcentrism of television program, which results in under-representation of women in media content and thus reduces their existence, functioning and achievements. The research is based on the encoding of two magazine and one central program of RTV Vojvodina, in the period of one month. The shows are broadcast in terms of the anticipated program, but they are on the site where there is the possibility of listening in streaming and delayed listening.

Concluding remarks indicate the existence of gender discrimination but also the increased presence of women in the media in relation to the time of election cycles in 2008, 2012 and 2014. Concluding remarks contain the proposals to combat gender stereotypes and turning towards complete freedom of personal and professional choices, accomplishments, and primarily the existence and recognition regardless of gender.

Keywords: women, policy, equality, digital broadcasting, online media

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ONLINE SPACES FOR NEWS TALK

Internet brought, among other things, the opportunity for people to participate in online communication about news stories. That change evoked debate about democratic and deliberative potential of the internet and its capacity to become online public sphere. This paper argues that it is not adequate to think about internet as unique and homogeneous place for discussion. Instead, it identify three types of online spaces used for communication about news – comment section, online communities and social networks. Those spaces are distinguished by several criteria, such as openness, the degree of anonymity of participants and the type of control over communication process.

In this paper characteristics of those communicative online spaces are discussed from the users' perspective. People who participate in online news communication gave their opinion about advantages and shortcomings of different types of spaces. They explain how they chose where to participate, what they see as restriction and how they judge the democratic potential of each type. The deliberation about those issues is based on 18 in-depth interviews conducted with people who discuss online news. Their statements and attitudes provided important insight about influence powerful social entities have on online spaces even when those spaces were claimed as dedicated to citizens and their opinions. Additionally, those interviewees explain communication strategies used by participants in order to deal with such challenges. Having find that online communicative spaces are not free from the power relations, the paper explore question what are the compromises that people are willing to accept.

Keywords: internet, online spaces, online media participation, online public spher

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PRESCHOOL TEACHERS' STANCE TOWARD THEIR PROFESSIONAL DEVELOPMENT IN ICT

This paper discusses the issues of professional development of teachers in ICT (Information Communication Technology). This question is actualized in recent years because the role of teachers who work in preschool institutions is changed under the influence of the education reform. Changes in the roles of teachers refer to the innovation of educational work and acceptance of stance that preschool education is the first and an extremely important step towards lifelong learning. The survey was conducted in the area of southern Serbia, and was aimed to examine attitudes of preschool teachers towards the professional development of ICT competencies. The research results show that there are statistically significant differences in the attitudes of teachers in relation to the years of service, level of education and a place where teachers work (village, town or suburb). Based on the realized research it can be concluded that changes of systemic character that would be related to the higher level of informatization in the field of preschool education are necessary.

Keywords: Preschool teachers, vocational training, ICT, years of service, education

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DOES A UNIQUE SYSTEM OF PUBLIC BROADCASTING IN BIH CAN SURVIVE?

Although the reform of the public broadcasting is one of the conditions for joining the European Union, the Public Broadcasting System in BiH threatens to collapse. Basis of the conditions for the existence of public service and political independence and economic stability were at stake because, among other things, the legal deadline for the collection of license fees through telephone bills expired. RTV system is on temporary financing until June 30, and the demands for the reform of state television through the "national channels" are getting louder.

Keywords: Public Broadcasting System, media, reform, digitization, BiH

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ANALYSIS OF COMMENTS REGARDING NATALIJA DEVIĆ'S COLUMN "STRANGERS IN BELGRADE" ON THE MEDIA PORTAL OF THE DANAS NEWSPAPER

The subject of this paper is the analysis of readers' comments of Natalija Dević's column "Strangers in Belgrade" on the media portal of the Danas newspaper, and the reactions of professionals regarding that piece, published on August 13th, 2015. The aim of this research is to emphasize the importance of honoring the journalism ethics of a journalist – columnist, the awareness of cultivating the collective identity and the inercultural communication through the digital media. This paper uses the general scientific method of content analysis, it being the method based on text coding or rather messages coding. Within the analyzed body consisting of 161 comments regarding Natalija Dević's column, only one comment is positive. The dominant opinion of those who commented the piece "Strangers in Belgrade" is that the author had offended against the principles of not only journalism ethics but also of basic human decency. Most comments mention racism and xenophobia which the author displayed publicly and therefore questioned the reputation of the newspaper which published her column. Through the digital media, the public reacted with outrage to the inappropriate content, directing their negative comments to the author herself, as well as to the staff and editors.

Keywords: column, columnist, editorship, journalism ethics, public comments, journalism reputatio

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ALIENATION – THE KEY FOR SOCIAL PARTICIPATION IN ADOLESCENCE

The increasing popularity of online social networks (OSNs) among adolescents has stimulated researchers to investigate the relationship between use of OSNs and loneliness. Whether inside or outside, more youngsters are physically and socially disengaged from the others because they are wearing earphones, talking or texting via telephones. Time that was previously spent interacting socially has been replaced by the virtual diversity. Alienation, as a form of loneliness, is particularly important to investigate in adolescence. Adolescents have to become independent from their parents and achieve intimacy with peers. An important developmental task of adolescence is to balance and manage these relationships. Failure in dealing with these tasks may lead to loneliness, which can take on different forms in the relationship with parents and companions. Parents and peers provide unique forms of support and contribute to adolescent adjustment. Peer and family-related loneliness are associated with different forms of psychopathology. The distinction between companion and parent-related loneliness is particularly relevant in adolescence. Adolescents' social life takes place offline as well as online. Nowadays, the Internet has a major impact on adolescents' social behavior, identity, and interpersonal relationships. OSNs can help adolescents to stay in contact with friends and family, make new contacts, and exchange ideas or opinions. Given that adolescents are concerned with peer acceptance and physical appearance, they are especially receptive to OSNs. As lonely adolescents are more likely to experience difficulties in relationships they turn to online communication as it reduces social boundaries. This "social compensation" hypothesis states that the different features of online communication may help lonely adolescents to overcome their shyness and inhibition. This hypothesis has been confirmed as lonely adolescents use online communication to compensate their weaker social skills. The issue is the quality of relationships, not the quantity. OSNs can enhance relationships, but they don't prevent alienation and loneliness.

Keywords: alienation, loneliness, adolescents, online social networks (OSNs)

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DIGITAL MEDIA AND ALIENATION

Digital media and digital culture have complete domination of the world in which we work, create and live. This is why our society is called knowledge society. Globalization has helped to achieve McLuhan postulate about the world as a global village. But no one predicted that in this world of high awareness and continuous communication we ll reach the epidemic alienation. "Today machine communication was born between man and man ." (Milardović, 2010: 111). There was a decadence of the human presence. A new civilization is characterized by massive experience of alienation. A pervasive alienation of modern man, despite the wealth of choice in the modern world, variety and speed, will be discussed in this paper.

Keywords: digital media, alienation, digital culture, knowledge society, globalization

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MEDIA LITERACY OF HIGH SCHOOL STUDENTS IN THE REPUBLIC OF SRPSKA

Media Education is the process through which individuals become media literate – able to critically understand the nature, the techniques and the influence of media messages and productions. Although in the documents of the Council of Europe and the European Union institutions, the media literacy is mentioned in various contexts, the greatest importance is given to the administration of the media literacy as a means of increasing the quantity but also the quality of citizens' participation in society, and their training for participation in democratic processes of society to which they belong. Despite the desire and will to soon join the European community of nations, we do not do anything organized to improve the media literacy of young people who should be their commitment to contribute to the future of our country.

The aim of this paper is to show how young people, high school students are exposed to the influence of the media and unprotected from them. For the definition of media literacy as an understanding of the power of the media and their impact on our lives, high school students in the RS in the fewest number chosen because, in their opinion, media literacy is primarily the maximum ability to use the media in order to get the desired data. In addition, the comparative statements of respondents, depending on which of the secondary schools in RS attend (gymnasium, technical, secondary school or art school) show identical ignorance and misunderstanding of the power and influence of the media in today's digital world. Students of secondary vocational and technical schools through the classes of Mother Tongue and Democracy and Human Rights have had a limited and particular type of media education, which has clearly not achieved the planned target.

Keywords: media, media literacy, media education, high school students, the protection of media consumer

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ETHICAL IMPLEMENTATION OF SEO STRATEGIES IN DIGITAL MARKETING

Relatively novel and rapidly evolving field of digital marketing gave business ethics a new responsibility: to observe, study and evaluate its moral impact on both consumers and the market. Through new digital media, contemporary marketing possesses the capacity for direct and unmitigated communication, creating an interactive relationship with consumers, and a channel that is crucial for each and every aspect of the marketing mix.

One of the main indicators of a successful digital marketing strategy is an increase in brand awareness. A higher level of presence on multiple digital platforms will make the brand more visible, which will result in more visits to the official web presentation of the brand, which will, further, optimally, result in revenue. Some of the digital marketing strategies implemented include social media marketing, viral marketing, direct e-mail marketing, as well as search engine optimization - SEO, which is a very unique and increasingly controversial approach to digital marketing.

Web browser Google is often cited as "the front page of the Internet", because it is the most commonly used Internet browser, as well as a starting point for the virtual interaction of the most members of the digital community. It is, therefore, of vital importance, for any business, to achieve optimal visibility on this platform, in order to attract as many potential customers as possible. This is exactly where SEO comes into play: it aims at creating optimal digital presence for a specific brand, in order to increase its rating in the search results of Google and other relevant web browsers. Ethical controversy stems from tools and strategies that SEO uses, as well as the process of their application, and this paper tries to identify biggest ethical problems and ambiguities, and to assert the importance of ethical SEO in achieving success in digital marketing.

Keywords: business ethics, digital marketing, SEO, content marketing, search engine, Google, Web 2.0

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THE 2016 ELECTION CAMPAIGN IN THE SERBIAN LOCAL ONLINE MEDIA

Online portals have been one of the most important types of media for dissemination of information about the election campaign already since the 2008 elections. Their significance in the local elections has increased after the completion of the privatization of municipal media on 31st October 2015. Media that used to be under the ownership of the municipalities have in some rare cases only changed the owner, but more othen, they were closed after an unsuccessful privatization. Therefore, many of the elections participants have lost their ability to deliver information about the campaign. The research corpus includes 30 municipal multimedia portals from 17 cities in Serbia. We analyzed only outputs that are directly or indirectly related to the election campaign. Sites were monitored every day from April 8th to 21st.

The basic method is a quantitative and qualitative content analysis and descriptive methods. For content analysis a coding protocol maked of 4 categories and 45 variables was used. For the descriptive analysis, a questionnaire with eight outstanding issues.

The preliminary results showed that the most frequent topics on local web portals were political opponents, the former government and departisation (45%). One third of the subjects makes the opposition to local government, while the ruling parties are represented in 18% of the content. Most often, the reports were about the activities of the SNS (34%). The media were gender insensitive this time again. Mainly men were in the role of the subject (84%), either as sources of information or as directly quoted persons.

Keywords: election campaign, online media, local elections, Serbia, 2016

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USAGE OF DIGITAL AUDIO-VISUAL CONTENT AFTER THE INTRODUCTION OF DIGITAL TV IN SERBIA

This paper presents the last phase of research of the users of digital television and other types of digital audio-visual content. In contrast to analogue programme, digital television allows fragmented and two-directional usage, higher level of user control and access through multiple devices. Electronic programming guide, video-on-demand, home shopping and other services available through digitally transmitted programme blur the boundaries between the senders and receivers' roles in mass communication. At the same time ""watching television"" becomes more complex, tangled with other user practices. Following the framework of uses and gratifications theory and domestication theory, we investigate these changes in the practices of viewing and using TV content after the introduction of digital television in Serbia. The research is based on in-depth semi-structured interviews with fifteen respondents from Novi Sad with whom the first interviews were conducted in 2011, before the introduction of digital television. By providing the overview of the ways in which different people use the existing technologies and by comparing the data with the previous research, we aim to establish the role and position of digital television in the overall consumption of media content.

Keywords: digital television, digital audio-visual content, users, viewers

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CHILDREN AND COMPUTER GAMES: HOW SOCIAL INTERACTION TRANSFORMED ONLINE GAMES INTO SPORT

Interactivity, as a dominant characteristic of computer games, has been named by many authors as the primary reason for their popularity. With the rise and development of new technologies and computer games as well, a new category which goes by the name of social interaction has been established. This new phenomenon has been recognized as a relationship between the users of computer games, particularly those available online. In order to achieve their goals and therefor better results, gamers form teams with other players of the same game with whom they train for several hours daily connected via the Internet or sometimes even being together in the same physical area. Therefor interactivity, which was used to describe a communication with a computer only, transformed into a social activity defined by the interpersonal communication with real players. The new perception of this category led to the constitution of social media reserved for the players of particular games, such as Steam which helps users communicate during the game play, and finally eSports as a relatively new and widely growing phenomenon. The aim of this research was to provide answers to questions whether pupils of primary schools in Vojvodina perceive computer games as a form of a sport and engage themselves in social interaction with others during the game play with the focus on the digital online platforms. The results have shown that younger representatives of the corpus of the analysis are much more likely to take parts in described activities and in a way these active gamers form a certain subculture. Even though the older representatives are not that interested in this kind of an approach to online computer games, it is safe to say that growing up in Vojvodina has been transferred into a digital realm.

Keywords: children, computer games, Internet, social interaction, social media, eSports, subculture, third plac

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THE ELECTION CAMPAIGN ON SOCIAL NETWORK FACEBOOK

The election campaign conucted through traditional media is in many ways different from campaigns that political parties can carry out on social networks. With no media, which are traditionally mediators between political parties and voters with the obligation of an impartial and objective reporting, political parties take over the role of communicator and have the freedom to choose their election strategies and spread the ideology trough their own mechanisms. This paper is an analysis of Facebook pages of five political parties – "Srpska napredna stranka" (Serbian Progressive Party), "Srpska radikalna stranka", (Serbian Radical Party), "Demokratska stranka" (Democratic Party), "Socijalistička partija Srbije" (Socialist Party of Serbia) and "Dosta je bilo" (It has been enough). The study was done through the method of critical discourse analysis. The analysis included the way social network Facebook influence the political campaign, whether Facebook is used exclusively for direct promotion or for discussion, what is the frequency and what is the quality of interaction with voters, analysis of photos and lexicon. Analysis of the behavior of political parties on Facebook has shown that all of them used this platform for only for one-way communication to supporters and/or opponents, and for opening discussions exclusively between supporters and/or opponents of a particular party. The author finds that the party "Dosta je bilo" were the most active on this social network. Research has shown that SNS, SRS and SPS were parties whose main techniques for addressing the audience were based on improving the image of candidates. Party "Dosta je bilo" and DS had the Facebook campaign which was based on promoting the goals they want to achieve. Study has shown that political parties use Facebook to maintain the good image and collect supporters, and that these messages did not include any hate speech.

Keywords: facebook, elections, critical discourse analysis, political propaganda

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EXAMINATION OF RELATIONSHIP BETWEEN LONELINESS LEVEL AND SELF-ESTEEM AMONG INTERNET ADDICTION OF VOCATIONAL HIGHSCHOOL STUDENTS

The expanding pervasiveness and influence of the Internet and the continuing refinement of electronic communication affirms the significance of networks and the systemic interdisciplinary, multidisciplinary, and transdisciplinary thinking that is required for fully participating in, appreciating, and understanding, life in this new century (Bolin and Blandy, 2003). This development can cause uncontrollably physical, psychological and social problems which can be described as an addiction in time.

For example, students are now able to access all kinds of information through the Internet, without any assurance of quality. In contrast to the current pervasive conception of technology as an area of content, newer technological hardware and software should be thought of as media (Freedman, 2003).

It is true that increase in internet use reduces the social relations and face to face communications and cause social isolation. In this study, we aim to show relationship between loneliness level and self-esteem and internet addiction among young people whose age group is mostly tend to internet addiction.

In this study, we examine the relationship between loneliness level and self-esteem and internet addiction of Samsun Vocational Highschool students. 350 students from various departments of Samsun Vocational Highschool have attended our study and their ages are between 17 and 21. To collect data, ""Internet Addiction Scale"", ""Self-Esteem Scale"" and ""UCLA Loneliness Scale"" have been used. While analysing differences one-way analysis variance and analysing relationship between versions correlation analysis have been used. We also have benefited from regression analysis to determine the level of the relationship.

Keywords: Internet addiction, Self-esteem, Loneliness, Vocational high school

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PROTECTING CHILDREN ON THE INTERNET AND SOCIAL NETWORKS – THE ROLE OF FAMILY AND EDUCATIONAL CONTEXT

The paper discusses the issue of safe use of the internet and social networks by children, in the light of contemporary family and educational context. Starting point was the fact that the modern age represents a time of rapid change, advanced technological and ICT development and progress, which is directly influencing family dynamics. Parental role in this context is becoming very dynamic, complex, and conditioned by many factors. Bearing in mind that the internet is an integral part of modern families' lives, parents should enable their children to positively harness the potential of this technological innovation but also to be able to prevent anything related to the use of the internet that could adversely affect the child's development and/or family life. In that sense, the paper discusses the most common potential risks of child's use of the internet and social networks. A special focus is placed on understanding family conditions and parental activities, as well as their implications for the children's safe use of the internet. Given that some previous research found that parents show high interest in organized education on the topic of how to protect children online, the paper emphasizes the importance and necessity of developing a comprehensive system of support in the field of parent education on this subject, all in order to enable them to create a secure cyberspace for their children. Accordingly, this paper gives an analysis of the parent education on the subject of online child protection, as well as the involvement of educational institutions in supporting parents in the mentioned areas, stressing the importance of greater engagement of these institutions in dealing with this problem.

Key words: social networks, internet safety, children, parental educational practices, parent education

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MEDICAMENTUM ANTE PORTAS: SUFFERING FROM CANCER AND INFLATION OF HOPE IN ONLINE MEDIA

Every year 14 million people are diagnosed with cancer worldwide, and 8.2 million dies due to this disease. Despite numerous scientific researches, a cure for cancer has not been found till today, and the World Health Organization (WHO) predicts that the number of patients will be increased by 70 percent in the next two decades. However, the media continue to cultivate optimism and pompous approach in reporting on potential methods of treatment. The aim of this research is to determine the key patterns that appear in the online media in Serbia in reporting on this topic. The method of critical discourse analysis examines the structure of the reporting on medical discoveries, as well as the "gatekeepers" that are involved in the process of creating information about cancer drugs. This research also tries to anwer the question whether media coverage of the medical findings essentially announces a global, overall prosperity, or creation of new, unthreatened elite society. Analysis of four online media outlets from Serbia (blic.rs, telegraf.rs, novosti.rs, kurir.rs) showed that uncritical and superficial reporting by online media inspires false hope about the treatment for cancer. In this complicated chain of optimistic information spreading, journalists often take the role of incompetent gatekeepers. They are in this position because of incompetence, lack of scientific literacy, superficial knowledge about the research methodology, but also because of laziness (copy-paste journalism) and yielding covert advertising.

Keywords: cancer, cancer drugs, critical discourse analysis, online media, covert advertising

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DIGITAL LITERACY RELATED TO TRANSLATION AND LOCALIZATION

This paper focuses on the development of digital media literacy, which is related to globalization and digital citizenship. Various aspects and principles relating to the many skills and competencies involved will be discussed in connection to accurate accurate language translation and localization. Transmedia navigation – the ability to follow the flow of stories and information across multiple platforms, networking – the ability to search for, synthesize, and disseminate information, as well as negotiation – the ability to travel across diverse communities, discerning and respecting multiple perspectives, are all related to translation, internationalization and localization. The exchange of ideas and printed matter between different linguistic communities has necessitated an unprecedented amount of translation. In the last decade, the need for translation has continued to rise, reflecting the needs of businesses, the scientific community, and other areas.

Keywords: digital media, competencies, translation, localization, internationalization, transmedia navigation, networking

UDK   37.018.43-057.875

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ONLINE PLATFORMS IN FOREIGN LANGUAGE VOCABULARY TEACHING

In the 21st century, nearly all students have full access to unlimited online resources. Thus, we have to take the best of these tools in order to make our students achieve better results in vocabulary learning, an important area required for success in communication. The purpose of this article is at first, to present a review of the world wide web as a resource of information and materials, and the infinite possibilities that online education can offer. Afterwards, we would like to prove that digital tools are available and as such, learning is feasible in class, both with multimedia learning and with print materials. We would also like to highlight the use of some online resources in class. Nowadays, besides the online platform, we are being constantly challenged by mobile apps available for free. It is important to encourage students to find the online tools appropriate for each, and use them to enhance their natural learning capacities.

Keywords: online resources, internet, media, vocabulary, teaching, apps

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THE USE OF ONLINE JOURNALS AND TERMINOLOGY DATABASE IN FOREIGN LANGUAGES' TEACHING

Online journals, newspapers and magazines, as well as terminology database are useful tools in foreign languages' teaching mainly for the easy contact of students with the current language, with specialized texts and terminology. The online versions of different specialized magazines and newspapers facilitate students in Psychology for instance to access texts of psychology, students in Economics to access economic texts and so forth.

This paper will try to show how different texts taken from online specialized journals and newspapers, as well as different terminology database can be used in teaching foreign languages (English and Italian), mainly underlining characteristics such as the variety of languages (economic, legal, medical, psychological, technical, sports etc.), the linguistic structures, the use of specific terminology, and the current state of the language.

Keywords: online journals/newspapers/magazines, terminology database, foreign languages, teaching

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MOBILE JOURNALISM TRAINING: BEST PRACTICES FOR GOOD STORYTELLING

The audience is going mobile and so is journalism. Mobile phones have been changing the way we live, look for and receive information. Mobile technology has had a profound effect on the way journalists do their jobs, but not only that – it has also changed journalism itself and what it means to be a journalist nowadays – in the way we gather, produce and share content with our audiences. There are disagreements and debates in the media world around the term "mobile journalism" and what it really means. While Briggs sees mobile journalism as an important complement to news reporting, especially for reporting breaking news (2016:137), Burum and Quinn agree but also notice MoJo can go far beyond that and create features, segments in longer web or TV programs, is a part of the new digital documentary genre, etc (2016:56-60). In the modern media environment a journalist should develop essential skills and tools, no matter if one works in print, online or broadcast journalism, to use the potential mobile technologies offer and face the challenges they bring. For that they need mobile phones and other gadgets, but more important – they need proper training. The research focuses on the existing practices and curriculums in the field of MoJo training, which institutions are already teaching modules or providing MoJo training in the mentioned countries, if there are any other special courses, what is their length, available technological resources, who provides MoJo trainings, what are the expected learning outcomes, if and how the relationship between media and democracy, human rights, social inclusion and citizen journalism is included in the trainings, which storytelling styles and forms of reporting are being taught, if and how social media is used as part of the training and how to use mobile equipment for the quality journalism.

Keywords: mobile journalism. MoJo, television, web, training, curriculum, digital literacy, mobile phone

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ROMA YOUTH AND ONLINE PARTICIPATORY POLITICS

The predictions of the role of the internet in participatory politics made in the 1990s seem to be coming true in the present time with the use of smart phones, easier internet access and social networks. Although the degree to which the internet i.e. social networks influence political interest and participation is still argued, social networks have no doubt become a central factor in the organization of political action, especially among young people. The focus on Roma youth in this research was based on the low participation of this group of young people in politics generally, and especially in online participation. The assumption was that this was not due to lack of internet access, as much as a lack of motivation and attention. The results of this research conducted among Roma youth in Novi Sad, show that the Roma young people's usage of the internet and social networks is close to the national average. They also show that Roma youth's interest in politics in general does not differ from that of all young people in Serbia. The results suggest that some of the underlying problems of low online political participation might be a lack of trust towards politics, politicians and institutions, as well as a lack of understanding of the power structures and democratic processes.

Keywords: Roma youth, social networks, Facebook, online participatory politics, internet

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MEDIA DISCOURSE ON DRUGS - DRUG ABUSERS AS A MARGINALIZED SOCIAL GROUP

Drugs and drug related behaviours as subject of media reporting have been present in all forms and contexts. Most frequently as a part of sensationalistic reporting, this marginalised group is faced with an additional problem of destigmatizing and demystifying of this phenomenon, while thorough reporting on the problem is almost non-existent.

A general goal of this paper is to determine the manner of reporting about drug abuse among the most popular online media outlets, as well as the contextual reactions of readers in the form of comments. Specific goals would be related to defining the discourse by which subjects and objects in these reports are described. Qualitative analysis of discourse would be used with a goal of establishing terminology and implicit meanings which affect the demystification of the drug abuse problem within society.

Furthermore, the goal is to deconstruct the meaning of media content pointed towards a fragile segment of the population, as well as its role in the reporting not only about drug abuse and illegal substances, but of the addicts' personality structures and the socio-economic context as one of the initial triggers of this kind of behaviour as well. The research method that will be used is quantitative and qualitative discourse analysis, aiming to show the potntial lack of analytical news reporting on this subject, as well asn deeper intertextual value of soecific terms and discourses. The corpus will include one month of reporting of top rated Serbian media online portals, including reporting on the The International Day against Drug Abuse.

Keywords: drugs, media reporting, discourse analysis, marginalized gropus, internet, online medi

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FACEBOOK USE IN THE ACADEMIA: BETWEEN POSITIVE OUTCOMES AND NEGATIVE EFFECTS

Social media technologies are increasingly seen as a fundamental component of education and are being progressively incorporated into the learning and teaching processes (Krishner, 2015; Escobar-Rodriguez et al., 2014; Gruzd et al., 2012). As these technologies are portable, easy to access, and generally available anywhere and anytime, many people use them in various contexts of their lives, including the classroom (Wood et al., 2012).

Since Facebook is generally considered as the most popular social networking site among college students (Cheung, Chiu, & Lee, 2011; Hargittai, 2008), scholars' interest in both the benefits and risks associated with its use in educational settings has increased (Jones et al., 2010; Bosch, 2009; Munoz & Towner, 2009). However, recent research has only seldom focused on students' perceptions regarding the use of Facebook as an effective teaching and learning tool (Neier & Tuncay Zayer, 2015; Irwin et al., 2012); thus, the empirical findings in this direction remain scarce and rather mixed.

In this context, the present paper addresses how Facebook is used in Romanian higher education settings and how it may impact students' academic experience and performance. By means of 20 in-depth semi-structured interviews with master students, the paper aimed at revealing: (1) how students use and make sense of Facebook in relation to educational purposes; (2) which are the potential benefits and risks associated with the use of Facebook in higher education contexts; (3) what is the perceived utility of Facebook as a learning instrument.

Preliminary results show that students tend to be open to using Facebook mainly as a communication tool with both peers and teachers, reveal information-related and interactive motivations for its usage and anticipate its future incorporation in academia as a great opportunity towards a more reality-oriented approach of education.

Keywords: Facebook, higher education, Romanian students, qualitative research

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MEDIA LITERACY OF JOURNALISM STUDENTS IN THE REGION

During the 20th century, many researches have shown that media have significant influence on individuals as well as society as a whole. It is believed that with the advancement of new technologies, this impact is going to increase over time and the first to be affected are youth. Media education and literacy aim to teach individuals to approach information with caution, and to critically question its meaning. Serbian media strategy, which is a document passed in 2010, explicitly says that in order to join European Union, Serbia needs to increase media literacy level of its citizens. To this day media literacy curriculum has not been introduced to elementary or high school education, neither as a compulsory nor elective course. This research includes first year undergraduates studying journalism at Faculty of Philosophy in Novi Sad, Faculty of Political Sciences in Sarajevo and Faculty of Political Sciences in Zagreb. It also presents current state in the field of media literacy and education in these three countries. Results of this research are supposed to reveal journalism students' greatest vulnerabilities when it comes to media use, thus offering insight into what future media literacy educators should focus on. This paper aims to explain the necessity of media literacy, while pointing out young consumers' (un)awareness of the intent behind certain media content.

Keywords: media literacy, media education, students, media, internet, television, journalism, Serbia, Bosnia and Herzegovina, Croatia

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CREATIVITY ON THE INTERNET

The research presented in this paper deals with the creative and participatory approach to the digital media and the Internet of youth and adults in the academic community of Serbia. The aim of the research is to determine whether there is a statistically significant difference in the creative, multimedia participation of respondents in relation to their exposure to the media and their digital participation. The survey was conducted in 2013 among members of the educational community of Serbia, including all respondents, from high school students to university professors, a total of 726 participants. T-test was used to calculate the difference in the creative multimedia participation in relation to the media exposure and digital participation.

The paper primarily presents media exposure of respondents and their digital participation, followed by analysis of the correlation between those results with creative participation in the virtual space. Results show that respondents who are more exposed to the media (especially new media); as well as respondents with higher digital participation (such as Twitter, online boards, forums and message boards, games and other online activities) have higher level of creative participation on internet.

These results are partly in contradiction, as they, on the one hand, indicate that the respondents who are highly exposed to the media and with higher digital participation are more creative and proactive in their internet participation, but on the other hand, they suggest that their creative media participation is generaly low. It was therefore noted the surprisingly low level of creative multimedia participation of member of educational and academical community in Serbia in relation to their (digital) media exposure.

Keywords: creativity, new media, digital participation, proactive and socialy responsible participation, new media literacy.

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SOCIAL NETWORKS AND PERSPECTIVES OF DELIBERATIVE DEMOCRACY

One of the counter-arguments directed to assertion that social networks are rapidly contributing to the fragmentation of the public sphere by way of creating the isolated circles of like-minded people, stresses the fact that notification algorithms on sites like Facebook or Twitter have a tendency to expose their users to the very wide range of different opinions and types of discourse. In spite of that, emancipatory democratic potential of the social networks is decisively threatened by the numerous factors that are hindering the critically oriented communication between their users: from repressive interventions of state governments, via the torrent of commercial contents, to the excessive or malicious behavior of the private users. The goal of this article is to explore the possible set of conditions that would provide the perspective for the development od deliberative democracy on social networks.

Keywords: social networks, deliberative democracy, communication, critical discourse, emancipation

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TABLOID MEDIA REPORTING DURING FLOODS AND MISUSE OF THE CHILDREN

Research analyzes breaching the code of ethics of the reporters considering children misuse during flooding media reporting. By valid codes it is forbidden to misuse children and minors during reporting, and those examples were present during reporting of the big flooding that stroke our country. Research was directed towards photography analyses and texts in the most popular Serbian tabloids, who have breached the most vulnerable code categories, especially younger minors. Piece is focused on highlighting and analyzing the most transparent breach of journalism ethics examples in the crises situations. Concluding part of this work points out that journalist ethics in our country during the floods has been significantly breached considering children misuse. By the good practice model, it is necessary to educate journalists who should respect ethical principles and standards for maintaining this profession's dignity.

Key words: journalists, code, ethics, crises situations, children, reporting, tabloids

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MONTENEGRIN PUBLIC SERVICE BROADCASTING IN DIGITAL AGE

By transforming the former state media company Montenegro got their public service broadcaster in 2002. From the very beginning, the Montenegrin public service broadcaster has faced many problems: political and financial pressures that are reflected in the quality of the program itself. Karol Jakubowicz, as well as international organizations such as the Parliamentary Assembly of the Council of Europe, warns that public broadcasters must change and adapt to the modern market. It is clear that only through modernization and the use of the latest technology the public service broadcaster will be able to fight for its share in the market against commercial broadcasters.

In this paper we analyze the process of digitalization and modernization of the Montenegrin public service broadcaster, i.e. we will provide answers to the following questions: Does the RTCG use and to what extent the benefits provided by new technology? Can the Montenegrin public service broadcaster afford the new technology having in mind the financial problems that it needs to resolve?

Keywords: public service broadcaster, RTCG, digitalization, new technology, modernization, financial pressure

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ZURNAL.INFO AS AN ALTERNATIVE SPACE FOR FREE JOURNALISM

Zurnal.info is an on-line magazine founded by the group of journalists with an aim to freely achieve the tasks of professional journalism. Since the media in Bosnia and Herzegovina are bought by political and economic lobbies, tycoons and other suspicious entrepreneurs, the space for free and responsible work of journalists is shrinking. As a reminder of this, Zurnal.info has a header sign: "The only free territory".

The founder is the non-profit organization Centre for the media development and analysis. It has with the central office in Sarajevo, branch in Banja Luka and correspondents from throughout the region. Recently, Zurnal started developing TV content, broadcasted on the Youtube channel, and taken by other TV stations. Majority of stories on Zurnal.info are about corruption, nepotism and similar wrong-doings of public authorities. This type of stories brings most of the satisfaction for the journalists, especially when the actors of stories end in court proceedings. But, these stories also create many problems in form of intimidation, law suits against the Zurnal and isolation.

Keywords: media freedom, journalism, alternative media, professionalism

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THE RECONCILIATION AND POLARIZING POTENTIAL OF THE MOVIE: HOLLYWOOD AND REGIONAL (BOSNIA AND HERZEGOVINA, CROATIA, SERBIA) CINEMA DISCOURSE ABOUT THE WAR IN FORMER YUGOSLAVIA (1991-1995)

This paper aims to explore how the Hollywood discourse about the war in former Yugoslav countries differs from the cinematic image of the war presented in national movies of Bosnia and Herzegovina, Croatia and Serbia. From 1996 until today, there are at least 15 Hollywood motion pictures that deal to the some extent with the war of the nineties (re)constructing the images of the involved parties. Usually, this representations correspond with the Balkanistic discourse about "wild Europe", whether it shows the Other as an absolute evil or exotic Other who provokes the paternalistic attitude of the main hero. Some of them hence provoked the real "struggle for remembrance" in the publics of some of the former Yugoslav countries, demonstrating how the battle for history is still ongoing (the most recent and extreme example is the Angelina Jolie's debut). From the other side, some of the movies recorded in the countries of the former Yugoslavia insisted on black and white images, but the others, recorded after 2000, tried to give balanced and very reflexive representation of the war. This paper will focus on the comparison between the representation from outside (Hollywood) and from inside and the reception of it in the public spheres of BH, Croatia and Serbia. It will also considerably focus on the issue of the regional movie as a part of cultural memory and thus on its work in facing the past and reconciliation but as well on its arsonist, polarizing potential through various examples.

Key words: Reconciliation, discourse, movie, Hollywood, region

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IZMEĐU SADAŠNJOSTI I PROŠLOSTI: OBELEŽAVANJE GODIŠNJICE NATO BOMBARDOVANJA U SRBIJI

Rad se fokusira na zvaničnu spomen praksu i medijski diskurs u vezi sa godišnjicama NATO bombardovanja u Srbiji od demokratskih promena 2000, zaključno sa ovogodišnjom komemoracijom. U prvom delu izneću kratak pregled službenih spomen praksi u prvim godinama posle petooktobarskih promena, gde ću pokazati da nije postojala centralna svečanost obeležavanja godišnjice, a umesto toga bio je niz prigodnih manifestacija širom zemlje sa srpskim političarima u poseti različitim spomenicima. Sa tom praksom obeležavanja odustala je sadašnja ali i prethodna vlada, koju je direktno ili indirektno vodio Aleksandar Vučić, a što samu komemoraciju i čini interesantnom upravo zbog političara koji učestvuju u njoj a koji su i bili deo vlasti 1999. godine. U drugom delu, obratiću pažnju na štampane medije i istražiti na koji način se sam događaj prezentuje u štampanim medijima iz godine u godinu i pokušati da dam kratki odgovor na upotrebu termina "Milosrdni anđeo" u dnevnim novinama koja se, čini se, smanjila tokom godina. Na kraju, u trećem delu, govoriću o školskom času koji je, već treću godinu za redom, na inicijativu Kancelarije za Kosovo i Metohiju posvećen pogromu Srba sa Kosova 2004. godine. Iako na prvi pogled ovaj događaj nema mnogo dodirnih tačaka sa obeležavanjem NATO bombardovanja, on zapravo predstavlja uvod u samo obeležavanje jer pada nekoliko dana pred samu zvaničnu komemoraciju. Izborom ove tri teme pokušaću da dam odgovor na pitanje da li se Srbija suočila sa svojom nedavnonm prošlošću, odnosno da li je kosovski mit opstao bez obzira na to ko čini vlast u Srbiji.

Ključne reči: NATO, Srbija, bombardovanje, komemoracija, kosovski mit

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SPOMENICI NOB-A I ODNOS PREMA PROŠLOSTI U BOSNI I HERCEGOVINI

Cilj rada je istražiti na koji način su rat i političke promjene u BiH utjecale na oblikovanje kulture sjećanja na Narodno-oslobodilačku borbu, prvenstveno na spomenike posvećene ovom periodu koji su u bivšem sistemu predstavljali svojevrsna mjesta hodočašća. Promjenom političkog i ideološkog sistema i dolaskom desničarskih partija na vlast dolazi i do izmjene percepcije ovih mjesta čemu konstantno doprinose i stalna politička previranja između nacionalnih stranaka u BiH i različite revizionističke politike o zajedničkoj prošlosti iz vremena SFRJ.Neophodno je ispitati zvanične narative o Narodno-oslobodilačkoj borbi unutar tri konstitutivne zajednice u BiH na kojima se gradi kolektivno sjećanje, te na koje se načine to sjećanje institucionalizira i postaje dominantno unutar nacionalnih zajednica.Spomenici NOB-a u BiH su uglavnom u zapuštenom stanju i vlast se potpuno ignorantski odnosi prema njima, što nas navodi na pretpostavku da ova djela nemaju skoro nikakav značaj u zvaničnim politikama sjećanja u Bosni i Hercegovini. Nerijetko su spomenici na meti vandala, a posjećuju ih uglavnom malobrojni učesnici NOB-a i to na godišnjice.Vlasti svjesno ignorišu turistički potencijal većine ovih mjesta čime pokušavaju potpuno potisnuti bilo kakav pokušaj sjećanja na ovaj period. Turistička ponuda nekih od lokacija koje su turistički bile najznačajnije u prošlom sistemu uglavnom se zasniva na prirodnim ljepotama, sportskim rekreacijama i sl. dok se ove građevine ne zauzimaju centralno mjesto ponude. Tjentište koje je nekada imalo značaj zbog čuvene bitke na Sutjesci danas gradi imidž mjesta koje nudi bogatu rekreativno-sportsku ponudu, a od nedavno je pokrenut i OK fest koji ima za cilj okupiti mlade iz regiona i nudi bogatu koncertnu ponudu.Sve češće su i podjele unutar članova SUBNOR-a te neke od značajnih godišnjica bitki predstavnici iz FBiH i RS ne obilježavaju isti dan, čime jasno uviđamo da su i malobrojni članovi ovog društva postali oruđe u rukama vlasti.

Ključne riječi: spomenici, NOB, prošlost, dominantni narativi, sjećanje

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PENETRATING 'THE HEART OF SERBIA': KOSOVO, FOOTBALL STADIUMS, AND ARMCHAIRS

This paper will attempt to explore an interesting phenomenon: similar discourse surrounds two separate instances of what was perceived as a shameful penetration of sacred Serbian space, both containing a sexual context – the first time as a tragedy, the second time as a farce. As Wendy Bracewell (2000) noted, scapegoating the 'emasculated', 'denationalized' male Serb followed the shame occasioned by the Kosovo rape incident, and a similar scapegoating could be perceived surrounding the successful Pride Parade of 2014 and especially during the incident in the football game with Albania. Endangered hegemonic masculinity and religio-sexual nationalism arguably play a role in both these situations, and a comparative analysis may help show what has changed and what has remained the same in the time spanning the incidents.

Key words: Kosovo, football, nationalism, sexuality

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RATNE TEME U ŽIVOTNIM PRIČAMA POLITIČARKI U SRBIJI I HRVATSKOJ U 2015. GODINI

Cilj ovog rada je da pokaže kakva je uloga političarki u kreiranju prostora sećanja i održavanju "zamrznutog konflikta" u prvoj deceniji XXl veka. Koliko su ratna zbivanja na prostoru bivše Jugoslavije u poslednjoj deceniji XX veka prisutna u životnim pričama političarki na odabranim primerima zabeleženih životnih priča političarki koje su na značajnim stranačkim i državnim funkcijama, na početku XXl veka, u Hrvatskoj i u Srbiji, istražujem koliko su ratna dejstva uticala na kreiranje politike uticajnih funkcionerki, odnosno na sam odabir političkih partija u kojima će delovati. "Cilj interdisciplinarnog projekta diskursa o sećanju jeste da se bolje razumeju mehanizmi i strategije načina na koji pojedinci i grupe formiraju sećanja u posebnim okolnostima i kako se ona prenose i transformišu u procesu stalne rekonstrukcije" (Asman, 2015:84). Ukupno je odabrano 14 političarki iz Srbije i Hrvatske, iz različitih političkih partija, koje su rođene između 1944. i 1982. godine, čije sam životne priče zabeležila u periodu od 2012. do 2016. godine. U ovom radu dokumentujem različita (autorizovana) sećanja političarki koje su u vreme raspada Jugoslavije već delovale politički ili su ih ratna dešavanja na određeni način podstakla da se stranački angažuju.

Ključne reči: političarke, ratovi, sećanja, životne priče.

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RESTORATIVNA PRAVDE U PROCESIMA IZGRADNJE MIRA I POSTIZANJA TRANZICIONE PRAVDE –KOMISIJE ZA ISTINU I POMIRENJE

Društva u tranziciji, koja tranzitiraju iz perioda autoritarne vlasti u demokratiju ili iz rata ka miru, nailaze na mnoge izazove na koje mogu da pokušaju da odgovore mehanizmima tranzicione pravde. Tranziciona pravda promoviše strategije za postizanje pomirenja i pravde posle masovnih zločina, i usmerena je ka rehabilitaciji društva kroz preuzimanje odgovornosti za vladavinu prava. Osim krivičnog gonjenja počinilaca ratnih zločina i utvrđivanja činjenica u vezi sa dešavanjima za vreme konflikta, ona moraju da razvijaju aktivan odnos prema događajima iz prošlosti kroz mehanizme tranzicione pravde koji treba da obuhvate sve učesnike minulih dešavanja: i počinitelje zločina, i žrtve, i širu društvenu zajednicu. U situacijama masovnih kršenja ljudskih prava, kada je društvu preko potrebno da razvije mehanizam koji će omogućiti da se osobe koje su se našle u konfliktu susretnu i razgovaraju o konfliktu i načinu njegovog prevazilaženja, restorativna pravda pruža mogući odgovor – osnivanje komisije za istinu i pomirenje.Svrha ovog rada je da prikaže i približi pojam restorativne pravde, kao progresivne alternative postojećim mehanizmima krivičnopravnih sankcija, posebno u situacijama masovnog kršenja ljudskih prava.Rad će se posebno baviti mogućnošću i dometima restorativne pravde u procesima izgradnje mira i postizanja tranzicione pravde u postkonfliktnim društvima, kroz primere rada komisija za istinu i pomirenje.

Ključne reči: tranziciona pravda, pomirenje, restorativna pravda, komisija za istinu i pomirenje, REKOM, politike sećanja

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BYSTANDERS-POSMATRAČI U HOLOKAUSTU I SREBRENICI

Koristim komparativnu metodologiju (Holokaust, Bosna i Hercegovina-Srebrenica) sa ciljem da objasnim osnovne kategorije koje se odnose na bystanders-posmatračko ponašanje a ne bystanders-posmatrački karakter. Bystanders-posmatrači u Holokaustu (Dan Bar-On, 2002) i u Srebrenici (Janja Beč-Neumann, 2009). Deset oblika bystanders-posmatračkog ponašanja je model koji je utemeljio Dan Bar-On u svojim brojnim istraživanjima o Holokaustu radeći decenijama u Izraelu sa prvom generacijom Holokaust preživelih, sa drugom generacijom, sa decom preživelih Holokausta i sa drugom generacijom, sa decom nacističkih visokih dužnosnika do dece izvršilaca Holokausta u Nemačkoj. Bystanders-posmatrači u ovom modelu nisu homogena grupa: oportunistički bystanders-posmatrači, odnosno mladi industrijski poduzetnici; ulični bystanders-posmatrači, "obični ljudi" sa ulice koji su dobili posao posle nezaposlenosti u toku ekonomske krize u Weimarskoj republici; ideološki orijentisani bystanders-posmatrači, lekari koji su rasli sa teorijom o rasnoj čistoti i superiornosti; karijerni bystanders-posmatrači, akademici, profesori i umetnici; institucionalno-racionalni bystanders-posmatrači, odnosno sveštenici lokalne crkve koji su znali šta se dešava; profesionalni bystanders-posmatrači, to jest ljudi koji su snabdevali logore, uključujući ciklon B; profesionalni bystanders-posmatrači, ali manje karijerno orijentisani, arhitekti koji su projektovali gasne komore i logore; bystanders-posmatrači na daljinu: uticajni Amerikanci, Britanci, Švedjani, Švajcarci, Jevreji koji su znali šta se dešava u Nacističkoj Nemačkoj ali ih nije bilo briga; mrzitelji drugih bystanders-posmatrači, odnosno seljaci koji su živeli u blizini logora koji su videli i čuli šta se dešava ali su mrzeli ili bili ravnodušni za sve koji su "drugi"; emotivno povezani bystanders-posmatrači, to jest supruge, roditelji, deca počinitelja Holokausta koji su verovali da su oni, počinioci, heroji i predivni ljudi, koji nisu bili sposobni ikoga da povrede. Taj model sam primenila na Srebrenicu koristeći komparativnu metodu koja je dominantna ali ne i jedina metoda u istraživanju genocida.

Ključne reči: Holokaust, bystanders-posmatrači, bystanders-posmatračko ponašanje a ne karakter, Srebrenica

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TRAUMA I NJENE METAFORE: KAKO SE SRPSKA PROZA SEĆA RATA

Rad će se pozabaviti različitim generacijskim i poetičkim slikama traume i sećanja u srpskoj prozi širokog žanrovskog spektra: na primerima detektivskog romana, autobiografije, romana za decu i umetničkog romana.Autobiografska knjiga To je bio samo piknik Reli Alfandari Pardo je potresno svedočanstvo nalik dnevniku Ane Frank, koji ispisuje beogradska Jevrejka, sa trinaest godina prinuđena da se odrekne imena, jezika i porekla, kako bi spasla goli život u okupiranom Beogradu. Napisana je pola veka nakon događaja koje evocira, na francuskom, jeziku koji je autorka naučila kao već odrasla devojka, što govori o potrebi odvajanja od traume da bi se o traumi progovorilo. Kanadska trilogija Davida Albaharija (Mamac, Snežni čovek i Mrak) i roman Nesreća i stvarne potrebe Ivančice Đerić dramatizuju pokušaj rekonstrukcije sopstvene biografije u Kanadi, daleko od domovine i njene istorije, pune patnje i apsurda. U romanu Ivančice Đerić dominira nacrtani Kunta Kinte, afroamerički rob koji se osmehnutim licem i podignutim palcem bori za mirnu Bosnu u osvit građanskog rata. Ovu dirljivo naivnu sliku iluzije o umetnosti koja menja svet stvara junakinja ironično nazvana Una: nije jedna i jedina koja je propatila u ratu, ali je i fizičku i metafizičku patnju produžila u umetnost. Drukčijim sredstvima koristi se Mirjana Novaković u dekonstruisanju socijalne stratifikacije, identiteta i jezika današnjeg vremena: ona će u romanu Tito je umro savremeni trenutak suprotstaviti poslednjem od „zlatnih doba" jugoslovenske istorije – vremenu Josipa Broza. Njena junakinja je novinarka odbačena od svih, spremna da laže radi istine i ucenjuje u ime poštenja poput detektiva Nikole Banića iz romana Gorana Tribusona, ciničnog i kritičnog prema hrvatskom establišmentu. Roman Jasminke Petrović Leto kad sam naučila da letim opisuje tronedeljno letovanje trinaestogodišnje Beograđanke Sofije na Hvaru, gde se suočava sa krizama odrastanja, krizom identiteta, ali i potrebom da kroz prihvatanje porodične istorije prihvati i kontinuitet nemirne istorije bivše Jugoslavije.

Ključne reči: trauma, rat, sećanje, srpski roman, Albahari

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SINS OF THE FATHERS: THE ROLE OF CULTURAL, POLITICAL, AND RELIGIOUS ACTORS IN THE CONSTRUCTION OF NARRATIVES OF POLARISATION AND/OR TRANSFORMATION FOR POST-CONFLICT GENERATIONS

Sins of the Fathers will analyse the role of lived religion in how the construction, transmission and appropriation of narratives of past conflicts works in post-conflict societies, identifying factors that contribute to either polarization or peacebuilding, reconciliation, and democracy among young people. The unique – and urgent – theoretical contribution of this aticle is its focus on the role of lived religion embedded in the cultural and political processes. The article specifically studies the role of cultural, political, and religious actors in the construction of narratives of polarisation and/or transformation for post-conflict generations. It focuses on three contexts with a similar time distance from a major societal transition towards reconciliation and/or democracy: South-Africa, Indonesia, and Post-Yugoslav countries. The three contexts represent different case studies vis-à-vis European identity and history. Narratives of the conflicts are constructed and transmitted by public actors and in public (media) discourse. These narratives are appropriated (received and refigured) by the post-conflict generation. The article applies cross-cultural analysis in an innovative mixed-methods design that will allow to unravel the full narrative process of construction, transmission, and appropriation. In each of the three case studies, the article will collect and analyse narratives of historical reconstruction in schoolbook texts and public media, and interview religious, political, and cultural leaders. These narratives will be compared with the narratives of the younger generation. The article will compare groups of young people with a history at different sides of the conflict line and analyse their exchanges.

Key words: post-conflict generations, reconciliation, polarization, narrative

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IDEOLOŠKI KONSTRUISANO SEĆANJE KAO PROJEKTOVANJE (NOVE) REALNOSTI

U ovom radu analiziraćemo međuzavisnost ideoloških konstrukata, kulture sećanja i konstrukcije (nove) realnosti, kao proizvođenja nove kolektivne istine i „poželjnog društvenog smisla". Cilj istraživanja je primarno usmeren na dokazivanje da je ideološka manipulacija kolektivnim sećanjem utemeljena na produkciji ili re-kreaciji ideoloških matrica i njihovoj distribuciji u sve segmente kulturnog sistema. Na primerima sećanja na Prvi svetski rat, konstruisanim u narativima (fikcija, nauka, mediji) devedesetih godina i ideološki konstruisanog ne-sećanja na genocid u Srebrenici (nakon dvehiljadite), pokazaćemo da je jedan od osnovnih preduslova suočavanja sa prošlošću i njenog prevladavanja, kao i uspostavljanja kritičkog sećanja, dekonstrukcija onih ideoloških formacija koje su doprinosile (i doprinose) proizvodnji nacionalnih stigmatizacija, konflikata i ksenofobije. Dekonstrukcija ideološki konstruisanog sećanja, ukoliko pretenduje na uspeh, uvek podrazumeva i supstituciju „metanaracijama emancipacije".

Ključne reči: ideologija, konstrukcija, dekonstrukcija, ideološke matrice, manipulacija, ne-sećanje, konflikti

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KRITIČKI KONTRANARATIVI KAO POVEZNICA KULTURNE SARADNJE I NADOGRADNJA TERAPIJSKOG PROCESA DEKONTAMINACIJE SEĆANJA NA POSTJUGOSLOVENSKOM PROSTORU

Zabranjena u javnom kolektivnom sećanju SFR Jugoslavija je u proteklih 25 godina u hrvatskom i srpskom društvu uglavnom ostala da živi u individualnim sećanjima, pre svega onih pojedinaca koji ne pristaju na jedan, nametnuti, nacionalni kulturni obrazac, već ispoljavaju čežnju za širim kulturnim prostorom. Oživljavanje i rekonstruisanje njenih slika u u različitim formama: od svakodnevnog života građana do kulturnih (književnih, pozorišnih, filmskih, muzičkih) i medijskih projekata u poslednjoj deceniji sve je intenzivnije i predmet je sve većeg broja naučnih studija posvećenih kritičkom preispitivanju interpretacija tog sećanja. Cilj ovog rada bio je da posmatrajući načine na koje hrvatski i srpski mediji predstavljaju one vidove kulturne saradnje koji tematizuju jugoslovensku prošlost i načine na koje identifikuju njihove aktere ukaže na to da se fenomen sećanja na Jugoslaviju u kontekstu oživljavanja kulturnih vrednosti iz te epohe, osim u komercijalizovanom obliku, javlja i kao kritika tranzicijskom urušenom sistemu vrednosti i kao otpor dominantnom nacionalističkom diskursu u srpskom i hrvatskom društvu. Oslanjajući se na metodu kritičke analize diskursa i teorijski koncept kulture sećanja, kao rezultat istraživanja ustanovljeni su kritički kontranarativi koji se temelje na prihvatanju drugog i njegove kulture, isticanju sličnosti i jezičkog razumevanja, borbi protiv nacionalizma, mitologizacije i govora mržnje, kritici revizionizma i zalaganju za antifašističke vrednosti, kao i na kritičkom sagledavanju ratne prošlosti. Oponirajući zvaničnim nacionalnim narativima koji ih potiskuju u oba društva, i srpskom i hrvatskom, direktno se suprotstavljaju modelu konfliktne kulture sećanja.

Ključne reči: Jugoslavija, kultura sećanja, nacionalizam, antifašizam

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NACIONALNA KULTURA - PREPREKA ZA POMIRENJE NA PROSTORU BIVŠE JUGOSLAVIJE?

Nacionalna kultura je pojam koji naučnici sve više koriste kako bi poredili države i društva među sobom. Iako kulturu razumijemo na mnogo načina, jedna od često korišćenih definicija za nacionalnu kulturu je Hofstedeova po kojoj kultura predstavlja kolektivno mentalno programiranje ljudskog uma po kojemu se razlikuje jedna grupa ljudi od druge. Ovo programiranje utiče na kreiranje mišljenja koje ljudi imaju u odnosu na različite aspekte života i koji se često najbolje ogledaju u djelovanju institucija pojedinog društva. Rezultati istraživanja parametara nacionalne kulture za Srbiju, Hrvatsku i Sloveniju ne razlikuju se u značajnoj mjeri, što ide u prilog tezi da se radi o jedinstvenom kulturnom prostoru. Na koji način ovakvo nerazlikovanje utiče na kulturu sjećanja i kulturu pomirenja nakon ratnih sukoba na prostoru bivše Jugoslavije, i da li je moguće suočavanje sa bliskom prošlošću u prostoru u kojem svako vidi sebe kao žrtvu?

Ključne riječi: nacionalna kultura, kultura sjećanja, pomirenje, Jugoslavija

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KULTURNA POLITIKA, CENZURA I ROKENROL U SFRJ

Kulturnu politiku Jugoslavije, kao i sam društveni sistem, odlikovala su obeležja tzv. mekog socijalizma, pa kreativne delatnosti nisu bile podložne čestim intervencijama državnog aparata, koji je, netipično za totalitarne režime, tolerisao i uticaje drugih kultura, pre svega popularne kulture Zapada (holivudski filmovi, džez i rokenrol). Liberalan koncept kulture u SFRJ, definisan i kao "prosvetiteljsko-elitni",omogućavao je umetničke slobode u granicama projektovane društvene politike, pa su razni partijski aparati ipak kontrolisali moralnu podobnost i političku ispravnost kulturnih sadržaja. Šezdesetih godina kultura je bila jedan od istaknutijih simbola liberalnog socijalizma, a u njenu ekspanziju ukolopio se i masovniji upliv rokenrola, pre svega među generacijama mladih. Tihi konsenzus rok muzičara sa državom omogućio im je nesmetan rad uz odsustvo bilo kakve socijalne kritike, pa se subverzivni potencijal pokreta sveo na eksplicitan izgled, ponašanje i buku tokom nastupa. Tek nakon smrti Josipa Broza usledio je ozbiljniji stepen suprotstavljanja društvenim konvencijama, kroz rok poeziju novotalasnih autora i bendova kao što su Pankrti, Azra, Idoli, Šarlo akrobata, Haustor i drugi. Nemoćna da zaustavi njihovu ogromnu popularnost i uticaj na mlade, država je izabrala metod priklanjanja - većina najznačajnijih rok umetnika u SFRJ dobila je vredna društvena priznanja za dostignuća u kulturi.

Ključne reči: Jugoslavija, kultura, politika, cenzura, rokenrol

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WHEN CULTURAL HERITAGE REMINDS OF WAR: CASE OF OLD BRIDGE ("STARI MOST") IN MOSTAR

The main aim of this paper is to analyse how the objects that represent cultural heritage influence memories of war in divided societies. During the 1992-1995 war in Bosnia-Herzegovina a lot of objects of cultural heritage were destroyed or demolished. However, a huge number of them was rebuilt and recovered afterwards. Regardless of that fact, the memories of the destruction as well as vivid pictures of demolished objects have remained and sometimes represent a huge burden for the survivors especially in divided societies. In this paper the destruction and reconstruction of the Old Bridge in Mostar will be analysed through several points: Old Bridge as a symbol of the city of Mostar, „New-Old" Bridge (reconstructed one) as a symbol of post-war divided city of Mostar, and (New)-Old Bridge as a symbol of land aestethics. Emphasizing the positive role of culture in recovery does not correspond to the fact that sometimes the cultural legacy of conflict can be negative or even not recorded. The studies of divided environments, such as Mostar, reveal a divisive effect of culture. In this paper the idea of „physical barriers" in divided post-war landscapes will be explored in regard to the pure geographical division made by the Old Bridge in the past, and political post-war division made by the „New-Old" Bridge in post-war period. However, the problem of post-war barrier which also includes objects of cultural heritage is much deeper and corresponds to the division of landscape which leads to the division of memories of war and (finally) to the division of people. The main aspects of landscape divided by the reconstructed object of cultural heritage will be disscussed in line with the divided memories of war and consequences it leaves on present communication between people who live in two parts of the same city.

Key words: divided societies, Old Bridge, Mostar, war, memories

Dragan Markovina

Istoričar, Split, Hrvatska / Zagreb, Hrvatska / Mostar, Bosna i Hercegovina

TABUIZIRANA SJEĆANJA I DESTRUIRANE ZAJEDNICE: KNIN, SPLIT, MOSTAR, SARAJEVO

Da se kao jedan od ključnih momenata građanskih ratova na jugoslavenskom prostoru iskristalizirala činjenica kako se unutar matičnih zajednica o tim ratovima, bez ikakvih posljedica, može govoriti isključivo mitološki, ne treba posebno naglašavati. Svaka vrsta propitivanja uloge pobjedničkih i još uvijek dominirajućih politika vodi one koji to čine u društvenu izolaciju i prema optužbama za nacionalnu izdaju, a sve u cilju poticanja autocenzure kod dovoljno svjesnih pojedinaca. U svemu tome primjetno je preuzimanje praksi izgrađivanja mitološkog pogleda na prošlost, korištenih u socijalističkom razdoblju. Avangardna uloga ideoloških predvodnika ovakvih kretanja namijenjena je posebno oformljenim institutima za povijest ili istraživačkim centrima sličnog profila, zahvaljujući čemu je gotovo cjelokupan posao istinskog suočavanja društava s prošlošću prepušten pojedinim nevladinim organizacijama, istraživačkim novinarima i znanstvenicima koji djeluju samostalno i protiv sredine u kojoj žive. Imajući u vidu poznate naglaske iz teorija o kulturi sjećanja, jasno je kako se u konkretnim sredinama politika sjećanja uvodila putem raznoraznih simbola i memorijalnih obilježja te dana sjećanja. Bilo njihovom prisutnošću, bilo odsutnošću iz javnog prostora. Stoga će biti zanimljivo komparativno promotriti nekoliko paradigmatskih primjera posebno traumatiziranih i destruiranih zajednica, unutar kojih se odnos prema prošlosti iskazuje na svakakve načine, samo ne na iskrene. kao što su Knin, Split, Mostar i Sarajevo. Sve navedeno bi, putem komparativnohistorijskog pristupa trebalo ukazati na istovjetnost mehanizama potiskivanja traumatičnih pitanja i izgradnji mitoloških narativa u koje ne vjeruju ni oni koji ih zastupaju.

Ključne reči: Suočavanje s prošlošću, sećanja, mitologija, istorija, trauma

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RELIGIJE I POJAM TRANSGENERACIJSKOG SEĆANJA I TRANSFERA TRAUME U KONTEKSTU ODRŽAVANJA ZAMRZNUTOG KONFLIKTA

Antagonizam između dominantnih religija na Zapadnom Balkanu nije uzrokovan u dogmatskim ili teološkim razlikama već njegov uzrok možemo da tražimo u religijskoj imaginaciji političkog, političkoj religiji i teo-političkoj artikulaciji transgeneracijskog sećanja koje se posledično transformiše u javni narativ i kolektivno sećanje. Dakle, dominantne religije, umesto da budu institucije kulture sećanja, igraju ulogu medijuma, ili "branitelja" (Hofmann, 2004) kolektivnog transgeneracijskog sećanja, kojeg Marijana Hirš još naziva i "post-sećanje" (post-memory) (Hirsch, 2013). Post-sećanje ili 'nasleđeno sećanje' predstavlja način na koji posleratne generacije usvajaju tragična i traumatična iskustva njihovih predaka. Potomci žrtava traumatičnih ratnih događaja, vinovnika ili svedoka tih događaja "toliko su snažno povezani sa iskustvima i sećanjima njihovih predaka" da nasleđena sećanja zapravo postaju čvrsto inkorporirana u indentitet ili lično sećanje pojedinca i tako se prenose dalje na buduće generacije - koje se još nazivaju i "postgeneracijom" (Hirsch, 2012:3-4). Post-jugosovenski religijsko-politički kontekst možemo posmatrati kroz Hiršovu teorijsku matricu nasleđenog sećanja. U ovom složenom procesu transfera sećanja, verske zajednice postaju institucije kolektivnog nasleđenog sećanja, "čuvari" specifične i isključive interpretacije prošlosti koje je najčešće selektivno i ekskluzivističko i kojem nedostaje empatije za patnje i žrtve pripadnika drugog verskog ili etničkog partikulariteta. Ovo nas dovodi do zaključka da tendencija narativne konstrukcije amalgama nacionalnog i religijskog kojom se dodatno manipuliše od strane političkih elita formira "post-vernike" koji "druge" posmatraju kroz specifični post-konfliktni konstrukt sećanja, što doprinosi da prostor Zapadnog Balkana ostaje u stanju "zamrznutog konflikta" Posledica takve manipulacije prošlošću dovodi do pojave u kojoj osobe koje nemaju neposredno iskustvo rata ili ratnih zločina inkorporiraju pomenute narative kao sopstvene procese sećanja ili postaju deo njihove društveno-političke matrice..

Ključne reči: sećanje, transgeneracijska trauma, kultura sećanja, politike sećanja, religije

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ESHATOLOŠKO SEĆANJE: STRADANJE I POMIRENJE – MOGUĆNOST PRAŠTANJA

U ovom radu razmatramo problem sećanja iz hrišćanske teološke perspektive, posebno s obzirom na eshatologiju, pošto je taj aspekat do danas ostao srazmerno malo obrađen, a često i nepoznat. U kontekstu eshatološkog iskustva, istorijski karakter sećanja se postavlja u novi referentni okvir, koji na egzistencijalan način menja perspektivu vrednovanja sećanja, stvarajući osnov za konstituisanje metanoične recepcije istorije. Eshatološko iskustvo predstavlja naročit vid učestovanja u istoriji pošto pnevmatološkim karakterom evharistijskog sabiranja transcendira uobičajeni spacio-temporalni kontinuitet istorije. Za učesnike evharistijskog događanja tako postaje ne samo moguća, već i izvesna, promena aksiološkog odnosa prema sećanju, ali, što je još značajnije, i promena samog sećanja koje gubi linearnu dimenziju sopstvenog istoriciteta. To otvara mogućnost praštanja koje više nije samo izraz autonomne moralne odluke niti psihološke sklonosti, već manifestacija iskustva drugog kao temelja bogopoznanja ali i spostvene ontološke utemeljenosti. Uvidi koja se mogu iznaći na osnovu hrišćanskog teološkog i mistiriološkog predanja, otvaraju značajne mogućnosti aplikacije na konkretne probleme vezane za razumevanje posledica nacionalnih i verskih konflikata na prostoru bivše Jugoslavije. Analiza jedne moguće teološke recepcije konkretnih istorijskih činjenica, koje snažno utiču na sadašnja shvatanja i buduća dela ljudi na ovim prostorima, od posebne je važnosti zbog snažne potrebe za korenitom promenom samorazumevanja i samovrednovanja hrišćanskih crkava na ovim prostorima.

Ključne reči: eshatologija, sećanje, pomirenje, praštanje

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DOPRINOS SVEŠTENICA PROTESTANTSKIH CRKAVA U VOJVODINI IZGRAĐIVANJU MIRA

Još uvek je malo radova o dopinosu žena u izgradnji mira u jugoslovenskom regionu (na primer, Dragin (2002) daje podatke o ženama u protestantskim crkvama u Novom Sadu), mada postoje različiti vidljivi podaci o tome. Jedan je dugogodišnji (uspešno završen) projekat "Ženski sud" (u NGO Žene u Crnom), kada govorimo o svetovom angažovanju. Drugi se odnosi na kontinuiran rad sveštenica u Vojvodini u protestantskim zajednicama (a jedan od oblika na izgradnji mira u svetu jeste obeležavanje Svetskog molitvenog dana žena, prvi petak u martu). U radu pokazujem oblike dugogodišnjeg rada protestantskih sveštenica na izgradnji mira i ekumenskog povezivanja među različitim verskim zajednicama u Vojvodini i ukazujem na važnost delovanja žena u crkvama uopšte u postkonfliktnom periodu u jugosovenskom regionu. Koristim intervjue sa protestantskim sveštenicama i poredim ih sa intervjuima "Ženskog suda" (pohranjen u NGO Žene u crnom) da pokažem osnovne osobune alternativnog i drugačijeg delovanja žena na izgrađivanju mira.

Ključne reči: mir, sveštenice, protestantske verske zajednice u Vojvodini

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RELIGIJA I POMIRENJE: IZMEĐU TRANSEDENCIJE I IMANENCIJE U KONTEKSTU SELEKTIVNOG PAMĆENJA

U radu se elaboriraju različiti aspekti i intersekcije između religije i pomirenja, uz dodirne tačke sa kolektivnom memorijom i selektivnim pamćenjenjem. Autorica se pri tom ne referira samo na rad značajnih teologa sa evropskog (posebno nemačkog) nasleđa već i recentnog sa područja bivše Jugoslavije. Različiti aspekti procesi pomirenja, sa akcentom na kontroverzne pojmove kao što su istina, sećanje, izvinjenje, oprost, kolektivna memorija se pokušavaju situirati u različite kontekste s ciljem razvoja eshatologije koja nadilazi svako religijsko politikanstvo, s posebnim apostrofiranjem na ex-jugoslovensko.

Ključne reči: religija, pomirenje, istina, sećanje, kolektivna memorija, „politička teologija"

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DEPORTACIJE GRKOKATOLIKA IZ ISTOČNE HRVATSKE 1991-92: MEDIJSKO SEĆANJE I POMIRENJE

U radu se bavim istraživanjem kako je nakon 25 godina u medijima na rusinskom jeziku u Srbiji predstavljen slučaj zločina nad Rusinima i Ukrajincima, grkokatolicima, u istočnoj Hrvatskoj 1991-92. godine. Uz pomoć intervjua urednika medija na rusinskom jeziku, istražujem koliko je javnost upoznata sa činjenicama o zločinima i ishodu sudskih procesa za te zločine. Ovu temu istražujem kao deo šireg procesa uloge medija i istinitog izveštavnja u pomirenju na Zapadnom Balkanu.

Ključne reči: rat u Hrvatskoj, zločini, mediji, sećanje, pomirenje

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IDENTITET, NADA I SEĆANJE: SRPSKI PRAVOSLAVNI KONTEKST

Identitet hrišćana, članova Crkve, određen je zajedničkim sećanjem i nadom. U biblijskom i liturgijskom kontekstu sećanje ima značenje oprisutnjenja: ono se pre svega odnosi na iskustvo susreta sa Bogom koji je postao čovek. Sećanje utemeljuje nadu u to da čovek nije biće zatvoreno granicama istorije i izgubljeno za večnost. Nada, sa druge strane, daje smisao sećanju čineći ga u egzistencijalnom smislu relevantnim ovde i sada. No, istovremeno, nada je i sud sećanju; naime, ono što će se, verujemo, otkriti i čemu se nadamo objaviće konačnu istinu o onome čega se sećamo. Sećanje tako nije završeno i zato ima smisla govoriti o sećanju kao činu odgovornosti prema nadi. No, ako je moguće govoriti o odgovornom sećanju, moguće je problematizovati i neodgovorno sećanje. Kao što prema nadi odgovorno sećanje utemeljuje autentičan hrišćanski identitet, isto tako, neodgovorno sećanje utemeljuje pseudo-hrišćanske identitete. Odgovornost prema nadi poziva nas da sopstveni crkveni kontekst neprestano preispitujemo, a jedan od ključnih problema u tom smislu je odnos pravoslavlja prema nacionalnom identitetu i nacionalizmu.

Ključne reči: nada, sećanje, istorija, identitet, eshaton, narod, nacionalizam.

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RATNA I PREDIZBORNA RETORIKA U KAMPANJAMA NEKAD I SAD – SLIČNOSTI I RAZLIKE

U radu se polazi od geneze pojma kampanja. Prema Velikom rečniku stranih reči i izraza Ivana Klajna i Milana Šipke (2006) reč je latinskog porekla i označava „polje“.U francuskom to „polje“ prerasta u „bitku“(campagne), što je razumljivo jer se vojevalo na ledinama, ali je ovo značanje prošireno i na „intenzivni vojni pohod“ i nešto manje agresivno „vojni manevar“. Kako su to bili ozbiljni, odnosno „važni zadaci“ razumljivo je novo značenje reči „kampanja“, koja se sada upotrebljava i kao „intenzivna priprema za ostvarivanje nekog važnog zadatka“, kao i „organizovana akcija za ili protiv (koga ili čega, naročito putem štampe)“. Sledeći genezu pojma kampanja u radu se upoređuju podaci o sadržaju i retorici izveštaja o ratnoj kampanji u Bosni i Hercegovini tokom decembra 1992. objavljenih u centralnoj informativnoj emisiji Radio Novog Sada (RNS) i izveštaja o predizbornoj kampanji u centralnim informativnim emisijam Radiotelevizije Vojvodine, sukcesora nekadašnjeg RNS, u poslednje dve sedmice aprila 2016. pred vanredne izbore (24.april) na lokalnom, pokrajinskom i republičkom nivou.Preliminarni rezultati ukazuju da je retorika obe kampanje veoma slična iako ih deli četvrt veka i predmet, odnosno povod, za medijsko izveštavanje.

Ključne reči: kampanja, ratni izveštaji, predizborni izveštaji, elektronski mediji, retorika

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MEDIA, MEMORIES AND TRANSITIONAL JUSTICE

Rebuilding a city after conflict with strong political connotation proved to be an impossible task when attacked society itself lacks consensus on the "reading" of architecture destroyed and awareness of the actual stakes in post-war reconstruction. One of such conflicts was 78-day Air War between NATO and FR Yugoslavia in 1999. Despite the high rank in state apparatus and unprecedented architectural value, post-war reconstruction of damaged buildings in Belgrade turned into turmoil due to unclear ideological legacy, uncontrolled inflow of foreign capital, unresolved property issues and unprotected cultural status. However, two of the attacked sites clearly stand out, Building of Radio-Television of Serbia (RTS) and Avala Tower (202 meters-high TV transmitter), arguably, due to strong media campaign led by RTS which turned those sites into spontaneous war memorials. Their reconstruction was advocated under pretext of public interest and presented as question of national pride, despite the undisputed financial gain it brought to the national television corporation. In this paper, I will argue that media propaganda overpassed much needed open dialogue and speeded up the decision-making process by creating the illusive impression of social consensus being reached.Furthermore, I will use the same examples to point out the consequences of making unilateral decisions when deciding post-war renewal strategies, as opposite to the advantages that public inclusion provides. While closed decision was made to rebuild the exact same replica of Avala Tower by using preserved original plans, an architectural competition (hence, a form of public debate) preceded the planned renewal of the RTS Building. Results were nothing but unexpected: the New Avala Tower is pure mirage of the old one, baring no commemorative value whatsoever, while competition designs for RTS memorial offered varieties of spatial solutions that serve as an architectural and cultural critique of political violence against the city.

Keywords: 1999 Air War, Belgrade, conflicted society, post-war reconstruction, Avala Tower, RTS Building.

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WHEN THE PERPETRATORS BECOME THE VICTIMS: FRAMING HISTORY IN THE COURTROOM

The paper examines the legal aspects of politics of memory on the Second World War and the Yugoslav period in contemporary Serbia, focusing on the legal rehabilitation and its implications. The possibility of rehabilitation of the persons sentenced or killed for political or ideological reasons was introduced in Serbia by two Rehabilitation Act of 2006 and 2011. Although rehabilitation is normally a form of reparation directed at victims of persecution and human rights violations, its practice in Serbia also encompasses the perpetrators from the Second World War who were sentenced at the postwar trials in Yugoslavia or officially pronounced as collaborators and enemies of the state. This paper argues that the legislation on rehabilitation and the court cases conducted according to it frame the interpretation of the past in a one-sided narrative of forgetting and denial by selectively approaching the historical records and witnesses. The paper focuses specifically on the people with responsibility for human rights violations who can be rehabilitated as victims of communism. The paper takes the ongoing rehabilitation process of Milan Nedić, the Prime Minister of occupied Serbia during the Second World War, as the main case study. The paper examines the case from the two perspectives. First, the paper looks at the interpretation of the role and responsibility of Milan Nedić and his authorities in the persecution of the Jewish population and different political groups and how he is framed in the courtroom as a victim or a savior. Second, the process is analyzed from the legal perspective of the problematic formulation of the 2006 Rehabilitation Act and its implementation in the courtroom. Finally, the rehabilitation process is placed in the wider context of the state-sponsored politics of memory in post-Milošević Serbia.

Key words: politics of memory, Yugoslavia, Secomd World War, rehabilitation

UDK   316.75:316.334.56(497.6 Banjaluka)"1991/1995"

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SVETA KOKA: MRVICE NA SVETOJ PERIFERIJI"

Ovaj rad istražuje simboličku reprezentaciju socio-političkih i ekonomskih nejednakosti između polova, kao rezultat abdrocentričnog rodnog poretka. Poretka koji crpi snagu iz tradicije etno-religijskog patrijarhata, ali i iz savremenog, ekonomskog i militantnog patrijarhata koji se oslanja na kvazi-naučna, kreacionistička, esencijalistička i bio-maskulizirana promišljanja, a prema kojima današnja ekonomska i politička dominacija i moć muškarca izvire iz „superiornosti" psiho-socijalnih osobina i sposobnosti „jačeg pola" i njegove „prirodne" kontrolne pozicije nad ženskim tijelom. Tako se dominacija i superiornost muškarca legitimizira kao potvrda „starih" tradicija i „biblijskog" poretka, ali i kao „prirodna nužnost" upravljanja i kontrolisanja nasilja, bezbjednosti i vojno-ekonomskih sila koji su ključni temelji razvoja nacije i „nacionalne" kulture i institucija. Takav rodni poredak neizbježno proizvodi rodnu segregaciju i vladavinu onog koji je moćniji i spremniji na nasilje. U takvom okruženju teme kao što su konstrukcije ženskosti ili rodna jednakost sporo nalaze mjesto u akademskom, regulatornom ili javnom prostoru i najvećim djelom se prezentuju stidljivo, sa dvostrukim aršinima ili samo površinski. Nacionalističke, klerikalne i ideološke sile i poretci ne dozvoljavaju ljudima da se zauzimaju i bore za jednakost i slobodu društvene konstrukcije roda. U nekim društvima ovakav rodni poredak regresira u tolikoj mjeri, da se sloboda konstrukcije ženskosti i roda u potpunosti gubi, sa snažnim povratkom prema klerikalnimsrednjovjekovnim tradicijama uvijenim u savremeni nacionalistički novogovor. To je ono što se dešava u današnjoj Banjoj Luci i Bosni i Hercegovini, slično kao i na cijelom Balkanu. Ovaj rad ima za cilj da prezentuje rodnu strukturu naziva ulica i pokaže kako su mijenjani nazivi ulica koji su imali žensku rodnu identifikaciju, u Banjoj Luci za vrijeme rata 1991-1995. Također, rad želi da istraži diskurzivna značenja i ideološke matrice ovakve promjene naziva ulica, kao i da identifikuje i objasni smjerove u kojima se kreće konstrukcija ženskosti i roda u javnom prostoru koji je označen ovim nazivima ulica. Rad također želi da identifkuje kako su dominantni etno-religijski, ekonomski i politički procesi uticali na slobodu i androcentirčnu kontrolu javnog prostora.

Ključne riječi: androcentrizam, nacionalizam, nazivi ulica, Banja Luka, Bosna i Hercegovina

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SIMBOLIČKA UPOTREBA VREMENSKO-PROSTORNIH ODNOSA KAO POKAZATELJ MEDIJSKOG STAVA U DISKURSU IZVEŠTAVANJA O RATNIM SUKOBIMA NA PROSTORU NEKADAŠNJE JUGOSLAVIJE

Rezultati analize diskursa ratnog izveštavanja pokazuju da se pristrasnost medija prema stranama u sukobu, u određenim uslovima, može ustanoviti istraživanjem simboličke upotrebe vremensko-prostornih odnosa. Pretpostavka je da ove relacije mediji koriste kao sredstva simboličke identifikacije u ratu, ali da predstavljaju i sredstvo manipulacije koja se oslanja na tumačenja određenih prostornih i istorijskih simbola i značenja oblikovanih u kolektivnom pamćenju čitalaca. Cilj istraživanja je da se, na nivou gramatičko-diskursnih celina, ustanove prostorne i vremenskerelacije čijom se medijskom upotrebom razvija empatija prema jednoj od sukobljenih strana, koja time postaje deo kolektivnog identiteta publike (MI), a sa druge strane odbojnost i negativno predstavljanje druge strane (ONI). Istraživački okvir činile su studije slučaja tri ratna konflikta (u Sloveniji, Hrvatskoj i Bosni i Hercegovini) na prostora bivše Jugoslavije, a analiza je obuhvatila izveštaje dnevnih listova i televizijskih stanica bliskih državnim strukturama čije su oružane formacije bile angažovane u tom konfliktu. Teorijske postavke zasnovane su na načelima kritičke analize diskursa. Analiza je potvrdila postojanje simboličkog prostora sa kojim se identifikuje reportersko JA, u sklopu jedinstvene grupe koja povezuje autora sa identitetom medijske publike. Najčešći izbor predstavlja država ili grad u kome se nalazi sedište medija. Prostor grupe ONI uglavnom je grad, regija ili država (Knin, Krajina, Srbija, Slovenija)- centar vojne pobune suprotstavljenog entiteta ili državno-političkog subjekta koji je podržava, ali on ne korespondira uvek sa ratnim položajem suprotstavljene strane u ratu. Simbolička upotreba vremena ogleda se u semantičkim vezama i poređenjima postupaka određenih aktera u ratu sa postupcima poznatih aktera (istorijskih ličnosti) ratnih događaja iz prošlosti (Kosovska bitka, Prvi srpski ustanak, Drugi svetski rat), koji za delove populacije kojoj se medij obraća predstavljaju hiperbolički obrazac pozitivnog/negativnog ponašanja u ratu.

Ključne reči: diskurs medija, kritička analiza diskursa, ratno izveštavanje, ratni sukobi u Jugoslaviji, medijski stav

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PREDIZBORNA OBEĆANJA KRAJNJE DESNICE TOKOM PARLAMENTARNIH IZBORA U SRBIJI 2016. GODINE U ODNOSU NA IZBORE 2014. GODINE – ANALIZA SADRŽAJA INTERNETSKIH STRANICA SRPSKE RADIKALNE STRANKE, KOALICIJE DVERI-DSS, SNP „NAŠI", „SRBSKOG OBRAZA" I SRPSKOG SABORA ZAVETNICI.

Cilj rada je sinhrona i dijahrona analiza medijskog sadržaja i utvrđivanje karakteristika predizbornih obećanja krajnje desnih političkih opcija, prezentovanih putem njihovih internetskih stranica, tokom izbora za parlament Srbije 2014. i 2016. godine. Stranice koje su posmatrane pet dana u toku predizborne kampanje su sajtovi koje održavaju Srpska radikalna stranka (SRS), Dveri, SNP „Naši", „Srbski Obraz" i „Srpski sabor Zavetnici". Metod koji koristimo u ovom radu je kvantitativno-kvalitativna analiza sadržaja medijskog diskursa na osnovu unapred utvrđenog kodeksa, fokusirana na iskaze koje možemo nazvati predizbornim obećanjima, uz uvid u opšti nastup političkih aktera. Istovremeno, vršimo dijahronu analizu u odnosu na prethodna istraživanja iz 2014. godine. Razlika u odnosu na prethodne izbore ogleda se u položaju SRS gde se pretpostavlja da će promenu u stavovima uneti povratak lidera Vojislava Šešelja, prvostepeno oslobođenog od optužbi pred Haškim tribunalom, dok će kod Dveri 2016. godine, za razliku od prethodnih izbora, na promenu uticati koalicija sa Demokratskom strankom Srbije (DSS). Pored toga, aktivnost "Srbskog obraza" (i SNP 1389) je zamrla, ali se aktivirao "Srpski sabor Zavetnici". Krajnje političke opcije su i dalje one koje teško prelaze cenzus, ali zato putem obećanja i opšteg nastupa razvijaju strategije za ulazak u parlament.

Ključne reči: krajnja desnica, internet, izbori, parlament

UDK   81'42:316.774:[355.01(497.1)

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KRITIČKA ANALIZA DISKURSA I SUKOBI U BIVŠOJ JUGOSLAVIJI

Upotreba pojma „diskurs" uveliko obeležava društvenu nauku kod nas, baš kao i u svetu. Načini na koje se on razume, pa samim tim i koristi u analitičke i teorijske svrhe su posve različiti, te je diskurs čas svaki govorni čin, čas metanarativ, nekada je on svaki vid javnog govora, a katkad se izjednačava i sa žanrom, i sa sociolingvističkim registrom, i sa ideologijom. Ovakva pojmovna polifonija nije neobična, budući da je najpristupačnija iskustvena građa za analizu upravo iskazana u jezičkoj (govornoj ili (za)pisanoj)formi. Prvi problem kojim će se izlaganje pozabaviti jeste upravo epistemološka ukorenjenost diskursa. On nije samorazumljivi pojam koji je iz svakodnevnog govora dospeo u nauku, kako se ponekad može steći utisak čitanjem različitih radova. Takođe, diskurs se katkad olako analizira, a tumačeve lične impresije se uzimaju za naučna objašnjenja. Tome treba dodati i popularno stanovište da diskurzivne konstrukcije neposredno utiču na društvenu stvarnost, pa i da diskurs preovladujuće čini tu stvarnost. Na materijalu o sukobima u bivšoj Jugoslaviji će biti prikazan jedan drugačiji vid analize diskursa, utemeljen u kritičkoj analizi diskursa Normana Ferklafa. U njoj je tekst – pisan ili izgovoren – viđen kao posrednik između autora i njegove publike (primalaca). Autor u obzir uzima svoj odnos sa publikom i njene različite osobine, dok primaoci uključuju svoje društveno biće u razumevanje teksta, čime ili učvršćuju određeni diskurs, ili ga transformišu, katkad i u njegovu suprotnost. Tekstovi stoga često imaju kauzalni efekat na saznanje primaoca, njegova uverenja ili ponašanje, ali je taj efekat posredovan različitim načinima razumevanja teksta, koje nikada (ili barem vrlo retko) nije individalni, već društveni proces. Da bi se ovakvo empirijsko i teorijsko stanovište ilustrovalo, biće korišćeni tekstovi različitih žanrova koji će biti detaljno analizirani.Ovako širok predmet, tekstovi o sukobima u bivšoj Jugoslaviji, namerno je odabran s ciljem da se pre svega ilustruje metodski pristup kritičke analize diskursa.

Ključne reči: diskurs, Jugoslavija, sukobi, tekstovi

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NATIONAL STATE CALENDARS & ALTERNATIVE CALENDARS: MEMORY ACTIVISM IN SERBIA AFTER 2000

In the years that followed the end of the Milosevic regime and the October 5 2000 events, a new state calendar has been created and still is in the process of its making in Serbia. As new state holidays have been announced, new mnemonic rituals are being formed. Post-Yugoslav post-Milošević Serbia opted to place ideas, events and symbols from the 19th century in the center of its new identity, discourses, calendars and value systems. This paper however is set to explore the representation of the recent wars of the 1990s in the new Serbian calendar and mnemonic rituals. Drawing on Eviatar Zerubavel's analysis of calendars as sites of social organization of national memory, the paper looks at the emergence of alternative calendars as formed and created by anti-war and human rights groups and activists. The focus of the paper offers an analysis of emerging alternative civic calendars in Serbia. Alternative commemorative events to the hegemonic state sponsored ones are analyzed as memory activism related to the commemoration of events that took place in the recent wars of the break-up of Yugoslavia and are mostly absent from the official national calendar. Certain days are annually commemorated in alternative commemorative events in Belgrade such as the Siege of Sarajevo (April 6), or in activists' participation in events such as the closure of the Omarska concentration camp (August 6) or the fall of Vukovar (November 18). This paper will focus on what for now has emerged as the most apparent and significant day on the evolving civic alternative calendar: 10 July annual commemoration of the victims of Srebrenica taking place for the last two decades at the heart of Belgrade's city center, Republic Square. It will then end with pointing at newer developments as related to the state sponsored new event commemorating the beginning of the NATO bombings of Yugoslavia as reflects the new state calendar and its implications to politics of memory in Serbia.

Key words: state calendar, post-Milosevic Serbia, new identity, national memory

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BETWEEN WAR-HEROES AND HEROES OF NON-VIOLENT RESISTANCE, MEMORY AND REMEMBRANCE IN POST-WAR KOSOVO

The master-narrative of the national identity project in Kosova is based on the memory of war, with the persistent image of freedom fighters as fallen heroes. This narrative has persistently marginalized civilians' account of the past in general, particularly the memories of civil resistance movement that embellish during the 1990-is. In effect, this mnemonic hegemony has fostered political and social changes that elevate a particular hegemonic memory that silence previous and alternative memories. This paper will look at emerging alternative memory, that of civil non –violent resistance in the 1990-is. Going beyond the dominant narrative of war and heroic masculinity competing site of remembrance is that of civil non –violent movement. Recently, local press and social media have unofficially commemorated new calendar of remembrance by including dates of mass protest during the 1990 like: students protest in 1 of October 1997, Trepca miners protest in march 1990, and women's involvement in peaceful resistance. In the specific context of post-war Kosova in terms of memory and commemoration one also needs to consider the long-term impact of the military and humanitarian international intervention and state-building project, which did not allow for a critical and differentiated revisiting of the past and thereby promoting a sense of social justice and closure. The general framework influenced by the international community and accepted by local politicians in Kosova has been one of moving forward and looking towards the future, rather than critically dealing with the past.

Key words: national identity, memories, new calendar, dealing with the past

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"THE HOMELAND WAR": CROATIA'S HEGEMONIC CALENDARS AND MNEMONIC BATTLES AFTER 1999

This paper will discuss the new Croatian national calendar created during and following the Croatian War for Independence (1991-1995), as well as alternative memory activism that challenges the hegemonic narrative on the war. After the war, a new national calendar was created and announced, followed by new commemorative events. These commemorative rituals established a master commemorative narrative (Zerubavel), creating hegemonic memory of the war and the new state. Analyzing the new Croatian national calendar, this paper points at the centrality on 2 main events related to the recent war in Croatia annually commemorated: one is placed on the new national calendar and the other is absent though remembered. The end of the 1995 Operation Storm is now celebrated as a major state holiday on August 5 named Victory and Homeland Thanksgiving Day and the Day of Croatian Defenders (Dan pobjede i domovinske zahvalnosti i Dan hrvatskih branitelja). The fall of Vukovar is annually commemorated on November 18 attended by citizens and also state officials and yet is different in its nature. In this paper we ask: What is the nature of the mnemonic rituals that have emerged? What are the mnemonic battles accompanying these two major commemorative practices in Croatia? Who are the main mnemonic groups shaping the memory landscape? Analyzing the commemorative rituals of these two important dates in the new contemporary Croatian national calendar, this paper will discuss how alternative mnemonic remembering exposes contested memories of these events as it has shaped its hegemonic narrative and mnemonic practices of the Homeland war, the break-up of Yugoslavia and the post-war Croat-Serb relations.

Key words: Croatia, national calendar, war, commemoration, remembering

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HERMENEUTIKA (NE)KULTURE SEĆANJA: O ZNAČAJU (SAMO)KRITIČKOG SUOČAVANJA SA PROŠLOŠĆU

U radu se polazi od stava da svako društvo, čija je kultura sećanja opterećena interesnim (re)interpretacijama istorijskih zbivanja i ličnosti,u velikoj meri karakteriše nemogućnost za (samo)kritičko suočavanje sa vlastitom prošlošću. Iz tog razloga, u fokus hermeneutičkih promišljanja smeštaju se političke grupacije našega društva, a u nameri da se utvrdi da li i u kolikoj meri one usmeravaju svoje prakse ka afirmaciji restriktivnih konstrukcija istorije. Polazeći od pretpostavke da je odgovor na prvi deo postavljenog pitanja potvrdan, pažnja se posvećuje komparativnim analizama političkog diskursa s početka devedesetih godina prošloga veka i onogkoji dominira drugom dekadom XXI veka kako bi se apostrofirao ideologizovani karakter domaće političke scene, te skrenula pažnja na instrumentalizacije prošlosti i kulture sećanja u svrhu sprovođenja limitiranih političkih interesa i ciljeva. Za predmet kritičkih razmatranja uzimaju se i mediji u službi ideoloških politika, a usled intencije da se takvim medijima svojstven jezik markira kao jedan od trenutno vodećih mehanizama za ideologizaciju društvenih subjekata i njihove stvarnosti. Time se ujedno želi ukazati i na odgovornost medija za negovanje politizovane kulture sećanja koja je nesposobna za objektivno, racionalno i samokritičko suočavanje sa onim što je bilo, što jeste i što nam predstoji.

Ključne reči: ideologizovane politike, mediji, diskurs, srbijansko društvo, hermeneutička kritika.