

# 10

THE TENTH INTERNATIONAL CONFERENCE

## THE BRIDGES OF MEDIA EDUCATION 2018

## PROGRAMME

Supported by  
Provincial Secretariat  
for Higher Education  
and Scientific Research



Friday, 14 September 2018

09.30 REGISTRATION

10.00 – 10.15 OPENING

10.15 – 11.30 PLENARY SPEAKER SESSION - *Cinema Hall*

 **Joan Soler-Adillon**, *University of London*

ON THE IMPORTANCE OF BEING IMMERSIVE. THE REBIRTH OF  
VR AS THE THIRD CHAPTER IN THE HISTORY OF DIGITAL  
MEDIA

11.30 – 11.45 COFFEE BREAK

SESSION  
1

🕒 11.45 – 13.15 📍 Room 107

**Fake news and media literacy for hybrid media systems**

Moderator: Jelena Kleut, University of Novi Sad, Serbia

 **Bissera Zankova**, *Media 21 Foundation*

FIGHTING FAKE NEWS AND HOAXES IN THE AGE OF  
CONVERGENCE: PERFORMANCE EVALUATION AND POLICIES  
AGAINST INFORMATION DISORDER

 **Andrej Skolkay**, *School of Communication and Media*

 **Tanja Pavelska**, *JSI*

THE INTERPLAYS BETWEEN ARTIFICIAL INTELLIGENCE AND  
INFORMATION DISORDER

2

 **Sanja Ađaip-Veličkovski**, International Balkan University  
THE STORY BEHIND THE STORY OF THE “BOYS FROM VELES”

 **Natasa Ružić**, University of Montenegro  
THE ROLE OF MEDIA LITERACY IN PROTECTION OF  
MONTENEGRIN CITIZENS FROM FAKE NEWS

**13.15 – 14.15 LUNCH**


**SESSION 2**


🕒 14.15 – 15.45 📍 Room 107

**Public broadcasting services in the context of new media and audiences**

Moderator: Anka Mihajlov Prokopović, University of Niš, Serbia

 **Irina Milutinović**, Institute of European Studies  
CURRENT CHALLENGES OF PUBLIC SERVICE MEDIA: A  
COMPARATIVE PERSPECTIVE

 **Carla Baptista**, FCSH/IC Nova  
DIVERSITY PROGRAMMING IN THE PORTUGUESE PUBLIC  
TELEVISION: A LONG PATH TO RUN TOWARDS THE EUROPEAN  
AGENDA

 **Anka Mihajlov Prokopović and Marija Vujović**,  
University of Niš  
RADIO TELEVISION OF SERBIA IN FRONT OF CHALLENGES  
OF DIGITAL AGE

 **Dejana Prnjat**, University of Novi Sad  
TELEVISION AND ITS AUDIENCES

**3**

 **Vladislava Gordić Petković**, University of Novi Sad  
MIGRANT CRISIS AND ARTIVISM IN CONTEMPORARY  
SERBIAN FICTION

**15.45 – 16.00 COFFEE BREAK**

**SESSION 3**

🕒 16.00 – 17.30 📍 Room 107

**Digital media, politics and journalism**

Moderator: Dragana Prodanović, University of Novi Sad, Serbia

 **Simona Bader and Corina Sîrb**, West University  
Timișoara  
SENSATIONALISM, CATASTROPHISM, FIGHT PARADIGM AND  
CLICKBAIT JOURNALISM IN ROMANIAN ON-LINE MEDIA  
JANUARY – APRIL 2018

 **Aleksandra Mandić**, University of East Sarajevo  
INFORMATION NEEDS OF THE NEW MEDIA AUDIENCE

 **Vladimir Barović**, University of Novi Sad  
TERRORISM AS A FORM OF CRISES SITUATION IN DIGITAL  
MEDIA WORLD

 **Nikola Mladenović**, University of Belgrade  
SIMULATION OR SOCIAL? MEDIATIZED SPACES OF TAHRIR AND  
OCCUPY

**19.00 CONFERENCE DINNER – Preregistration is needed!**  
(Restaurant Gusan, Zmaj Jovina 4, Novi Sad)

**4**

Saturday, 15 September 2018

9.30 – 10.15 PLENARY SPEAKER SESSION - *Cinema Hall*

 **Giovanni Gozzini**, University of Siena

SOCIAL MEDIA AND POST-TRUTH:  
HOW DEMOCRACY IS CHANGING

10.15-11.00 PLENARY SPEAKER SESSION - *Cinema Hall*

 **Tijana Milošević**, University of Oslo

PROTECTING CHILDREN ONLINE?  
CYBERBULLYING POLICIES OF SOCIAL MEDIA COMPANIES

11.00 – 11.15 COFFEE BREAK

SESSION  
4

🕒 11.15 – 12.30 📍 Room 107

**Digital media, culture and exclusion**

Moderator: Stefan Janjić, University of Novi Sad, Serbia

 **Manojlo Maravić**, University of Novi Sad

 **Mirko Stojković**, University of Arts in Belgrade  
MACHINIMA: EXAMPLE OF FAN CULTURE AND MEDIA  
CONVERGENCE BETWEEN VIDEO GAMES AND FILMS

 **Csilla Horváth**, RIL HAS

"THE "MARVELLOUS THING": THE ONLY MANSI NEWSPAPER ON  
ONLINE PRESENCE AND SOCIAL MEDIA PRACTICES

5

 **Milan Vukadinović**, University of Novi Sad  
A NEUROPHILOSOPHICAL APPROACH TO  
SOCIAL MEDIA RESEARCH

SESSION  
5

🕒 11.15 – 12.30 📍 Room 108

**Digital media, culture and exclusion**

Moderator: Dejan Pralica, University of Novi Sad, Serbia

 **Dejan Pralica and Smiljana Milinkov**, University of  
Novi Sad

THE DIGITIZATION OF RADIO IN THE WORLD AND IN SERBIA

 **Ana Milojević**, University of Belgrade

 **Jelena Kleut**, University of Novi Sad

PROTEST AND VIOLENCE: FRAMING PROTEST 'AGAINST THE  
DICTATORSHIP' IN ONLINE MEDIA AND USER COMMENTS

 **Zlatomir Gajić**, University of Novi Sad

ARTICLE AS A JOURNALISTIC GENRE IN PRINT MEDIA AND ON  
THE INTERNET

 **Mateusz Sobiech**, University of Warmia and Mazury  
in Olsztyn

UNCONVENTIONAL ADVERTISING METHODS AND  
INTERACTION WITH FANS IN POLISH FOOTBALL CLUBS

6

**12.30 – 13.00** BOOK PRESENTATION: **BALKAN MEDIA**  
(Book in Honour of Professor Dubravka Valić Nedeljković)  
- Cinema Hall

Moderator: **Dejan Pralica**, University of Novi Sad

**Speakers:**

 **Dubravka Valić Nedeljković**, University of Novi Sad

 **Rade Veljanovski**, University of Belgrade

 **Nataša Ružić**, University of Montenegro

*The language of discussion is BCSM.*

**13.00 – 13.45** LUNCH

**SESSION 6**

🕒 13.45 – 15.45 📍 Room 107

**Learning and digital media**

Moderator: **Sladana Marić**, University of Novi Sad, Serbia

 **Dragana Pavlović**, University of Niš

 **Dina Petrović**, University of Belgrade

CONNECTIVISM THEORY AND FOREIGN LANGUAGE LEARNING

7

 **Biljana Radić-Bojanić**, University of Novi Sad  
BLENDED LEARNING WITH EDMODO: POTENTIALS AND DRAWBACKS

 **Sladana Marić**, University of Novi Sad  
VIRTUAL REALITY IN EDUCATION AND CPD: RESOURCES AND FUTURE DIRECTIONS

 **Zorica Stanisavljević Petrović and Anastasija Mamutović**, University of Niš  
STUDENTS' STANCE ON THE USE OF THE SOCIAL NETWORK FACEBOOK

 **Maja Kostadinović**, University of Niš  
MEDIA EDUCATION AS A FACTOR OF PREVENTION FROM MANIPULATION AND MISUSE OF DATA ON SOCIAL NETWORKS

 **Jasmina Arsenijević**, Preschool Teacher Training in Kikinda

 **Milica Andevski**, University of Novi Sad  
PARTICIPATION OF YOUNG PEOPLE IN DIGITAL MARKETING IN SERBIA

**15.45 – 16.00** CLOSING CEREMONY

**16.00** PETROVARADIN FORTRESS GUIDED TOUR



The conference is supported by The Provincial Secretariat for Science and Technological Development.

8