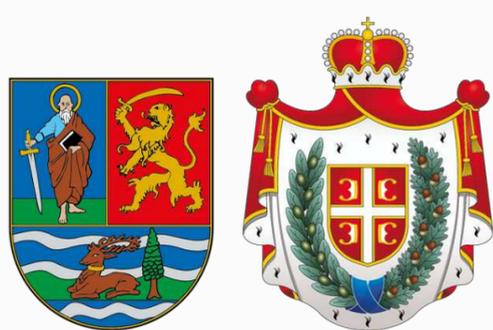


BOOK OF ABSTRACTS:

# THE BRIDGES OF MEDIA EDUCATION 2019

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# Online political engagement of Montenegrin voters in electoral context

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**Sauda Nurković**, International Balkan University, Faculty of Communications, North Macedonia

The intense growth of the popularity of social media sites in political context raised attention of many researchers and scholars. Nowadays, candidates or political parties can easily bypass old forms of media to reach their potential voters and maintain good relationship with existing, through social media sites. Social media pages can show that they have thousands fans, which can be beginning of entire news conference and most importantly, allow them a totally unfiltered way to speak out their ideas and politics. This is not the case only in U.S. as one of the most developed countries, but all over the world. But nothing of this would be possible if people would not have will to engage in politics on social media platforms, and this is why the research on political participation on social media sites is extremely important. This study is examining the relationship between the use of social media sites such as: Facebook, Twitter, Instagram and Snapchat and forms of political participation, in an electoral context in developing country like Montenegro. The research is based on a quantitative analysis of the results obtained through an online survey (N=210), examining the extent to which Montenegrin mature population use social media to engage in online and offline political discussion and participation. Furthermore, the data obtained from this research are compared with the secondary data received from the similar researches in U.S.

**Keywords:** social media, politics, engagement, voters

## New media and the decay of ethical codes in journalism

**Brindusa Armanca**, University "Aurel Vlaicu" Arad, Romania

The rise of social media generated an unexpected increase and speed of fake news dissemination on various platforms. Journalists, media analysts, researchers, academic communities analyzed the phenomenon to find antidotes. The debate is still in process, disputes on the typology and terminology for fake news never ends. The report Information disorder published in 2018 by the Council of Europe, settled down several categories of false news (mis-information and dis-information), and harmful information (mal-information - hate speech, leaks, harassment). In the Final report of the High Level Expert Group on Fake News and Online Disinformation (2018) European experts proposed to use an unified terminology as dis-information. Regarding the ways to prevent, to identify, to debunk, to fight against fake news, they are more various and, some of them, controversial. Even if the technical solutions are more developed today (digital engines, fake news debunking systems etc.) the final debate drives to media ethics. The failure of preventing fake news, the changes of professional standards in the digital and global environment, the decline of the trust in mainstream media ask the reconstruction of the ethical system in media. Stephen J. A. Wardl from the University of British Columbia, Vancouver commented the decline of ethics in journalism putting some fundamental questions about how journalism changed: "What norms can regulate a journalism that is digital and global, practiced by professional and citizen? How maintain journalism's integrity amid a universe of media shaped as much by partisans as by fact-checking professionals? Journalism ethics has a deep identity crisis", he said. My paper will analyze comparatively two fact-checking systems and a number of fact-checking projects, in order to find-out how journalism ethics interferes/influences/determines the fight against fake news. A case-study on the Romanian media will illustrate this interrelation.

**Keywords:** ethics in journalism, new media, professional standards, trust

# Media competencies in the function of media (ab)use management

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

**Milica Andevski**, University of Novi Sad, Serbia

Mass media, especially digital media, are an integral part of young people's lives and have an important role in the manifestation and articulation of their world view, in their educational and cultural reasoning, (self)socialization, and above all, in shaping their identity. The media subtly interweave their own intentions and expectations through contents (especially advertisements). Those contents can be explicit and implicit. Clicking or "liking", young people inadvertently give permission to the media to change their attitudes about products and brands which are promoted in advertisements, to shape their needs and intentions, and - in general - to shape their life style. To what extent are young people media educated to perceive enormous possibilities of the media communication? How able are they to grow from being mere consumers of media content to reflexive critics of media space? This question is in a focus of the research presented in this paper, with the overall goal of examining the level of perception of implicit marketing messages (hidden advertisements) from various media sources and contents (traditional and digital media), among student population in Serbia. Specific objectives of the research are related to assessing the level of perception of implicit media messages in relation to socio-demographic characteristics of the sample - gender and field of education. The theoretical basis of the research is Henry Jenkins' concept of 12 dimensions which are necessary for competent use of media in participatory culture (2006; 2008). The results indicate that the respondents recognize partially the implicit messages presented by the media, which is not a satisfactory finding, regarding the educational structure of the sample. Results therefore imply the necessity of increasing media literacy and strengthening media competences among media consumers in Serbia.

**Keywords:** digital media, mass media, media competencies, advertisement, marketing, management

## The public sphere and hybrid regimes in the digital environment: The case of contemporary Serbia

Siniša Atlagić, University of Belgrade, Serbia

In this paper, the author deals with the key problems characteristic of the public sphere in contemporary Serbia and the factors that might define its future transformation. In the first part of the paper, the author interprets the development of the public sphere in Serbia after 1990. In this interpretation he proceeds from a descriptive approach that he considers more favorable than a normative approach in the analysis of the political transformation of post-communist societies. Describing the structure of the public sphere, he distinguishes its centre and the periphery that, in the Serbian case, make television as the dominant medium (centre) and other media (periphery) including the Internet. The second part of the paper aims to answer the question about the perspective of the public sphere in Serbia as a society belonging to the group of so-called hybrid regimes. It starts from the assumption that its transformation should be defined by two factors - socio-demographic changes and the application of new communication technologies. The author focuses on the latter one. His main question is whether the spread of new technologies will lead to changes in the structure of the public sphere and the reduction of the gap between its center and periphery. Technological changes are changing the informative preferences of the population, as indicated by the constant growth of the number of Internet users in Serbia. In addition, the development of digital communication technologies make it possible for citizens to get involved in the public sphere through different channels which might lead to poor visibility of its center. The more numerous and diverse sources of information, the more difficult it is to control them, and the battle for the Internet would force the ruling elite to lead a struggle for meaning in a more competitive and fragmented public sphere.

**Keywords:** public sphere, digital communication, Serbia

# Media simulacrum as a paradigm of contemporary existence in the era of digitalization

Vladimir Barović, University of Novi Sad, Serbia

The paper presents the idea of simulacrum as a phenomenon of contemporary media existence, which can explain different phenomena in our social context. The idea of the simulacrum in our research has the role of a benchmark for proving the existence of parallel realities which exist in different media. The aim of the research is to analyze all the covers of informative-political media on their online pages, which are published daily in the Republic of Serbia. The research compares the front pages of the mainstream media on online platforms, and by crossing them, we can come to the conclusion that we exist in a specific media simulacrum. The methodology used in the research involves the use of: statistical and comparative methods, and analysis of media discourse. The limitations of the research lie in the fact that the information-political mainstream media that come out on a daily basis are analyzed over the course of two weeks, when according to the theory of probability there were no events, processes and personalities that would significantly influence the conclusions of the research. The general conclusion of the research is that covers play a major role in the eyes of readers and the misuse of the media goes all the way to the deliberate production of affair and pseudo-events that create a specific model of the media simulacrum that becomes the paradigm of modern press. Based on the covers, it can be concluded that populism, demagoguery, concealing the truth, humiliation, insults and hate speech exist in the media. The justification of the research lies in the idea to prove that the media simulacrum is the paradigm of our media existence in the era of digitalization. The question arises as to how a modern consumer of information survives in this media acceleration, which ultimately produces distrust in the media. In this process credibility is lost for the mainstream media, not only for those who create virtual reality. The justification of the research lies in the need to examine the limits of propaganda and ethically grounded journalism in the era of digitalization and new technologies.

**Keywords:** simulacrum, media, new technologies, digitalization, headlines, manipulation, journalists

# The formation of the citizen "self" via informal online education

Taiana Catharino, NOVA University Lisbon, Portugal

Observing everyday life in the digital environment, it is noticed that the massive use of the Internet and its online social networking platforms has modified and opened channels for debate and, consequently, search and production of knowledge. Considering the construction of knowledge as a dynamic, discursive and interactive process, this work intends to debate the importance of online spaces for the development of sociopolitical knowledge and the formation of the citizen "self" via informal online education. Informal education assumes that knowledge and learning are generated throughout life, through experience and social, cultural or political participation. The construction of sociopolitical knowledge is a dynamic process, a result of multiple interactions, where individual and collective values - and modes of perception of the world - are (re) affirmed and (re) constructed in everyday life. With the emergence of new forms of online communication, when people perceived the possibility for greater action and debate on sociopolitical issues, they quickly began to organize themselves within this new context, adapting to the technologies, using their benefits also to manifest their citizenship. In the context of the deep mediatization, the Internet is another environment conducive to debate, action, production and search for information, with a great potential to create new forms of communication and sociopolitical knowledge. Openness to debates of different issues on the web leads to the citizen's empowerment, by the greater possibility of positioning on political matters, both by the environment as by the tools and new possibilities of exposing their concerns. In this sense, this work debates the (re) creation and (re) elaboration of the subject's sociopolitical concerns in online spaces, which, when expressed through discourses or actions on the Internet, can contribute not only to the development of sociopolitical knowledge but also for the formation of their citizenship.

**Keywords:** citizenship, sociopolitical issues, informal education, Internet

## Activism as a defence: Civic journalism and its correlates among students in Montenegro

Jovana Davidović, University of Montenegro, Montenegro

The development of digital technologies enabled the progress of civic journalism - one of the crucial segments of media and information literacy. Civic journalism serves as an important defense strategy from media manipulation. It reflects high participatory consciousness among the media audience. Namely, low civic journalism is indicative of passive, uninterested, and anxious public, which is more prone to media biases. Given the significance of this concept, I investigate the tendency towards civic journalism in the student population in Montenegro, which should serve as an initiator of changes and activism. In this paper, I analyze two important correlates of citizen journalism - media trust, and social media activism, with a self-designed survey. I test whether media trust encourages the audience to create and distribute media content. Further, this paper investigates how social media affects citizen journalism, through the hypothesis of lazy activism, which argues that activities on social networks discourage activism outside the online space. First findings of the research demonstrate the passivity of the student population - 80% of the surveyed students did not practice any form of civic journalism. This research found that the dominant causes of audience passivity are disinterest and media skepticism, reflected through fear of not maintaining anonymity and information misuse. Expectedly, I determined the positive relationship between media trust and civic journalism. Ultimately, social media activism did not have an impact on the dependent variable. The results of this research pose implications for media scene of post-communist societies, where media distrust, and fear of information misuse, are indicative of the insufficient level of media professionalism and inclusiveness. Findings of this paper are further relevant for the media and information literacy in Montenegro, and participatory mechanisms of post-communist societies, where conventional participation was predominant.

**Keywords:** civic journalism, media trust, social media activism, media and information literacy, Montenegro

## Discourse in Serbian online media: Global expectations vs. local reality

Jasmina Đorđević, University of Niš, Serbia

Mass media, especially digital media, are an integral part of young people's lives and have an important role in the manifestation and articulation of their world view, in their educational and cultural reasoning, (self)socialization, and above all, in shaping their identity. The media subtly interweave their own intentions and expectations through contents (especially advertisements). Those contents can be explicit and implicit. Clicking or "liking", young people inadvertently give permission to the media to change their attitudes about products and brands which are promoted in advertisements, to shape their needs and intentions, and - in general - to shape their life style. To what extent are young people media educated to perceive enormous possibilities of the media communication? How able are they to grow from being mere consumers of media content to reflexive critics of media space? This question is in a focus of the research presented in this paper, with the overall goal of examining the level of perception of implicit marketing messages (hidden advertisements) from various media sources and contents (traditional and digital media), among student population in Serbia. Specific objectives of the research are related to assessing the level of perception of implicit media messages in relation to socio-demographic characteristics of the sample - gender and field of education. The theoretical basis of the research is Henry Jenkins' concept of 12 dimensions which are necessary for competent use of media in participatory culture (2006; 2008). The results indicate that the respondents recognize partially the implicit messages presented by the media, which is not a satisfactory finding, regarding the educational structure of the sample. Results therefore imply the necessity of increasing media literacy and strengthening media competences among media consumers in Serbia.

**Keywords:** digital media, mass media, media competencies, advertisement, marketing, management

# Information filtering and disinformation in the age of digital media

**Sead Dzigal**, International Balkan University, Macedonia

The paper will focus on the rapidly changing mechanisms for filtering of information on the digital platforms and the online media. The author will present how selection of information is being systematically distanced from the users' control contrary to the common belief that the personalization of information streams is strictly controlled by the user. In that context the paper will offer contrastive analysis between the information filters in the traditional media and the filters of information in the age of the digital media. The 'five-filters' communication model of Edward Herman and Noam Chomsky will be contrasted with the most common digital filters of information such as algorithms, web-crawlers and customization of social media feeds. The paper will also examine the issues of social media and processes of viral communication, and how this affects the spread of the disinformation through online media.

**Keywords:** information, disinformation, digital media

# Bridging the gaps between the newsroom and classroom in digital age

**Jamiu Folarin**, Olabisi Onabanjo University, Nigeria

**Ayodele Thomas Odunlami**, Olabisi Onabanjo University, Nigeria

This paper examines the relationship between journalism education and realities of its practice in Nigeria especially at a time when there are continuous changes in the media landscape. It argues that there are digital gaps between the knowledge, skills and theories students are exposed to in the classrooms compared to what they will eventually contend with. The study adopts mixed method in generating data for this study. Using purposive sampling techniques 25 Mass Communication students who recently concluded their Industrial Training (IT) were selected. The study also conducts desk review of relevant literatures as well as in-depth interviews for eight lecturers of Mass communication and six journalists who studied Mass communication. With focus on journalism profession, the study finds out that there are technology gap between the two divides that needed to be filled and highlighted the implications of this gap. The paper concludes that the newsroom is far ahead of the classroom, hence the need for paradigm shift. It recommends among others, the need to reinvigorate the Students Industrial Work Experience Scheme (SIWES) and Industrial Training (IT) in such a way that will make it compulsory for the students to choose firm or company relevant to their areas of interest. It also advocates for the review of the Mass communication curriculum to address this challenge. Practicing journalists should also be encouraged to take up lecturing jobs at higher institutions and take students as their mentees.

**Keywords:** journalism education, newsrooms, classrooms, gaps, contradictions

# Role of critic as a journalistic genre in modern written media

Zlatomir Gajić, University of Novi Sad, Serbia

The usual journalistic pursuit of objectivity, according to the theory of journalism, in case of writing articles from the category of journalistic criticism in print media and on the Internet changes the way toward subjectivity, which journalist tells own analytical view of the current social event, phenomenon or problem (Jeftović 2014). In the current media moment in Serbia, faced with the loss of media freedom and the domination of aggressive and vulgar tabloid media, the press criticism, especially columns, losing such a role before. For journalist of today it is emphasized the need to draw attention of the part of the audience that is not necessarily at the same ideological line as the author of the text, and subjectivity without coverage may act as another form of media manipulation. The changes are necessary in all subdivisions of analytical and critical texts: column, editorial, commentary, criticism and review.

**Keywords:** print media, internet, journalistic genres, critic

## Digital desire on film: Spike Jonze's *Her* and the concept of gaze in a technological dystopia

Vladislava Gordić Petković, University of Novi Sad, Serbia

The theoretical concept of gaze has its origins in film theory and relates to experiencing visual pleasure as a way of cultural, class and gender identification. Decades of research on this topic have shown that the desire to explore new and unconventional erotic dimension on film is still focused on male observation of female sexual identities and sexual fantasies: in a patriarchal society, a gaze is a way in which men assert their dominance over women. In the Western cultural context, the spectator is typically male, and identification with this position involves either voyeuristic or fetishistic modes of identification, whereas the spectacle itself remains typically female. The paper will focus on the representations of female body, fantasy and sexual desire on film and in the digital environment. The theoretical background of the analysis is Laura Mulvey's theory of "male gaze", along with various critical analyses of voyeurism, transgression, and other processes that radically change the concept of love, desire and erotic pleasure in the modern world. From Hitchcock's *Rear Window* (1954), which has been read by Mulvey and many other film theorists as a metaphor of the act of film viewing itself, to Spike Jonze's *Her* (2013), which deals with the erotic desire that is disconnected from the body and directed to an operating system, elements of voyeurism and fetishism on film have considerably changed, but it is debatable whether the major changes came with the advent of digital technologies. The paper will explore the elements of erotic desire in the digital age, as well as the human need to form romantic obsessive attachments to inanimate objects.

**Keywords:** digital technology, gaze, film, narrative, gender

## “If I retire, no one can replace me”: The responsibilities of the only Mansi newspaper

**Csilla Horváth**, Research Institute of Linguistics, HAS, Hungary

The aim of the paper is to introduce the old and new responsibilities the journalists of the 25-years-old Mansi newspaper face. The presentation presents the situation of Mansi linguistic vitality, the history of the Mansi press, the comparison of the first and the newest issues of the Mansi newspaper. The paper concentrates on the journalists' role as mediators between the majority and minority community as well as the followers of the traditional way of life and the contemporary urban lifestyle. 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 urbanization. The data concerning the linguistics vitality and language attitudes were collected during fieldwork in the Khanty-Mansi Autonomous Okrug (eight times between 2006 and 2019), while the data on the journalists' changing responsibilities were conducted via interviews in 2015, 2018 and 2019.

**Keywords:** Mansi language, language use, minority media

## Picture of Romania on Social Networks: Case Study

**Ivana Ivanić**, University of Novi Sad, Serbia

**Laura Spariosu**, University of Novi Sad, Serbia

The aim of this paper is to investigate the attitude of young people in Serbia towards Romania. Bearing all that in mind, it is the intention of the authors to show if there is an acquaintance and familiarity with the neighboring country related to its cultural and historical heritage. Therefore, a questionnaire for this purpose was designed and shared on Facebook for eight weeks, while the conclusions were elaborated based on answers of 635 respondents participating in research. Accordingly, the results obtained could give a good insight into the fact that Serbian young people, despite the geographic proximity of Romania and, furthermore, despite an open access to the multiple sources of information, do not have a vast knowledge about their neighbors, showing lack of proper historical, cultural and linguistic facts, also having a distorted ethnic image of Romania.

**Keywords:** Romania, Serbia, neighboring countries, young Serbian people, social networks, Facebook, attitude towards Romania

# Manipulative discourse strategies in public discourse of Serbia

**Milica Janjatović Jovanović**, University of Novi Sad, Serbia

Manipulative discourse strategies are widespread in every society that could change the government on the elections and where politicians have the interest to be loved by the people. The main characteristic of manipulative strategies is that they are most often formulated without any facts or even contrary to the facts, based on false information. Nevertheless, such messages leave a powerful impression on those they are intended for and often succeed in forming an opinion under their influence. The age of digital technologies and modern ways of communication has allowed each message to reach recipients much faster, thereby increasing their impact. This paper aims to establish the most common types of manipulative discourse strategies that are present today in the public discourse of Serbia, but also to determine whether a link between those strategies and modern ways of communication and spreading media messages could be found. In addition, the possibilities for journalists for preventing such strategies were also explored. For this research, 60 central informative broadcasts of Serbian Public Services were monitored. The used method was critical discourse analysis.

**Keywords:** manipulation, public discourse, modern communication, media, public services

## Museum audience on Facebook: Interaction, participation and role (co-)construction

**Jelena Kleut**, University of Novi Sad, Serbia

Institutions of memory and remembrance are under the growing pressure to democratize audience participation, commercialize their services and digitalize their artefacts and practices. Cutting across all three trends is the imperative to open accounts on social networking sites and to use them as channels for communication, promotion and user engagement. Starting from the concepts such as engaged museum (Black 2005), responsive museum (Reeve and Woollard 2006), participatory museum (Simon 2010), and connected museum (Kelly 2012), the aim of the research presented in this paper is to explore communication between museums and their virtual audience occurring on Facebook. The research is limited to three museum, Museum of the City of Novi Sad, Museum of Vojvodina, and Museum of Yugoslavia, chosen because they deal with different histories and geographies, and differ in terms of status and the scope of funding. Using the Netvizz software, the official Facebook pages of these museum are analyzed in terms of type, volume and intensity of museums' online communication for the one year period from 1st January to 31st December 2018. The same sample of posts and comments is further analyzed with an aim to identify the roles in which museums place their audience, and the ways in which the museums and their audience discursively co-constructs each other. In doing so we rely on the genre-based methodological framework developed by Gronemann, Kristiansen and Drotner (2015), as well as on the conceptualization of audience roles developed by Livingston (2005).

**Keywords:** audience, interaction, participation, role construction, museum, Facebook

## The influence of technological changes on students' motivation to study and become journalists

**Maja Kostadinović**, University of Niš, Serbia

The increasing of technological development introduces everyday changes in the lives and work of people worldwide. The so called, new media have covered the world in net, with their expansion similar to electronic cobweb: they have compressed and shortened space and time and led to paradox– what was far became close and what was close – far. Media were converged and their contents were commercialized, so that the difference between journalist reports and propaganda messages was reduced. In such circumstances, the profession in media underwent significant changes. To be a journalist today does not necessarily imply a university degree for the job. It has become more common that the stars of this reputable profession become random passers-by who happened to be at a certain place with a somewhat better phone or camera. In this paper we try to determine what happens with the motivation of students who opted to study journalism in these changed circumstances and what their perception of the present and future of journalistic profession is. For that purpose we have made a questionnaire for the students of the Department of Communicology and Journalism of the Faculty of Philosophy in Nis. The majority of students report that professional competence is necessary for the job in journalism, as well as that present day journalists in Serbia are prone to manipulating, tendentious writing and sensationalism. The future of the profession is seen in the overall mastering of given technologies, improving material position as well as increasing ethical values of members of journalistic profession.

**Keywords:** contemporary technologies, new media, journalism, ethics, students

# Digital political communication and celebrity politics: Visualizing Serbia's president on Instagram

**Aleksandra Krstić**, University of Belgrade, Serbia

Visual-centric social media platforms, such as Instagram and YouTube, have become highly utilized in “post-democratic” (Crouch, 2004) political communication or the age of digital political communication and celebrity politicians (Marsh et al., 2010; Street, 2004; Wheeler, 2013; Wood et al., 2016). Still photos and moving images posted by political actors online serve for their communication with constituencies. A growing body of literature has examined the ways in which politicians use digital political communication tools for image management, campaigning and self-presentation (Krogstad and Storvik, 2010; Lalancette and Raynauld, 2017; Liebhart and Bernhardt, 2017). Visual depictions of presidents in national and international offline and online media draw particular attention in academia (Gleason and Hansen 2016; Grabe and Bucy 2011; Lee, 2016; Kuronen and Virtaharju, 2015). However, only a few studies have explored how visual digital platforms are used in political communication in non-Western settings, especially in the context of growing populist leadership in Central and Eastern Europe (e.g. Rodina and Dligach, 2019) and anti-democratic turbulences in new democracies of the Western Balkans region. Building on theories of mediatization, celebrity politics and visual framing, this article examines how Serbia's President Aleksandar Vučić uses digital visual content to create and maintain his public image, push out his political agenda and build support in times of the country's rapid decline, return to competitive authoritarianism and to address growing counter-publics accusing him of abusive leadership, unfair elections and subversion of press freedom. Therefore, a visual framing analysis of 350 images and videos posted on official Instagram account of Vučić's ongoing political campaign “The Future of Serbia AV” (@buducnostsrbijeav) has been conducted. The analysis focuses on the main visual strategies used for the president's image-making, political messaging and reputation management, including compositional interpretation of the spatial organization of images, symbolic features and affinity gestures.

**Keywords:** visual framing, political communication, Instagram, president, Serbia

## Youth and importance of media information selection

**Varvara Lazarević**, Higher Education Technical School of Professional Studies in Novi Sad, Serbia

In this paper titled, a review of the scientific literature on the topic of youth relation towards different types of media will be presented. Selection of information resources in this part of the population in our country, was compared to traditional (newspapers, radio, television) and new media (Internet). The results of the survey conducted in June 2018 on the topic "Informing and evaluating the work of the Office of the Protector of Citizens of Novi Sad", OPENS 2019, which are related to the way of information, the availability of information and their understanding in relation to the present, will be presented and analyzed. Selection of information media, among the population of 18 to 30 years from the territory of the city of Novi Sad. The aim of the research is to show the importance of selecting media for placing media messages in relation to effects and their impact on public opinion. The context of the increasing influence of information technologies on all aspects of our lives certainly influences the process itself and the right to freedom of information in the communication process as one of the basic rights of every human being. The importance of media selection and the way information is disseminated as one of the elements of influence on public opinion favors this kind of analysis. The scientific goal of the research is to contribute to the interpretation of available scientific material by explaining how the placement of media content in relation to the transmission medium of the message has a different impact on the public and their relation to certain topics.

**Keywords:** youth, traditional media, new media, social networks, public opinion

## Croatian newsrooms as active media literacy stakeholders in promoting trust and credibility

**Stela Lechpammer**, University of Zagreb, Croatia

The media and journalists are detected as important media literacy stakeholders in the key UNESCO's documents dealing with media and information literacy, such as Grünwald (1982), Fez (2011), Paris (2014) and Riga (2016) declarations. Promoting media literacy is one of the prerequisites for responsible and credible media. Previous research shows that newsrooms in Croatia did not respond adequately to new challenges and responsibilities although credibility is recognized as the fundamental media capital based on truthfulness, competence and relevance. ANR TRANSLIT research project (2014) notes that journalists in Croatia are not engaged in promoting media literacy and report "Mapping of media literacy practices and actions in EU-28" (2016) concludes that their activities are outnumbered by other stakeholders. Same research shows examples of good practice, like in Belgium, the Wallonia-Brussels Federation, with the project "Journalists in Classrooms", in Estonia with "Young People's Media Club" project and in Finland with "Yle News Class" project. But improvements are seen in engagement of Croatian newsrooms as active media literacy stakeholders. They take part in "Media Literacy Days", organized for the last two years. One of the its programs, named "Children meet media" includes visiting newsrooms by students of primary and secondary schools. In 2018 total of 82 workshops were held in which 974 students visited 15 newsrooms, and in 2019 986 students visited 16 newsrooms in 92 workshops. It is necessary to emphasize that the program is organized on initiative of Croatian Agency for Electronic Media and UNICEF, in collaboration with partners. This paper analyzes project "Children meet media" and represents results of the survey conducted among newsrooms included in program not only on their activities within the "Media Literacy Days" but also on their promotion of media literacy in general and their perception of new literacies and new responsibilities in digital era.

**Keywords:** media literacy, newsrooms, journalists, credibility

# The role of online media in learning and professional development

Sladana Marić, University of Novi Sad, Serbia

New technologies and extended virtuality are re-shaping the socio-cultural life, educational or learning processes in the 21st Century. The wave of digital transformation in education and new technologies, as new learning environments, are explored. This paper focuses on online media and opportunities they offer in learning and professional development. Furthermore, we look specifically on the role of online media, such as online music and English language content, in different learning and teaching contexts, specifically in the context of Media Education. Therefore, through a literature review of online media in learning and professional development we examine the possibilities that new technologies can offer in building on the learners' motivation in classroom contexts, for self-directed learning, non-formal learning and professional development.

**Keywords:** digital transformation, extended virtuality, language and media, mindset change, music and media

# New roles and responsibilities of the preschool teachers in the application of computer games

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In today's global society, all individuals are expected to continually improve and develop competencies that are in line with the general guidelines of society's development, and participate in technological change. Digital culture as a determinant of professional progress does not preclude educators working in preschool institutions. Accordingly, preschool teachers are facing new challenges related to the implementation of digital tools in educational work. Bearing in mind that educational computer games are slowly becoming an integral part of educational practice, preschool teachers are expected to perform their assessment and apply them in a carefully planned manner in working with children. The main aim of the presented research was to examine the attitudes of preschool teachers about new roles in the implementation of computer games in the educational work of preschool institutions. Preschool teachers were offered five potential roles, as well as two types of support provided to pre-school children by educators while playing computer games. The attitudes of the preschool teachers were analyzed in relation to the level of professional education, place of work, year of age and year of service, in order to determine the tendencies that occur with changes in the structure of the survey sample. The results of the research show that preschool teachers consider that when implementing educational computer games in the kindergarten, the role of the coordinator of children's activities is the most adequate role that the educator can take, followed by the role of the organizer of children's activity, as another preferred role. The least adequate role of the educator is the role of educator-observer of children's activities. When it comes to the type of stimulating support provided to children of early age, research results show that preschool teachers give a slight advantage to direct verbal versus indirect non-verbal support.

**Keywords:** preschool teachers, computer games, roles, responsibilities, preschool institutions

## **Nameless or voiceless? Refugee voices in the media coverage of the refugee crisis in Serbia**

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Mass migrations of the people from Syria, Iraq and Afghanistan to the European countries since the beginning of 2015 have triggered a serious international, pan-European crisis. This crisis has been studied from many angles, including media portrayal of the refugees and crisis. Most of the research shows that refugees are silent (Delmi, 2017; Strömbäck, Andersson & Nedlund, 2017) and represented in a negative way in media (Berry, Garcia-Blanco & Moore, 2015; Franquet Dos Santos Silva & Brurås, 2018; Georgiou & Zabarowski, 2017). Politicians and other official sources are given priority in reporting about refugee issues, and media assign them power to speak about and for the refugees. The main aim of this paper is to examine whether the refugee voices were a significant factor in media portrayal of the refugee crisis in Serbia. Media coverage of ten media outlets (including their online versions), since the escalation of crisis in the mid 2015 until the end of 2017, was included in the analysis. Within the wider research of the media framing of the refugee crisis we identify the voices of refugees in the media reporting. In this paper we focus on the frequency of voices in different media types (audience orientation) and dissemination platforms (traditional versus online). We further investigate what attributes were assigned to refugee voices: such as country of origin, gender, profession, personal name. The analysis shows that refugees can be given voice, but still remain nameless in media.

**Keywords:** refugees, refugee voices, refugee crisis, media portrayal, online media

## Video games as a new media - Presence in higher education of journalists in Serbia

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Changes in media circles and innovations that are introduced almost daily by the development of new media technologies lead to the emergence of new relevant forms and means of media expression. Video games, thanks to numerous innovations and growing audiences, are becoming a new and important media, whose function far exceeds mere entertainment. Their capabilities and specifics are already actively used in certain new journalistic forms, as well as for commercial, marketing, and manipulative purposes. Therefore, it is very important that in the education of future journalists, topics dealing with video games from the perspective of new media are included. The aim of this work is to point out, through various theoretical approaches, video games as a medium, as well as the need for their research in journalism studies, to determine the extent to which content about video games is represented on journalism studies at the Faculty of Philosophy in Niš, Faculty of Philosophy in Novi Sad and the Faculty of Political Sciences in Belgrade. The research used a descriptive and comparative method, a review and analysis of topics from the syllabus of 219 analyzed cases of journalism studies at three faculties. The results show that the new media are largely present as a theme in the subjects of all three faculties, but there is negligible number of subjects that in their content include video games in journalism studies.

**Keywords:** video games, new media, journalism students, curricula, journalism studies

## Relevance of media effects theory for online communication research

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Media effects theory has the longest tradition in communication studies. The body of work produced in media effects field is extensive and diverse, with as many as 29 subtheories that can be distinguished (Neumen & Gugenheim, 2011). The basic assumption underlining media effects theoretical and empirical effort is that media messages have impact on people believes, opinions and behavior. This paper is asking what media effects theory, whose seminal articles and findings were produced decades ago in different media and social circumstances, offers to contemporary researchers of online communication. In order to provide some answers the selected researches conduct by Facebook team and group of studies dealing with fake news are scrutinised. The Facebook is enormous social network which conducts different types of experiment on its users, including those, analysed here, about impact of messages on behaviour and emotions. The fake news phenomenon become subject of the interest for scholars, general media and society and induce numerous studies after presidential election in America 2016. For the purpose of this paper only studies dealing particularly with the effects of fake news are included into analysis. The selected articles are analysed with the goal to identify and discuss effects they were reporting about, chosen theoretical concepts, and applied methodology. The findings suggest that researchers do not discard media effects theory as inadequate for understanding of contemporary online communication. Moreover, they choose, among others, concepts and premises from media effects legacy and combine them with innovative methodological approaches in order to better understand social networks and online communication in general.

**Keywords:** media effects, online communication, Facebook, fake news

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# Populism and the media; In the name of Macedonia, Greek Press and the coverage of the protests in 1992 and 2018

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The paper aims to discuss the populism and the media around foreign policy issues. In order to do so we will comparatively examine the coverage by the Greek Press of the protests regarding the name of Macedonia in 1992 and 2018. The hypothesis of the protagonist role (Panagiotou 2006, 2010) is being applied where it is argued that mass media influenced public and political parties reactions and more specifically it stands out as a very specific example of the mediatization of populism in a “national issue”. We will examine and present aspects of the mediatization of the issue and more specifically the narratives applied, the polarization language, and how populist-nationalism is constructed and mediated. For our research we will examine the following newspapers: Eleytheros Typos, Avriani, Kathimerini, Vima, Avgi, Rizospastis. We choose these newspapers in order to have a representation of the political spectrum but also because they have been circulating from the 1980s till today and thus the comparison is easier.

**Keywords:** digital media, foreign policy, audience perception

## **EUFACTCHECK project: Building a sustainable curriculum unit on fact-checking within a European network of Journalism schools**

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European elections have been the latest check of democracy in the European Union, but also a check of journalistic standards. Many claims of political candidates for the European Parliament across the EU were published by media outlets without applying basic fact-checking methods vital for the process of news production. A few fact-checking projects, some within the journalistic profession and others in the academia, worked as a corrective for weak journalistic practices. One of them is EUFACTCHECK, a project of the European Journalism Training Association (EJTA) that involved 20 journalism schools across the EU. 150 students and staff fact-checked claims by candidates for the EP that were published in the media. The project used a rigorous and uniform methodology in fact-checking and abided to the Code of Principles of the International Fact-Checking Network. More than 70 fact-check articles and 50 blog posts revealed both interesting and troubling results. Seven students and two members of staff from the University of Zagreb in Croatia participated in this project by checking claims made by local candidates in the European elections. The aim of this presentation is to present the specific methodology used in this project, the most interesting fact-check research articles by the project team, as well as the experiences of staff and students who participated. The final output of the project is building a sustainable curriculum unit on fact-checking that will be implemented by journalism schools and teachers across the EU.

**Keywords:** fact-checking, EUFACTCHECK project, EJTA, European elections, journalism training, journalistic practices

## Is radio in Serbia a social medium?

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In 2019, more than 300 radio stations had a license to broadcast program in Serbia. All these programs have their electronic addresses – web pages and social media – Facebook and/or Instagram. Social media are mostly used to promote certain media content and for comments. The only exception is *O radio* – internet youth radio program, which is a part of public media service *Radio Television of Vojvodina*. The aim of this paper is to show, by analyzing the case study of *O radio*, the example of digital radio (Starkey 2015), media convergence (Martinoli 2013) and interactivity between the radio (Anderson 2012, Pralica 2017) and social networks. This radio communicates with its target group in their contemporary, digital language, on their web page <http://oradio.rs>, where there are audio, video and written contents, as well as on different social networks. They won in the final of the international *Radio battle* (Florence 2016), organized by the Italian RAI 2, and were given the title of the best European radio station, with the help of the audience who listened to the program and voted on Twitter.

**Keywords:** radio, social media, social networks, convergence, audience

## **Influence of digital media on EFL vocabulary acquisition among high school students in Serbia**

**Biljana Radić-Bojanić**, University of Novi Sad, Serbia

Foreign language vocabulary is not a static and unchangeable category, especially because it is constantly enriched as the society changes and as technological innovations progress. Today digital media play an important role in all spheres of life as well as in EFL vocabulary acquisition. Younger generations have this advantage in comparison with older ones because they have more access to new words and thus can more easily enrich their vocabulary. The aim of this research is to establish if and to what extent digital media influence the acquisition of vocabulary of English as a foreign language among high school students in Serbia. In order to obtain the data, we used a questionnaire which examines the frequency and manner of use of digital media and the data on vocabulary knowledge was collected via a test containing words, phrases, idioms and collocations which are often found in digital media. The research was conducted in the grammar school in Sremski Karlovci and the informants were second and fourth grade students between 16 and 19 years of age (N=100). The data were coded and statistically processed in SPSS 20.0. It was established that those students who spent more time using digital media achieved better results on the vocabulary test so it can be generally concluded that digital media influence the acquisition of EFL vocabulary.

**Keywords:** EFL vocabulary acquisition, digital media, social networks, blogs, high school students

# The populist discourse in the Bulgarian media ecosystem

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The contemporary societal developments are characterized by transformation processes in the technological, economic, and social spheres. These transformations also impact the political environment and the media ecosystem. Furthermore, the precarious situation in Europe, caused by Brexit, "yellow vests" protests in France, widespread populism in Italy, corruption in Romania, social protests in Bulgaria, budget restrictions, migration, social discontent, are strengthening the positions of Euro-skeptics and revitalize the development of populism. The paper is focused on the populist discourse in Bulgaria and their media reflections since the democratic changes until today. As part of a study undertaken by the member-countries of the COST Action IS 1308: Populist political communication in Europe: Comprehending the Challenge of Mediated Political Populism for Democratic Politics (2014-2018) qualitative interviews are conducted with Bulgarian politicians and journalists to provide an insight into their perception of populism. The main objective is to discern what politicians of different types of parties and journalists from different types of media understand by populism and how they perceive the causes and implications of this phenomenon. The malfunctioning of established democratic institutions, including mainstream political parties, in addressing people's problems and in producing convincing discourses and solutions are among the main reasons behind the rise of populism in the country. Reflecting on the role of both mainstream and social media, some important issues are stressed upon, such as: the instrumentalization and commercialization of the media, as well as the deficiencies of professional standards.

**Keywords:** political populism, media ecosystem, journalists, professional standards, Bulgaria

# Current methods of media literacy education at Czech vocational high schools in the context of political participation

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Media literacy education and political participation are deeply interconnected. The “citizenship model of media education“ (Hobbs, 1998; McDougall 2013, p. 5) is growing in importance. In the Czech Republic, there is a special type of high schools called vocational, which stresses the manual skills and which typically attracts socio-economically disadvantaged students. Media education at these schools is highly underestimated (Jeden svět na školách, 2017). Simultaneously, political participation belongs to the lowest among their graduates (Linek, 2013). The goal of my research is finding an effective method of media literacy education in the context of political participation at vocational high schools. In the pilot study, seven in-depth interviews with teachers and two group interviews with students were conducted 2018-2019, with the goal to detect and analyze the methods used to promote both media literacy and political participation of Czech vocational high school students. The results of the pilot study can be presented at the conference. The research is relevant to the international audience because the decreasing political participation is a problem worldwide, including the Central and Eastern Europe. And, the citizenship model of media education is a way to improve it. Also, the media literacy education for socio-economically disadvantaged students might be of international relevance.

**Keywords:** media literacy education, political participation, vocational schools, methods, socio-economically disadvantaged students

## Online journalism ethics – reporting on events with tragic consequences

**Dunja Stanišljević**, University Clinical Centre of the Republic of Srpska, Bosnia and Herzegovina

The online media are ever so expanding as we know it, and consequently the hyper-production of online news outlets puts in question the responsibility and the objectivity in journalistic reporting, as well as how the media content is created. Journalists' responsibility should be directed towards the right of citizens in order for them to be objectively and timely informed. This research paper deals with a collision between the declarations as well as ethical principles regarding journalistic reporting and online news that we come across on a daily basis. The term "responsibility" in this research paper implies a code of conduct that should be set as a standard of professionalism in the field of journalism. The purpose of this research paper is to highlight the level of responsibility and compliance with journalistic ethical standards when reporting on events with tragic consequences. The content analyses as well as the responsibility report test were conducted during this research based on an unsolved murder case of a show business personality from Serbia. The research consists of online news outlets published eight days since the murder on three different portals: "Kurir", "Blic", and "Vecernje novosti". According to the Serbian Press Code, the boundaries of privacy are relatively low when it comes to a public figure, but that does not mean that they do not exist. The research results showed that the level of responsibility and objectivity of journalists when reporting on such matter is at an all-time low level. Research also implied that reporting on the tragic matter was continuously sensationalized.

**Keywords:** journalism, ethics, responsibility, internet, new media

## Media literacy by Independent Regulatory Authorities in the protection of audiences

**Antigoni Themistokleous**, Cyprus Radio Television Authority, Cyprus

This article discusses the media literacy initiatives as a means to empower citizens to benefit from the opportunities offered across an array of traditional, online, and mobile service activities and also to be aware of the risks in the digital environment. In an era where digital technologies have radically transformed the media and communications landscape and algorithmic journalism has been developed, media policy-making needs to ensure the interests of citizens, to protect the rights of journalists, primarily, to free speech, and to safeguard the functioning of the media ecosystem in order to stimulate innovation, creativity, and the production of new content. This reality asks for the reconsideration of the traditional role of media regulation. Within this environment the need for media-literate audiences, which have competences and skills in critical thinking, in content production, and in the evaluation of the messages is increased, whereas the prospect for efficient and effective direct content regulation diminishes. This article argues that independent regulatory authorities (IRAs) of audiovisual media services have nowadays an expanded role as they are called to implement media literacy policies. In this regard, the adoption of media literacy policies reflects a change in the role of regulators of audiovisual media services and exemplifies the evolvement of the relevant regulatory framework towards a widening role for the regulators in the sector. IRAs have a pivotal role in educating the audiences to critically engage with the media and to exercise effective choice and judgments. This article concludes with critical analysis of some implementations of media literacy initiatives by the Cyprus Radio Television Authority. These initiatives pertain to the delivery of workshops to pupils and to the research of children's media use and attitudes. To this extent media regulation is not a tool of repression but it seeks to create educated and literate audiences.

**Keywords:** media literacy, independent regulatory authorities, media regulation

## Comparing the digital image of citizen's participation in the social protests of 2013 and 2018

**Neli Velinova**, St. Kliment Ohridski Sofia University, Bulgaria

The 2019 elections for European Parliament are accompanied by widespread political populism, migration processes, dynamic international relationships and tensions, and numerous protests with social, economic and political demands. Enhanced by the changing global media environment, the communication between civil societies and political leaders is transforming in terms of content of messages, forms of communication and expectations of the citizens. The proposed study aims to trace the civil protests in Bulgaria, reflected by traditional media, social media and social networks. The subject of the study is the comparison of the major societal demands as well as of the way citizens struggle for their rights in 2013 and at the end of 2018 and early 2019. The main research question is to explore the transformation, which has occurred in the communication process between the maturing of the Bulgarian civil society and the elites over the years in the context of the digital media environment. One of the tasks is to trace how traditional media, social media and social networks are involved and step in as a catalyst in organizing the protests in Bulgaria. Another task is to compare the levels of public trust in traditional media, social media and social networks in times of political turmoil and social discontent between 2013 and 2019.

**Keywords:** citizen participation, social protests, digital media environment, public trust, social media

# Development of the Web 3.0 and the potentials of network science and complexity theory from the perspective of collective intelligence

**Milan Vukadinović**, University of Novi Sad, Serbia

Advancements of internet technologies in the last decade of twentieth century have made possible some of the crucial discoveries on the World Wide Web infrastructure and provided ground for a series of empirical studies in the field of newly established network science, guided by canonical cases of "scale-free" and "small world" topology documented in a large number of physical, biological, and social networks (e.g. electric power transmission lines, synaptic projections in neuronal circuits, synchronization patterns in swarms of insects or income distributions in functionally diverse business ecosystems). By the same token, evolving conceptual apparatus of complexity theory has in turn enabled significant insights on the importance of local connectivity for the resilience of complex adaptive systems, which could be implemented in the future progress of Web 3.0 standards, "internet of things" and different platforms focused on the benefits of collective intelligence. The aim of this paper is to elucidate those developments of the Web 3.0 and the potentials of network science and complexity theory from the specific point of view of collective intelligence, based on the forementioned topological "signatures" that allows for spontaneous emergence of both very differentiated network responses to environment stimuli due to the "high clustering coefficient" (i.e. a lot of proximal "strong" ties between elements) and quick global coordination of those responses due to the "low average degree of element separation" (because of a certain number of distal "weak" ties or random "bridges" between clusters) – some of the present day trends such as commercialization of "smart city" architectures could also be remarkably instructive in understanding the universal structure of these phenomena.

**Keywords:** web 3.0, network science, complexity theory, collective intelligence, scale-free and small world topology

## Holistic journalism education as a remedy for contemporary media issues

Tijana Vukić, Juraj Dobrila University of Pula, Croatia

Journalism education research filed for the last two decades deals mostly with the increased impact of technology in the media practice, which is why even the profession had to upgrade itself a lot. Even though those kind of novelties and technological journalistic competencies are a developmental necessity in creative industries today, there are other significant aspects of the journalistic nature not to be neglected precisely due to these new circumstances. Namely, while mass media benefit a lot from technology, it also brought irreversible changes such as lowering quality of the media content, amplifying and supporting false news phenomenon, weakening the traditional role of the gatekeeper, questioning media content visibility controller. Only autonomous and responsible journalist could cope with that kind of challenges. The author, thereby, argues that besides intellectual ones accenting those technological, the essential journalists' facets are also societal, emotional, physical, aesthetic and spiritual. Holistic view applied to journalism education is not new in communication sciences, but exclusively related to acquiring competencies. This article represents the paradigm for holistic journalism education, whose main educational outcome is the journalist as a complete person. Concretely applying that specific pedagogy to academic journalism education in the manner of using holistic aspects, principles and learning types tends to develop journalistic personality in whole. Then, the holistic competent journalistic person actively participates in the evolution of journalism, media, and society, which is a democracy postulate. As there is a successful example of introducing holistic elements into a syllabus using detailed guidelines, the author perceives that approach as the possibility to overcome contemporary media and journalism problems.

**Keywords:** democracy, holistic journalism education, journalistic autonomy and responsibility, journalistic personality, technology

# Instagram: A new tool for the promotion of universities

**Stefani Šovanec**, University of Novi Sad, Serbia

This paper presents the analysis of the usage of the social network Instagram by the Universities. The research includes four Instagram accounts, selected on the basis of the Shanghai University Ranking for 2019, and their geographical position. We analyzed one month of announcements on the Instagram accounts of Harvard University, University of Cambridge, Kyoto University and the University of Zagreb. The analysis included texts and photographs on Instagram accounts which were posted to these four profiles during the month of June 2019. The aim of the research was to show in which way Universities present information on the network and for what purposes higher education institutions use Instagram. We analyzed both pace and quantity of the announcements, intensity and direction of communication and also the public interactions with the audience.

**Keywords:** instagram, social networks, universities, higher education, public relations

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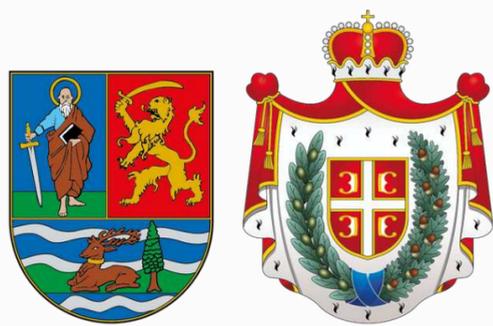
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