The Seventh International Conference
Bridges of Media Education

PROGRAMME
DIGITAL MEDIA TECHNOLOGIES, SOCIAL AND EDUCATIONAL CHANGES
MEDIA, RELIGION AND TRANSITIONAL JUSTICE

Friday, 22nd May

10.00 – 11.00  Registration of participants

11.00 – 11.45  Conference opening and presentation of the Department of Media Studies
(Cinema Hall, ground floor)

11.45 – 12.30  Cocktail  Teachers’ club, ground floor

12.30 – 14.00  Plenary session (English language)  Cinema Hall, ground floor
Session chair: Christina Anna Maria van den Berg

Vjekoslav Perica, University of Rijeka, Croatia

Vladislava Gordić Petković, University of Novi Sad, Serbia
DIGITAL REALISM AND DIGITAL REALITY IN CONTEMPORARY SERBIAN NOVEL

Nikola Knežević, Centre for the Study of Religion, Politics and Society, Novi Sad
WARTIME RELIGIOUS MEDIA AND TRANSITIONAL JUSTICE IN POST-YUGOSLAV CONTEXT
14.00 – 14.30  Promotion of the book *Mreže medijske stvarnosti* (BSC)  Cinema Hall, ground floor

Milica Andevski (author), University of Novi Sad, Serbia
Jasmina Arsenijević (author), Faculty of Pre-School Teacher Training in Kikinda, Serbia
Željko Vučković, University of Novi Sad, Serbia
Dubravka Valić Nedeljković, University of Novi Sad, Serbia / moderator

14.30 – 15.30  Lunch  Teachers’ club, ground floor

15.30 – 17.00  Parallel sessions

**DIGITAL MEDIA TECHNOLOGIES, SOCIAL AND EDUCATIONAL CHANGES** (BSC)
Session chair: Dejan Pralica  Cinema Hall, ground floor

15.30-15.45  Miroljub Radojković and Ana Milojević, University of Belgrade, Serbia
REVISITING THE GATEKEEPING THEORY: REVIVING THE MODEL IN THE INFORMATION SOCIETY

15.45-16.00  Aleksandra Krstić, University of Belgrade, Serbia
POLITICAL JOURNALISM BETWEEN TRADITIONAL MEDIA AND ONLINE PLATFORMS: REVISITING THE CONCEPT OF “SACRED” AND “PRAGMATIC” JOURNALISTIC CULTURES

16.00-16.15  Manojlo Maravić and Vladimir Dimovski, University of Novi Sad, Serbia
ANALYSIS OF VIDEO GAME INDUSTRY IN SERBIA: TOWARDS NEW PROFESSIONAL TITLES AND QUALIFICATIONS

16.15-16.30  Jasmina Arsenijević, Faculty of Pre-School Teacher Training in Kikinda, Serbia
and Milica Andevski, University of Novi Sad, Serbia
CREATIVITY IN THE INTERNET AREA

16.30-16.45  Sanja Domazet Daničić, University of Belgrade, Serbia
THE EMERGENCE OF MASS SELF-COMMUNICATION UNDER THE INFLUENCE OF SOCIAL NETWORKS, ONLINE MEDIA PLATFORM
16.45-17.00  Ljubomir Zuber and Dejana Radovanović Šarenac, University of East Sarajevo, Bosnia-Herzegovina
PUBLIC MEDIA SERVICE IN BOSNIA AND HERZEGOVINA: BETWEEN DIGITIZATION AND POLITICIZATION

MEDIA, RELIGION AND TRANSITIONAL JUSTICE (BSC)
Session chair: Srdan Sremac  
Room 115, 1st floor

15.30-15.45  Bojana V. Andelić, University of Novi Sad, Serbia
70 YEARS LATER – THE FILM “KAD SVANE DAN” AND BOOK “KUĆA SEĆANJA I ZABORAVA” – OR SEARCH FOR ONES IDENTITY

15.45-16.00  Miroslav Keveždi, Center for Development of Civil Society, Serbia
JON ELSER THEORY OF TRANSITIONAL JUSTICE AND PROBLEMATIZATION OF PERPETRATORS AND VICTIMS IN THE FILM “DEATH AND THE MAIDEN” BY ROMAN POLANSKI

16.00-16.15  Davor Marko, Analitika – Center for Social Research, Bosnia and Herzegovina
COMMUNICATION, CONTROL, POWER: THE ANALYSIS OF PUBLIC MESSAGES OF RELIGIOUS LEADERS WITHIN PRIMARY AND SECONDARY DISCOURSE, CASE OF BH

16.15-16.30  Stefan Pajović, University of Novi Sad, Serbia
SOCIOLOGICAL CRITIQUE OF MEDIA BIAS: THE POWER OF WESTERN MEDIA IN CREATING AND SPREADING STEREOTYPES ABOUT SERBS DURING NINETIES OF XX CENTURY

16.30-16.45  Dijana Subotički Miletić, University of Novi Sad, Serbia
STUDY OF VALUES AMONG HIGHSCHOOL STUDENTS IN KIKNDA

16.45-17.00  Boris Varga, independent researcher, Aleksandar Mudri, University of Novi Sad, Serbia
THE MEDIA AND ESCALATION OF ETHNIC NATIONALISM IN VOJVODINA AND IN THE SOUTH OF SERBIA

17.00 – 17.15  Coffee break  
Teachers’ club, ground floor

17.15 – 18.45  Workshop on academic plagiarism (BSC)  
Cinema Hall, ground floor
Viktorija Car, University of Zagreb, Croatia
19.00

**Promotion of the book Smijeh slobode – uvod u Feral Tribune** (BSC)

Cinema Hall

Boris Pavelić (author), journalist

Drago Hedl, journalist

Moderator: Dinko Gruhonjić, University of Novi Sad, Serbia
Saturday, 23rd May

9.30 – 11.00 Parallel sessions

DIGITAL MEDIA TECHNOLOGIES, SOCIAL AND EDUCATIONAL CHANGES (English)
Session chair: Jelena Kleut
Room 201, 2nd floor

09.30-09.45 Csilla Horváth, Research Institute for Linguistics, Hungarian Academy of Sciences
OB-UGRIC LANGUAGES ON WEB2.0 DOMAINS: A BOTTOM-UP EXPANSION OF ONLINE LANGUAGE USE

09.45-10.00 Biljana Radić Bojanić, University of Novi Sad, Serbia
BENEFITS AND DRAWBACKS OF STUDENT ONLINE COLLABORATION

10.00-10.15 Hüseyin Özçınar, Pamukkale University, Turkey
THE INTELLECTUAL STRUCTURE OF MEDIA LITERACY FIELD

10.15-10.30 Dušan Ristić, University of Novi Sad, Serbia
INEQUALITIES 2.0: SOCIAL PRACTICES OF EXCLUSION IN THE DIGITAL ENVIRONMENT

10.30-10.45 Bahar Dincakman, Afyon Kocatepe University, Turkey
SOCIAL AWARENESS IN DIGITAL ENVIRONMENT: “STOP SPREADING YOUR LEGS, DON’T OCCUPY MY SPACE!”

10.45-11.00 Nikola Radunović, University of Montenegro, Montenegro
WHY DIGITAL AND MEDIA LITERACY IS A NECESSITY IN MONTENEGRO

11.00 – 11.15 Coffee break
Hall, 2nd floor

11.15 – 12.45 Plenary session (English)
Session chair: Vjekoslav Perica

Christina Anna Maria van den Berg, Vrije Universiteit Amsterdam, Netherlands
FROM THE POPE TO CONCHITA: CONSTRUCTING RELIGION AND HOMOSEXUALITY IN PUBLIC DEBATES
Tayfun Tanyeri, Pamukkale University, Turkey
THE VIEWS OF PRE-SERVICE TEACHERS ABOUT THE EFFECTS OF ICT ON EDUCATION AND THEIR INTENTIONS OF USING ICT
Srđan Sremac, Vrije Universiteit Amsterdam, Netherlands
HIJACKED DESIRE: RELIGIOUS AND SEXUAL NATIONALISM IN THE POST-YUGOSLAV SPACE

12.45 – 14.00  Parallel sessions

DIGITAL MEDIA TECHNOLOGIES, SOCIAL AND EDUCATIONAL CHANGES (BSC)
Session chair: Vladimir Barović  Room 201, 2nd floor

12.45-13.00  Martina Banić, University of Zagreb, Croatia
TV COMMERCIALS – MEDIA DIRECTED AT CHILDREN

13.00-13.15  Željen Trpovski and Nikša Jakovljević, University of Novi Sad, Serbia
QUICK RESPONSE CODE AND ITS APPLICATION IN DIGITAL MEDIA

13.15-13.30  Božana Mirkov, University of Belgrade, Serbia
ONLINE PRIVACY PROTECTION AS SHOWN BY THE EXAMPLE OF FACEBOOK SOCIAL NETWORKING SERVICE

13.30-13.45  Senka Slijepčević, University of Novi Sad, Serbia
THE IMPORTANCE OF INFORMATION, MEDIA AND TECHNOLOGY COMPETENCES FOR A SCHOOL PEDAGOGUE

13.45-14.00  Sonja Ivković and Ana Lakatoš, Union Nikola Tesla University, Serbia
PERSONALITY TRAITS AND FACEBOOK USE

MEDIA, RELIGION AND TRANSITIONAL JUSTICE (BSC)
Session chair: Nikola Knežević  Room 307, 3rd floor

12.45-13.00  Dubravka Valić Nedeljković, University of Novi Sad, Serbia
THE ROLE PUBLIC SERVICE MEDIA IN PROMOTION OF NATIONALISM AND EXTREMISM IN THE CONTEXT OF WESTERN BALKAN REGION
13.00-13.15 Jelena Đureinović, Graduate Centre for the Study of Culture, Justus Liebig University, Germany
HISTORICAL REVISIONISM OR OVERCOMING AUTHORITARIAN PAST? THE MEDIA AND OFFICIAL POLITICS OF MEMORY OF THE SECOND WORLD WAR IN SERBIA

13.15-13.30 Andrea Ratković, University of Novi Sad, Serbia
THE LANGUAGE OF MEDIA AS AN INSTRUMENT OF IDEOLOGICAL AND POLITICAL INSTRUMENTALIZATION OF SOCIAL SUBJECTS

13.30-13.45 Danica Igrutinović, University Singidunum, Serbia
PUBLIC STATEMENTS OF THE SERBIAN ORDOTOX CHURH RELATED TO GAY PRIDE AND ABORTION DURING 2014

14.00 – 15.00 Lunch Hall, 2nd floor

15.00 – 16.30 Parallel sessions

DIGITAL MEDIA TECHNOLOGIES, SOCIAL AND EDUCATIONAL CHANGES (BSC)
Session chair: Ana Velimirović Room 201, 2nd floor

15.00-15.15 Ana Velimirović, University of Belgrade, Serbia
PRIVATEIZATION OF THE MINORITY LANGUAGE MEDIA

15.15-15.30 Dijana Subotićki Miletić, University of Novi Sad, Serbia
THE IMPLICATIONS OF DIGITALIZATION AND MEDIA PRIVATIZATION IN VOJVODINA

15.30-15.45 Dubravka Valić Nedeljković, University of Novi Sad, Serbia
PRIVATEIZATION OF MINORITY MEDIA - OPPORTUNITY OR THREAT?

15.45-16.00 Brankica Drašković and Dinko Gruhonjić, University of Novi Sad, Serbia
OWNERSHIP TRANSFORMATION AND DIGITIZATION OF LOCAL MEDIA IN SERBIA – FACTS, FEARS AND EXPECTATIONS

16.00-16.15 Boris Varga, independent researcher, Serbia
RUTENPRES – FIRST LOCAL NEWS AGENCY IN RUTENIAN LANGUAGE AND LANGUAGES OF NATIONAL MINORITIES IN VOJVODINA
16.15-16.30 Ervina Dabižinović, University of Novi Sad, Serbia
REPRESENTATION OF WOMEN AT THE PUBLIC SERVICE PORTAL

MEDIA, RELIGION AND TRANSITIONAL JUSTICE (BSC)
Session chair: Zlatiborka Popov-Momčinović Room 307, 3rd floor

15.00-15.15 Višnja Šijačić, University of Belgrade, Serbia
CONTRIBUTION OF RELIGION TO THE RECONCILIATION AND TRANSITIONAL JUSTICE PROCESSES: THE EXPERIENCES OF THE TRUTH AND RECONCILIATION COMMISION

15.15-15.30 Vladimir Kolarić, Center for Art and Media, Serbia
RELIGION AND RECONCILIATION IN THE FILM „ISCELJENJE“ BY IVAN JOVIĆ

15.30-15.45 Zlatiborka Popov Momčinović, University of East Sarajevo, Bosnia and Herzegovina
RELIGIOUS PORTALS IN BH – IN SERVICE OF TRANSITIONAL JUSTICE?

15.45-16.00 Nikola Radunović University of Montenegro, Montenegro
ELECTRONIC DATA BASES AS GENERATORS OF MEDIA CONFLICTS IN MONTENEGRO

16.30 – 16.45 Coffee break Hall, 2nd floor

16.45 – 17.45 Parallel sessions

DIGITAL MEDIA TECHNOLOGIES, SOCIAL AND EDUCATIONAL CHANGES (BSC)
Session chair: Stefan Janjić Room 201, 2nd floor

16.45-17.00 Ivana Milovanović, University of Arts, and Marta Mitrović, University of Niš, Serbia
THE INTERACTIVITY OF NEW MEDIA: READERS' COMMENTS ON THE ONLINE EDITIONS OF DAILY NEWSPAPERS AS A PLATFORM FOR PUBLIC DIALOGUE

17.00-17.15 Marin Bukvić, University of Zagreb, Croatia
INTERNET – A REVOLUTION AT THE TURN OF THE CENTURY
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<td>17.15-17.30</td>
<td>Cvijeta Tomić, University of Novi Sad, Serbia</td>
<td>CONTENT ANALYSIS OF THE FACEBOOK PROFILES OF PUBLIC BROADCASTERS OF REPUBLIC OF SRPSKA AND SERBIA“</td>
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<td>17.30-17.45</td>
<td>Stefan Janjić and Goran Jerosimović, University of Novi Sad, Serbia</td>
<td>ANALYSIS OF MEDIA DISCOURSE OF THE ELECTION CAMPAIGN IN THE ONLINE AND PRINT EDITIONS OF POLITIKA AND KURIR“</td>
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**DIGITAL MEDIA TECHNOLOGIES, SOCIAL AND EDUCATIONAL CHANGES (BSC)**

Session chair: Dejan Sredojević

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<td>16.45-17.00</td>
<td>Dejan Sredojević, University of Novi Sad, Serbia</td>
<td>SHORT RISING ACCENT IN THE SPEECH OF JOURNALISM STUDENTS ORIGINATING FROM NON-4-ACCENT AREAS</td>
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<td>17.00-17.15</td>
<td>Milan Vukadinović, University of Novi Sad, Serbia</td>
<td>THE AMBIVALENT ROLE OF DIGITAL MEDIA TECHNOLOGIES IN THE SHAPING OF PUBLIC SPHERE</td>
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<td>17.15-17.30</td>
<td>Nataša Starčević, University of Novi Sad, Serbia</td>
<td>MATURATION IN THE DIGITAL ENVIRONMENT – TEENAGERS AS DIGITAL NATIVES OR DIGITAL NAIVES?</td>
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<td>17.30-17.45</td>
<td>Sladana Marić, University of Novi Sad, Serbia</td>
<td>LITERACY IN DIGITAL AND MEDIA CONTEXT FROM THE DISCOURSE OF CONTEMPORARY EDUCATION</td>
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