

THE NINTH INTERNATIONAL CONFERENCE
THE BRIDGES OF MEDIA EDUCATION 2017

PROGRAMME

Friday, 15 September 2017

- 10.00 Registration
- 11.00 – 11.30 **Opening**
- 11.30 – 12.30 **Plenary speaker session**
Cinema Hall Nikolaos Panagiotou, Google Research scholar, Aristotle University of Thessaloniki, Greece
CONNECTED AUDIENCE AND THE FUTURE OF MEDIA: COMPETING IN A NEW DIGITAL AND GLOBAL WORLD
- 12.30 - 12.45 Coffee break
- 12.45 – 14.00 **Session 1: Digital media and minorities**
Room 115 Moderator: *Vladimir Barović, University of Novi Sad, Serbia*
- Dubravka Valić Nedeljković, University of Novi Sad, Serbia
POUKE.ORG - THE ORTHODOX INTERNET COMMUNITY
- Suzana Peran, Catholic Press Agency, Croatia
Anđelka Raguž, University of Zagreb, Croatia
THE VISIBILITY OF RELIGIOUS COMMUNITIES AND THEIR COMMITMENT TO THE MARGINALIZED GROUPS IN SOCIETY ON THE WEBSITES OF CROATIAN DAILY NEWSPAPERS
- Vladimir Barović, University of Novi Sad, Serbia
REPORTING OF RADIO JOURNALISTS, DIGITALIZATION AND PUBLIC GATHERINGS
- 12.45 – 14.00 **Session 2: Digital literacy**
Room 107 Moderator: *Slađana Marić, University of Novi Sad, Serbia*
- Biljana Radić-Bojanić, University of Novi Sad, Faculty of Philosophy, Serbia
Branka Ranisavljević, Karlovačka Grammar School, Serbia



ONLINE TRAINING OF HIGH SCHOOL TEACHERS – ATTITUDES AND EVALUATION

Zoran Aracki, University of Niš, Serbia
Ivan Cvetanović, University of Niš, Serbia
NIŠ HIGH SCHOOL GRADUATES BETWEEN INFORMATION AND MEDIA LITERACY

Jelena Đermanov, University of Novi Sad, Serbia
Senka Slijepčević, University of Novi Sad, Serbia
STUDENTS' ICT LITERACY AS A COMPONENT OF THEIR ACADEMIC COMPETENCIES

Ognjen Stanković, University of Nis, Serbia
Zoran Jovanović, University of Nis, Serbia,
DIGITAL MEDIA LITERACY

14.00 - 15.00 Lunch

15.00 – 16.30
Room 115

Session 3: Teachers in digital age

Moderator: Senka Slijepčević, University of Novi Sad, Serbia

Ivana Bajšev, University of Novi Sad, Serbia
THE CHANGING ROLE OF TEACHERS IN THE DIGITAL AGE

Slavica Išaretović, Banja Luka College, Bosnia-Herzegovina
MEDIA LITERACY OF HIGH SCHOOL STUDENTS AND TEACHERS IN THE REPUBLIC OF SRPSKA

Sladana Marić, University of Novi Sad, Serbia
EMPOWERING TEACHERS THROUGH CONTINUOUS PROFESSIONAL DEVELOPMENT WITHIN DIGITAL ENVIRONMENTS

Maja Kostadinović, University of Niš, Serbia
Aleksandra Jovanović, Economic School, Niš, Serbia
SAFETY OF ADOLESCENTS IN THE DIGITAL AGE

15.00 – 16.30
Room 107

Session 4: Challenges of journalism education

Moderator: Miroljub Radojković, University of Belgrade, Serbia

Miroljub Radojković, University of Belgrade, Serbia
INTRODUCTION TO THE PANEL



Manuela Zlateva, Media Program South East Europe of Konrad Adenauer Foundation,
Bulgaria

REQUIREMENTS FOR MODERN JOURNALISM EDUCATION

Petra Kovačević, Cardiff University, UK

Tena Perišin, University of Zagreb, Croatia

THE PERSPECTIVE OF USING MOOCS IN JOURNALISM EDUCATION: CASE
STUDY OF MOBILE JOURNALISM MOOC USERS' EXPERIENCES

Mei, Ma, Anhui Normal University, China

Yuanlong, Ye, Anhui Normal University, China

MOBILE COMMUNICATION AND MEDIA EDUCATION REFORM

Radivoje Petrović, University Union Nikola Tesla, Belgrade

KEY PARADIGM OF JOURNALIST ACADEMIC EDUCATION: FORMING THE
JOURNALISTIC MINDSET: REVITALIZATION OF THE TRUTH IN THE SHADOW
OF THE PROPAGANDA MODEL OF GLOBALISM "

Aleksandra Ivanković, University of Belgrade, Serbia

Dragana Božović, University of Belgrade, Serbia

WHAT MAKES A JOURNALIST: PROFESSIONAL IDENTITY AND NORMS OF
JOURNALISM STUDENTS IN SERBIA

16.30 - 16.45

Coffee break

16.45-18.00

Room 115

Session 5: Media content in digital environment

Moderator: Dejan Pralica, University of Novi Sad, Serbia

Zarfa Hrnjić Kuduzović, University of Tuzla

Vesima Čičkušić, University of Tuzla, Bosnia and Herzegovina

THE FEATURES OF THE MOST POPULAR CONTENT ON THE NEWS WEB
PORTALS: BY DRAMATIZATION, PERSONALIZATION AND INFOTAINMENT TO
CLICKS

Simona Bader, West University of Timisoara, Romania

AN ANALYSIS OF ONLINE MEDIA DURING FEBRUARY 2017 PROTESTS IN
ROMANIA

Stefan Janjić, University of Novi Sad, Serbia

DEATH ON THE INTERNET - CHARACTERISTICS OF DIGITAL REQUIEM



Saturday, 16 September 2017

9.30 - 10.20

Plenary session

Cinema Hall

Guy Starkey, Bournemouth University, United Kingdom
"OLD" MEDIA, NEW CHALLENGES

10.20 - 10.30

Coffee break

10.30 – 12.00

Room 107

Session 7: Digital media, refugees and minorities

Moderator: Dubravka Valić Nedeljković, University of Novi Sad, Serbia

Adina Baya, West University of Timisoara, Romania
"EUROPE ENTERS WAR": CONSTRUCTING THE REFUGEE/MIGRATION
NARRATIVE IN THE ROMANIAN CIVIC MEDIA

Sandra Iršević, Disciplinary study of contemporary art and media (DTUM), Serbia
INTERNET IS A NEED FOR REFUGEES, NOT LUXURY

Viktorija Zakinski Toma, University in Novi Sad, Serbia
NATIONAL SYMBOLS AND VALUES IN HUNGARIANS' ONLINE PLATFORMS IN
VOJVODINA

Nevena Simić, University of Novi Sad, Serbia
CONTENT ANALYSIS OF THE FACEBOOK PROFILES OF ROMA WOMEN
ORGANIZATIONS IN SERBIA

10.30-12.00

Room 108

Session 8: Digital cultures

Moderator: Jelena Kleut, University of Novi Sad, Serbia

Tolga Gürocak, Afyon Kocatepe University, Turkey
VIDEO ART IN TURKEY DURING THE POST-MODERN ERA

Vladislava Gordić Petković, University of Novi Sad, Serbia
GENDER AND SOCIAL ROLES IN THE MEDIA: FAUX FEMINISM OF "GILMORE
GIRLS"

Jelena Kleut, University of Novi Sad, Serbia
Stefani Šovanec, University of Novi Sad, Serbia
AUDIENCES IN CONVERGENCE CULTURE BETWEEN CREATIVITY,
CONSUMPTION AND PARTICIPATION

Stefan Pajović, University of Novi Sad, Serbia
THE IMPACT INDEPENDENT CULTURAL BLOGS CAN HAVE IN SERBIA: THE
CASE STUDY OF NOVI POLIS



12.00 - 12.30

Coffee break

12.30 – 14.00

Room 107

Session 9: Digital literacy

Moderator: Dragana Pavlović, University of Niš, Serbia

Dragana Pavlović, University of Niš, Serbia

Ilija Milosavljević, University of Niš, Serbia

DIGITAL LITERACY IN JOURNALISM PROFESSION - THE STUDENTS' PERSPECTIVE

Jasmina Arsenijević, Preschool Teacher Training College in Kikinda, Serbia

Milica Andevski, University of Novi Sad, Serbia

PERCEPTION OF MEDIA LITERACY IN THE EDUCATION AND ACADEMIC COMMUNITY OF SERBIA

Zorica Stanisavljević Petrović, University of Nis, Serbia

Anastasija Mamutović, University of Nis, Serbia

COMPUTER GAMES AS TOOLS FOR DIGITAL LITERACY DEVELOPMENT IN PRESCHOOL CHILDREN

12.30-14.00

Room 108

Session 10: MEDIAMORPHOSIS

Moderator: Stefani Šovanec, University of Novi Sad, Serbia

Anka Mihajlov Prokopović, University of Niš, Serbia

Zoran Jevtović, University of Niš, Serbia

TRANSFORMATION OF TRADITIONAL MEDIA IN SERBIA TO THE NETWORKED SOCIETY

Jelena Petrović, University of Belgrade, Serbia

THE USE OF SMARTPHONES FOR NEWS REPORTING IN THE PUBLIC SERVICES IN THE BALKANS

Andrijana Rabrenović, The Local Public Broadcaster Radio Bijelo Polje, Montenegro

Dragić Rabrenović, The Local Public Broadcaster Radio Bijelo Polje, Montenegro

THE SIGNIFICANCE OF LOCAL RADIO ON THE INTERNET – THE CASE OF MONTENEGRO

Marta Mitrović, University of Nis

LIABILITY OF INTERNET INTERMEDIARIES IN THE FIELD OF PROTECTION OF THE FREEDOM OF EXPRESSION

Milan Vukadinović, University of Novi Sad, Serbia

ETHICAL PROBLEMS OF SOCIAL NETWORKING SERVICES

14.00 - 14.30

Closing ceremony

14.30 - 15.30

Lunch

