

The Bridges of Media Education
Mostovi medijskog obrazovanja
The Bridges of Media Education



Conference

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Knjiga sažetaka

VI



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**THE ROLE OF LOCAL PUBLIC BROADCASTERS IN THE PRE-ELECTION CAMPAIGN -
LOCAL ELECTIONS IN MONTENEGRO 2014**

This paper examines the role of local public broadcasters in the electoral campaign for local elections in Montenegro in 2014. Elections will be held in the 11 municipalities and the capital Podgorica on 25 May. We will analyze radio programs and online editions at a radio station in the south, north and central part of the state. The subject of our analysis will be the central informative programs, pre-election programs and information on online media relating to local elections. In this paper, we will use the descriptive method, quantitative and qualitative methods and the comparative method. Descriptive method will serve to present the current status, role and significance of these broadcasters in the media system of Montenegro, as well as the social context of campaign. Quantitative and qualitative methods will be used to determine the number of broadcast information in daily broadcasts and published articles on internet editions. We will compare information from different radio stations, the way of reporting in pre-election campaign and specifications of analyzed media with the comparative method.

Key words: Local public broadcasters, the election campaign, local elections, Montenegro.

UDK 659.3:342.849.2

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MONITORING OF MEDIA IN ELECTION CAMPAIGNS

Throughout the electoral and political process, media can shed light on candidates and political parties; educate voters on key procedures; and inform the public of electoral developments. Media plays an influential role in elections and is crucial for the development of democracy. Omnipotence of media is best shown in its technological features that convey to his audience the necessary information which is affecting them, create their awareness and help them to decide on the choice for a particular political party. The question is does the role of media have, or at least should have, unbiased attitude towards political parties, which would objectively inform and represent candidates. Media experience various trials, but their role remains crucial in informing about the progress of election campaigns. However, they are often politically visible, especially financial impacts resulting in an imbalance of media coverage. Today, modern man is constantly bombarded by information from printed or digital media, and this attack of information is especially visible during the election campaign. To be informed, to be active politically, has been crucial for the business and private life. In modern democratic societies, which entail representative governments, the media play the very essential role of ensuring that information vital to the existence, survival and development of constituents of such societies is availed to them in a timely, equitable, fair and balanced manner. Thus at election time, when constituents must elect their representatives, it becomes doubly imperative that the media afford them all information necessary for them to make informed choices about whom to elect and whom not to elect into positions of authority.

Key words: election campaigns, media, political marketing.

UDK 659.3/4:305-055.3(497.13)“2013”

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READING BETWEEN THE LINES: ON HUMAN RIGHTS IN CROATIAN DAILIES

In 2013, in Croatia, a civic initiative under the name “In the name of the family” started a petition for gathering signatures in support of the referendum to define marriage in the constitution as “a union of man and woman”. They collected more than 740,000 signatures (17% of total population), and on December 1, 2013, 65.87 % of voters (voter turnout was 37.90%) voted YES. The “pro-family” and “anti-gay” campaign, which was very well organized and successful, split the Croatian public, especially politicians and media into two perspectives – the conservative and the liberal.

In this paper we will present results from our research on discourse analysis of media texts published in two Croatian dailies (*Jutarnji list* and *Večernji list*), reported about the referendum in the three months period (September, October and November 2013). The general assumption is that *Jutarnji list* promoted more liberal and *Večernji list* more conservative values, and we want to investigate if this is correct or not.

Key words: Croatia, referendum, marriage, daily newspapers.

UDK 316.621:004.738.5

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VIRTUAL BEHAVIOUR ON FACEBOOK

Virtual social networks are a widespread phenomenon which has crossed the boundaries of age, gender, occupation, nation, religion and other factors. They allow users to build networks of friendships, acquaintances and contacts, which enables them to connect the virtual and real world. Facebook is the most popular social network today so this paper focuses on the types of behaviour that its users exhibit in their daily use and presence. Relying on a questionnaire conducted with 161 participants (N=161) via the SurveyMonkey platform, the paper analyzes: (1) external factors that influence the users' virtual behaviour (age, frequency of Facebook presence, length of Facebook presence); (2) subjective and personal reasons for the use of Facebook; (3) types of behaviour that users exhibit during their Facebook presence; (4) the attitudes Facebook users have towards this virtual network and various phenomena connected with it. The questionnaire data is analyzed in the SPSS 17.0 package for ANOVA in order to disclose which external factors influence the users' virtual behaviour and how, and for Pearson's correlation to see if there are any correlations between the reasons for Facebook use and virtual behaviour. The starting hypotheses are the primary influence comes from the increased and prolonged Facebook presence and that certain types of virtual behaviour are interconnected (e.g. commenting on other people's statuses and commenting on other people's photographs).

Key words: virtual networks, Facebook, Facebook presence, attitudes, questionnaire.

UDK 32.019.5(497.11)"2014"

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INVISIBLE AGAIN - 2014 ELECTION CAMPAIGN TV ADVERTISEMENT IN SERBIA

The subject of this paper is TV advertisement- the most important form of paid political public advocacy during the election campaign. This persuasive media format is convenient because it is easily accessible, since almost all of the Serbian citizens own a TV set; it is understandable equally to people of all ages, even to the below-average educated; it is short and it sends a concise message with unambiguous instructions ("circle the number").

Type of the political TV advertisement depends on the size of the political party and success it achieved in previous campaigns. It also depends on whether that political party is current ruling party or the opposition party, as well as on the visibility of its leaders in public life, and the budget available for the paid political advertising in the election campaign that includes other forms of advocacy.

The method used in this study is critical analysis of discourse strategies of political TV advertisement used during the campaign of 2014 in Serbia. The corpus includes TV advertisements aired on public service broadcasters and commercial television, from the second week of the campaign up until the election silence (February - March 2014). There were 19 lists for the parliamentary election and TV advertisement was used by nine of them: Dosta je bilo (1 advertisement), DSS (1 advertisement), Dveri (1 advertisement), DS (2 different advertisements), URS (4 different advertisements), NDS (6 different advertisements), SNS (6 different advertisements), SPS (7 different advertisements), LDP (8 different advertisements). The frequency in which the advertisements were broadcasted was not analyzed, but only discourse strategies and audiovisual aids used to send message to the audiences.

Results indicate that TV advertisements were modest concerning both creative solutions and diversity. What proved to be a dominant result for all the political parties is a complete absence of women as actors, subjects and as objects of the election campaign TV advertisements.

Key words: election campaign, TV advertisement, women, party leaders, paid political advertising.

UDK 32.019.51:324(497.11)"2014"

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SERBIAN DAILY PRESS ABOUT ELECTION CAMPAIGN

The aim of this paper is to research how Serbian daily press inform about election campaign. It is the intention of the author to analyse texts about this issue from the 1st of March to the 16th of March 2014, in three daily newspapers: *Večernje novosti* (nontabloid), *Blic* (semitabloid) and *Kurir* (tabloid), according to a code list used for journalistic text analysis. Research corpus is being extracted from online archive of these newspapers. Speaking of the abovementioned, the following aspects will be analysed: text length – if it is about a long, short or medium length text, journalistic genre – news, interview, reportage, comment etc., authorship – whether the author's first name and surname are entirely mentioned or just the initials, if the press agency is mentioned as the text author or if the author is not mentioned at all, cause of reporting – actual event or pseudoevent, visual presentation – text with or without photo, location – where the event is happening, topic, subject – who is speaking, object – about whom or what it is spoken, party affiliation of the subject, party affiliation of the object, value context – positive, negative or neutral, misuse of state functions and text title – metaphorical or unmetaphorical. Therefore the attention will be placed on the question how the selected media present the event and what is similar and what is different in the topic that is being researched.

Key words: daily press, election campaign, *Večernje novosti*, *Blic*, *Kurir*.

UDK 37.015:316.774(497.11)

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CHILDREN AS AUDIENCE: “TELEVISION IS A BOX WITH A BRAIN”

Media literacy is explained as children’s ability to access, use and consider media products. This will be the guiding framework of this article. The article will present how pupils attending primary school (age 8-10 years) use newspapers, radio, television, computer and Internet. The sample contains of 754 children from schools in Belgrade and near-by towns. In the surveys conducted as the descriptive, multiple case studies, the perception and modes of access to these media, patterns of use, involvement of parents in control and children’s evaluation of media functions are examined.

Our survey shows that children do not like newspapers, think of radio as “music” and prefer television and computer games. They like to use media in company of mates and to discuss about contents with the peers primarily. Parents and teachers do not significantly interfere with children’s media choice and use. However, the most encouraging conclusion is that free playing with peers is still an activity which overcomes the attractions to children of both old and new media.

Key words: children, media access, media use, media literacy, media functions.

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DISCOURSE OF POLITICIAN IN SERBIA: CASE STUDY ZORAN DJINDJIC

Among the Serbian public, when there is a question about the oratorical ability of Zoran Djindjic, the first premier elected after the revolution known as *5 October Overthrow* of 2000, there is a lot of disagreement, nevertheless there is mostly agreement that he knew how to draw the attention of an audience. This paper represents the result of discourse analysis on this politician based on his 32 speeches collected in a video called *Precursor*. Analysis was carried out based on the quantitative-qualitative method of critical analysis of political speech discourse and content analysis. The aim of this paper is to determine the characteristics of speech of Zoran Djindjic and to analyze political discourse in Serbia using that example. Analysis showed that even though his speaking technique is not flawless, he managed, by various strategies such as the introduction of everyday speech into discourse, use of metaphors and comparisons, as well as suggestive and vivid speech, to create political rhetoric that was new to the Serbian public in an uncomplicated style that appealed to his audiences.

Key words: discourse, critical analyse of political discourse, Zoran Djindjic, verbal communication, nonverbal communication, conversationalization

UDK 316.774:061.1EU(497.113)

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EUROPE FOR CITIZENS: QUANTITATIVE AND QUALITATIVE ANALYSIS OF MEDIA DISCOURSE OF THE PROVINCIAL MEDIA ABOUT THE TOPIC OF THE EUROPEAN UNION AND EUROPEANIZATION

This paper aims to explore the way in which the Provincial media outlet – daily newspaper *Dnevnik* and Central News Program of Radio Novi Sad (*Novosti*), as well as Radio Television of Vojvodina (*Dnevnik*) – were reporting on the European Union and Europeanization during week in which the Council of the European Union decided to launch accession negotiations with Serbia.

The research used quantitative and qualitative methods of media discourse analysis, and the results showed that monitored media were far more concerned about the consequences the decision of the EU Council would have on the Republic of Serbia rather than Vojvodina, regardless the fact that it is a territory in which the primary target group of this media resides. Representatives of the provincial government were rarely included in the articles and TV reports. The citizens, experts and political parties that oppose Serbia's European Union entry also remained practically "invisible".

Key words: discourse analysis, European Union, Europeanization.

UDK 316.77:39(=214.58)(497.16)"2012/2016"

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INTERNET AND MARGINALIZED GROUPS IN MONTENEGRO

The Government of Montenegro has recognized in the "Strategy for Improvement of Position of Roma and Egyptians in Montenegro 2012-2016" that unlike other minorities and minority ethnic communities, Roma and Egyptians are the most vulnerable and marginalized minority ethnic community in Montenegro. Accepting various regional and European initiatives for the inclusion of Roma, 1.700.000 Euros has been spent in the period from 2008 to 2012 in Montenegro, unfortunately without particular visible results. Although Montenegro has shown to the world almost unprecedented affiliation to this population, since most of the population had been accepted as refugees during the war in Kosovo and in the region, and the total number nearly reached the fourth of its total population, it seems to be difficult to make a similar achievement in the process of their integration in the society. Although today the Internet is a medium in which most of the population is socially integrated, rather than in "real" life, low economic situation, low educational level and specific way of life are few of the reasons which suggest that the fastest growing medium, remains difficult for marginalized groups to reach and to engage in a common sphere of interest, meeting their needs and civil rights. The development of various Internet services for achieving faster and better communication between citizens and the state, most likely will not have a special significance for marginalized groups.

Keywords: marginalized groups, media inclusion, Roma in Montenegro.

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INTERNET IN THE AGE OF SERBIA

Internet brings a renaissance in media communication as a pioneer in certain phenomena eg. user generated content, anonymous expression of content, and the expression of content excluded from traditional media. Some of the phenomena that the Internet formulates are: Anonymity - although in media communication anonymity exists in certain forms, eg. whistleblowers on the internet the phenomenon gets a unique form.

Multistakeholderism (translated as association stakeholders for a common goal or decision-making and operating in an open, transparent and accountable manner) - in the context of the Internet, this would mean an informal and sometimes ideologically diverse coalition aimed at the same goal (petitions, Anonymous, Occupy movement).

User generated content the simplest example of this phenomenon is that YouTube has pioneered the original (if not always quality) content made by users themselves that is an interesting counterpart to the editorial policy of traditional media, eg TV.

Media space for those who normally do not have it by blogging, twittering or wikileaks Internet allows activists and political dissidents a channel in the world for disseminating their ideas which otherwise often may not have place in the traditional media.

Analyzing phenomenology of these occurrences it is necessary to notice their flaws as well as their implementation in the Serbian media scene. For example, it is interesting analyzing how the DMCA (Digital Millennium Copyright Act) is used to delete politically controversial content from Youtube. On the other hand, the evolving debate on the Serbian digital media law remains in the shadow of legislators who do not fully understand the medium they write the law of .

Key words: Internet, Serbia, dmca, anonymity, user generated content, new media space.

UDK 316.774:316.66-056.83(497.11)

UDK 316.774:176.5(497.11)

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MARGINALIZED GROUPS IN THE SERBIAN MEDIA - MEDIA ANALYSIS

The paper presents an analysis of the media in Serbia on issues of displaying the addiction problems (drugs, alcohol...) and prostitution, as well as the media relation towards marginalized groups and its influence on the public opinion, primarily the younger population. Through the paper examples of promoting negative values and a lack of media attention to the victims in the mentioned social categories will be shown.

The analysis of these media clips is used to monitor the positioning of the news, both in the printed and electronic media. Unequal treatment in positioning and assessing the problems of marginalized groups is present not only in the headlines and dominant parts of the page. The "yellow press" gives information about the "famous" persons that involve the consumption of drugs, immoral behavior (sponsors, etc.), whereas the lower-end position or less visible parts of pages provide information on events in the life of drug addicts or commercial sex workers. Texts about their problems or the care and basic human rights that they, like every citizen, should have the right to, do not take sufficient media attention.

The paper will offer a view of the media role in shaping the public opinion on the issues of drug abuse and prostitution. On the black chronicles pages, individuals who live in this way are the main topic. Drug addiction is not presented as a disease. It is not written about addicts and their conditions of treatment or further socialization, but only on the smuggling and dealer chains, as well as the wealth acquired by the drug mafia. In this way, the problem is not getting an accurate picture of the media, and the public is unable to have objective information in order to form their opinions and views.

Propagating the material enjoyment over other human values, results in long-term promotion of the lowest human instincts.

Key words: marginalized groups, media, human rights, positioning of the news, public opinion.

UDK 94(100):791.43

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ANCIENT HISTORY IN HOLLYWOOD MOVIES

In this paper we shall tend to present which themes were interesting to Hollywood producers and scenarists, and which ancient themes occur most often in Hollywood movies. We will try to explain how much and how Hollywood moviemakers are using written and material historical sources and whether they use critical approach to the history topics. Besides that, we shall look back at the most usual mistakes in these movies, and how do they affect the forming of historical consciousness.

Key words: ancient history, Hollywood, movies.

UDK 316.774:930.85(497.11)

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SAINT VITUS DAY (VIDOVDAN) AND MEDIA-HISTORISM, MISUSE AND IGNORANCE

Vidovdan, or the day of Saint Vitus (celebrated on 15/28 June) is without a doubt one of the most respected Serbian national and religious holidays, and a memory of the great Kosovo battle that took place in 1389.

On this day, besides the aforementioned conflict with Ottoman Turks, many other modern age events occurred, most of them, without any particular tie with the day itself or its meaning in history. Nevertheless, ideological connotations are sometimes given to this date. Key problems that tend to occur in the part of the media concerning this day are the following. One of them is that most of the authors are either not historians at all, or if they even are historians, medieval period is not their field of research. Lack of broader historical context is also something that is missing in most of the media analysis, even if they are conducted with the aim of being neutral. The epoch in which some of the events that happened on the Saint Vitus day in modern period is also very rarely explained. Confusing old Julian and new Gregorian calendar is also an often mistake.

The author's intention is to show some examples in media of the different aspects of Vidovdan, but also to try to explain is it just a case of historicism, plain ignorance or just misuse of history.

Key words: St. Vitus day (Vidovdan), media, Serbian medieval history.

UDK 316.774:[808.5:612.78(497.113)]

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YOUNG PEOPLE`S PERCEPTION OF DICTION IN PROSE TEXTS

In the documentary, scientific and educational programme of the Serbian Radio and Television stations, the role of a narrator is usually entrusted to those journalists engaged in announcing, that is, presenting the programme. The lack of formal training of these professionals and deteriorating diction of announcers in news shows resulted in the significant deviation of the presentation of prose and artistic texts in radio and TV shows from the orthoepic model. In this research, we wanted to determine how young people perceive two completely different realisations of the same prose text, both in terms of style and the diction: one by a famous theatre, film and television actor and the other by a legendary radio announcer. The research includes responses of 154 students from the Faculty of Philosophy in Novi Sad. They listened to both presentations and then filled in a questionnaire comprising three demographic questions and eight questions for each presentation (numerical assessment scale). We wanted to see whether the perception of diction features was influenced by the duration and the selection of courses dealing with this subject they were attending at the faculty. Also, we were eager to determine whether the dialect origin of these students had any impact on their perception of diction features. These responses were compared with the responses of 8 language experts. All obtained data were statistically analysed. The less successful presentation in terms of the diction, with numerous mistakes present in most diction features, realised more in a casual speech style than artistically – got better marks from younger respondents than from the language experts.

Key words: diction, speech style, announcers, orthoepy.

UDK 32:659.3(=511.141)(497.113)

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**PRESENTATION OF POLITICAL OPTIONS IN THE HUNGARIAN MINORITY MEDIA
DURING THE CAMPAIGN FOR PARLIAMENTARY ELECTIONS IN SERBIA**

Abstract: This paper analyzes work done by media in Hungarian language during the election campaign 2014. According to discourse analysis, minority media in Hungarian allowed dominance of the largest Hungarian political party, the Alliance of Vojvodina Hungarians. This paper seeks for answer to the question about what kind of picture are being sent by media if they favourize just one political option. It also identifies other actors and their presentation in the daily newspaper in Hungarian language in Serbia ("Magyar Szó") as well as in the news programs of Public service media of Vojvodina, Radio Subotica and Television Kovačica.

Key words: minority media, discourse analysis, elections, Hungarian, Serbia.

UDK 070(497.113 Нови Сад)"1920/1941"

UDK 050(497.113)DUNAV

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**WEEKLY POLITICAL MAGAZINE "DUNAV" AS AN EXAMPLE OF INTERWAR LOCAL
PRESS IN VOJVODINA**

Magazine "Dunav" was a weekly political and news media since in Novi Sad on 20th February 1920. by journalists Kamenko Subotić. Magazine is declared as a non-party media, and dealt with all the important questions of life. The "Dunav" can be traced journalistic confrontation with radical magazine "Zastava". October 1920. "Dunav" became a joint stock company, the editor in chief remained Subotic who magazine turns into a non-political media illustrated small format, which proved to be a bad move editorial. With the help of the shareholder magazine is again from May 1, 1921st was published as a weekly newspaper since the beginning of October of the same year he published and Thursdays. The last issue was printed on April 30 in 1922. Subotić was issued once "Dunav" on September 10 in 1922, on the occasion of the Congress of the Yugoslav Association of Journalists. Magazine "Danube" is a good example of interwar press in Vojvodina, because he had all of its essential features: the transitory nature of publishing, problems with financing, a small number of journalists, conflicts with other media.

Key words: "Dunav", press, Kamenko Subotić, media, journalists, Vojvodina.

UDK 316.744:37]:316.344.3(497.11)

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MEDIA (UN)LITERATE – ADJUSTMENTS AND PERSPECTIVES

The subject of the research presented in this study is the *understanding and the level of media literacy as well as the relationship between media literacy and socio-demographic characteristics* of members of Serbian educational and academic society. The survey was conducted during 2013 throughout Serbia. Methods of data processing acquired through a questionnaire used in this study, were following: content analysis, frequencies and percentages, mean and standard deviation, t-test and ANOVA. The research instrument of media literacy is conceptualized on the basis of a questionnaire used in the research by Burson (2010), in which has been examined the level of media literacy of journalism students in Oklahoma, United States.

29.3% of respondents correctly defined the concept of media literacy in this survey. Respondents in average achieved score 3.56 on a scale of media literacy, indicating that members of Serbian educational and academic society express moderately high media literacy, although on the very border with the average one.

This finding is not encouraging considering that the research population was consisted of Serbian intellectual elite. Results are discussed through the comparison with findings of similar studies, such as the one from the United States (Burson, 2010) or from Croatia (Čizmar, Obrenović, 2013). These results and the results of similar studies contribute in determination of the adjustment of Serbian educational community to the global social and media-technological change and present the starting point in defining the politics of media education in Serbia and neighboring countries.

Key words: media literacy, education, socio-demographic characteristics, Serbia, research.

UDK 378:004.738.5

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LEARNING AND TEACHING IN THE DIGITAL ERA

Learning is not just about the acquisition of knowledge but is an activity contributing to the creation of the new knowledge as well as change and enrichment of the individual. Nowadays students are often referred to as the “digital generation”, as they use a wide range of technological tools in a wide variety of ways. This paper explores the digital shift in the academic world and the impact of digital technologies on the learning process in higher education. The main objective is to scrutinize the progression of the new learning technologies and their effects on the teaching and learning quality. Thus, this paper contributes to the debate related to the appropriate position of learning on a scale from fully traditional (face-to-face, without online learning activities) to fully online (without face-to-face teaching activities).

Key words: digital technologies, learning, teaching, higher education, digital era

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CONVERGENCE IN TV AND ONLINE NEWS PRODUCTION: CHANGING MINDESET AT PUBLIC MEDIA SERVICE HRT AND COMMERCIAL NOVA TV

This paper deals with the notion of convergence in broadcasting companies, particularly in news and current affairs newsrooms, as well as the relation of the media company strategy with the digital media content, primarily comparing two TV broadcasting houses – commercial Nova TV and the HRT's public service.

Media houses' employers and journalists have different views on convergence and also have different explanations of its goals. Convergence is usually defined as the use of technology in order for a media house to inform the public using a multitude of platforms. However, convergence is more than anything, a novel thought process in the production of news which uses the full potential of the media in order to reach different and fragmented audiences. In most Croatian newsrooms journalists believe that convergence is just a way to force them to work even harder, while employers are looking to make savings through convergence and are not giving much thought to it being a quality improvement. There exist rare examples of good practice, mostly in Europe (the BBC, the Scandinavian public media service like SVT, NRK, YLE etc) which have shown that convergence can add value and help strengthen the brand.

In this paper we shall analyse the relation towards convergence of Nova TV and HRT newsrooms, the tv news production workflow and the newsflow. The paper questions whether the lower viewing figures of HRT Dnevnik (main news programme) have to do only with its content and packaging or they are also the result of the lack of digital mindset and lack of understanding of the advantages of convergence.

This paper will be testing the thesis that internet portals are not taking enough advantage of the multimedia and convergence and not providing additional content that is important for grasping a topic, an event and the problems. The second thesis is that TV houses in Croatia are failing to provide enough original content on Internet portals and are not taking advantage of their own resources in providing them, but are mostly relying on agency-gathered news.

Key words: convergence, Social Media, Television, Public Media Service, Croatia.

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IN-LINE USERS' COMMENTS ON NEWS WEBSITES

In-line users' comments on news websites are a specific form of text resulting from a set of practices that have occurred when mainstream news media opened their gates to audience. As one of the most prevalent form of media-audience interaction, users' comments are often debated both in academic and in professional circles.

The aim of this paper is to provide a systematic overview of the academic research, as well as professional and policy related documents in order to identify the main characteristics of users' comments as texts and commenting as a practices. This overview is based on 1) studies of media discourse, which view comments as a specific type of text; 2) researches on new media genres, which approach comments and commenting as the text-action nexus, 3) studies of online journalism, interested in how media organizations and journalists understand comments and how they deal with them, 4) investigations of active audience, in which the interest shifts to commenters and their motives, 5) studies of user-generated content, which oppose distributed individual production to centralized media work, 6) media(ted) participation researches that question participatory potentials of the comments and 7) studies of public sphere formation in which comments are seen as acts of deliberation. After mapping out this fragmented accounts coming from different theoretical frameworks, the paper will also identify the black-holes of research into comments, commenting and commenters.

Key words: comments in news, genre, audience, participation, online journalism, user-generated content, public sphere.

UDK 339.138:316.774

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VIRALITY AS A MEDIA, SOCIAL AND MARKETING PHENOMENON

Evolution of information-communication technology (ICT), and emergence of new media, brought forward another profile of human interaction. This change is primarily reflected in the birth of Web 2.0 and social media, which were based on human connectivity and communication, knowledge exchange and social interaction. What separated this new form of interpersonal relationships from traditional interaction format was that now, by using ICT, it was possible to cheaply and easily communicate without taking into account physical distance, while still receiving feedback momentarily.

Disregarding distance and time as key dimensions in the selection of communication partners, lead to a possibility for information exchange to become truly massive and interactive, where anyone who has Internet access can be a part of a global, online community. From its inception, this community represented a very attractive platform for marketing, so much so that with the mere beginning of social media, in 1997, term virality was used for the first time, in order to explain a specific occurrence: a mass shearing of specific multimedia content between large numbers of Internet users.

This paper gives an overview of important aspects of virality as a media phenomenon of the modern society; phenomenon that is characteristic, first and foremost, of the new media. Next, paper will try to examine part that society (namely social characteristic of members of the community) plays, in order to determine its influence on this phenomenon. Lastly, paper will inspect marketing potential of viral content and will try to determine the role that virality plays in contemporary marketing – Marketing 2.0.

Key words: virality, Web 2.0, social media, marketing, interaction, word-of-mouth marketing.

UDK 316.648.4:316.774"2004/2014"

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(SELF)REGULATION OF THE VIRTUAL MEDIA SPACE

The Internet has a complex infrastructure and technology which enables users to access and exchange information globally. Today approximately 2.3 billion people worldwide are connected and are given new opportunities to access and share information, offering the promise of a truly democratic society taking shape of a joined global public community. The tremendous success of social networks during the past 10 years is, indeed, a significant illustration of this new environment. The Internet has substantially changed the way people consume media and has transformed the traditional partition of tasks among types of media. While media “convergence” has diluted long-established boundaries between print and audiovisual media, it also created new opportunities for media pluralism because there is no scarcity of frequencies and other resources in the online world. With new technologies radically reshaping the media landscape, traditional regulatory assumptions have been called into question and, in many cases, existing rules have become counterproductive. In this context, the question should not be on whether governments should regulate the Internet but rather, on what and to what extent should content be regulated; and to what effect?

Regulation should not be confused with censorship of the content, self-censorship of the participants in the virtual world. Regulatory focus is on the protection of users against various types of insults, lynching, compromising and criminalization, hate speech whether be overt or covert.

Key words: regulation, (self)regulation, media, online media, user’s protection, Internet, media convergence, media education.

UDK 316.774:[004:37.034-053.4

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EFFECTS OF THE MEDIA USE AT AN EARLY AGE

The media are an integral part of life environment in which children grow up. As an integral part of the process of socialization and education, media influence the forming of attitudes, beliefs, values, opinions and views of the world with the youngest. Most of their free time in the family, but also at home, children spend with the media. Accordingly, it is reasonable to ask the question: what are the effects of daily exposure to the media?

The rapid development of the media and their omnipresence in the lives of today's man have inspired many scientists to tackle the issue of the effects which media produce through daily use. Special attention in this research is devoted to the analysis of the issue of media effects with the children of preschool age. Some authors argue that the media (primarily: radio, television and Internet) should not be used while working with pre-school children. However, there are also authors who argue for, it seems, quite uncensored use of the media.

In this paper we try to give an objective view of the effects of the media in their work with the children of early school age. We also try to emphasize the advantages and potential of media and information technology for achieving a positive impact on children's development, while improving the quality of all segments of the educational work and the development of media culture of the child.

Key words: media, media effects, media education, media literacy, information technology.

UDK 316.774:37-053.5

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FROM MEDIA EDUCATION TO MEDIA LITERACY

A large number of children, young and adults are media consumers. Today, beside classic, there are new interactive and social medias. Both are specific, they have similarities and differences. The same can be said for media consumers: age, (no) knowledge of the media, (in) ability to read and correctly interpret meaningful media content and messages, (not) a critical approach to the media. This issue puts the spotlight on media education and media literacy. Although it is considered in terms of theoretical and checked in the field of empirical, in practice enough attention is not dedicated to it. Expecting new changes in this field for a long time, starting with the present, we can conclude that the theory is in favor of the practice, but the practice does not support the theory. Media consumers do not have the opportunity for a planned, organized and sustained media education. This does not contribute to achieving new quality or quantity in terms of gaining adequate media education and increasing the number of media literate consumers. All this requires a change in education policy, schools and the minds of people.

In this work, a place, an importance and a need for media education is perceived, concerning the specificity of media and media influence, consumers, the role of a school, as well as possible guidelines which would serve to gain media literacy.

Key words: media, new media, media consumers, media education, media literacy.

UDK 32.019.51:324(497.6)"20014"

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MEDIA SUBJECTIVITY AND POLITICAL COMMUNICATION IN REPUBLIC OF SRPSKA

The professionalism of the media is an important issue of media development and strengthening the political culture and the culture of communication in general. However, all present process of mediatization of politics raises a number of issues that are related to media replacing its basic function for the function of the political actors and function of political informing is subordinate to persuasive function, at the expense of objective informing. „Mirror of the media as a social mirror“ is best seen during the election campaigns and BiH is no exception. The media does not perform its basic social function, but there is also increasingly common problem among the audience that there is no culture of reading/listening/watching as before. The commercial media, in the pursuit of profit, does not protect the public interest and the trend of contempt of journalism reinforces, which contributed most journalists. The paper analyzed the relation between media and politics in contemporary BiH society with special reference to the election campaigns.

Key words: media, politics, political communication, election campaigns, objectivity.

UDK 316.774:316.64-053.6(497.11)

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MEDIA PRACTICES OF YOUNGSTERS IN SERBIA

One of the more interesting, and certainly one of the most current questions concerning media and young people is what media are they following the most and what contents do they follow. This research is designed to offer an answer on what are the practices young people have concerning media monitoring, and what is the most prominent media for them.

The research presented here as a part of the “Digital media technologies, social and educational changes” project financed by the Serbian Ministry of Education, Science and technological advances. The sample consisted of 200 pupils from the primary and secondary schools in Serbia, most of which have access to all of the media offered today (TV, radio, internet, newspapers and journals).

We examined the relations between gender, age and education of parents with frequency of media use in general, frequency of monitoring different contents on internet and television and the ways pupils choose different contents to watch on TV.

The results show that pupils use television and internet far more frequently than any other media, spending at least four hours a day watching TV or using internet. Media content they usually watch on TV are movies, TV series and sport, while they use internet mostly for entertainment and checking their Facebook profile. We also found that most of our variables (gender, age and levels of education of parents) do make a difference in monitoring media contents.

Key words: media monitoring, media literacy, young and the media.

UDK 004.738.5:[338.48:502.131.1:711.4

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A DIGITAL AUDIO-VISUAL APPROACH TO URBAN TOURISM LEARNING

Cities have one crucial resource – their people! Therefore opinion and creativity of those who live in and run cities will determine future success of the city in every aspect. At the final it will affect tourism attractiveness of the place.

Urban tourism is based on power of experience of the urban environment. Even though tourism in general and as well urban tourism has aim to highlight experience of the tourism places, it is mostly teaching and presented in classrooms and indoors.

Tourism lectures and presentations usually use lots of digital materials such as photographs and graphics to exemplify tourism approach that is assumed to provide as much as it is possible quality experience of tourism environment. However, these lectures and presentations are able to imparting only a limited understanding of the complexity generated by interaction of people and all tourism tangible and intangible forms of tourism in real environment.

This article has aim to present novel approach in tourism presentations and teaching. The environment experience can be more enabled by adopting mobile digital technology that promote more active recipient participation in improving environment experience.

Key words: Multimedia information system, urban tourism, a power of experience, creative city.

UDK 159.992.8:004.738.5(497.11)

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OPPORTUNITIES AND RISKS OF POPULAR MEDIA USAGE AMONG YOUNG PEOPLE

This paper examines habits of young people concerning usage of popular media such as social network sites, online games, content sharing sites and instant messaging tools, for example iPods and cell phones. It presents a number of recent studies about young people's media usage and compares their findings with the findings of national studies about this topic, including a research realized for the purpose of this paper among young people in Novi Sad.

Informed by research on media usage and media literacy, the paper summarizes gathered data and reflects the situation among young people in Serbia and globally within the context of their everyday lives. It focuses on the consequences of these young people's habits, especially regarding the opportunities they can offer to young people, as well as the risks they may bring. These opportunities include learning, communication, participation, creativity, expression and entertainment. The risks include a widerange of intentionally or unintentionally discovered destructive content, for example the one that is violent, pornographic, racist or hateful, and potentially harmful and unsupervised contacts that can lead to harassment, bullying or privacy invasion, among other problems.

The article concludes with a question of what is the role of education concerning using mentioned opportunities and preventing mentioned risks.

Key words: social media, internet, media literacy, media education, young people.

UDK 342.849.2-055.2:316.774(497.11)"2014"

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**FEMALE CANDIDATES IN MEDIA IN A CAMPAIGN BEFORE THE PARLIAMENTARY
ELECTIONS 2014 IN SERBIA**

Abstract: In accordance with the decision by the president of republic of Serbia Tomislav Nikolic to call elections for public MPs made January 29th 2014, the elections in Serbia were held March 16th 2014. All the political parties and coalitions that were participating in the elections needed to have by order on the elections list for every three candidates at least one candidate who is of the gender less present on the list (article 40a of Law on parliamentary elections). If the minimum is one third of female candidates, we could expect that women had at least one third in the printed media during the elections campaign, however this percentage was not accomplished. On the other hand, when female politicians are presented in texts larger than news stories, these texts tend to be masculinised. In this paper the author presents contents dedicated to elections campaign, during the chosen period in daily papers *Politika*, *Danas*, *Dnevnik*, *Blic*, *Kurir* and local weekly papers *Kikindske* and *Nove kikindske novine*. Methods of content analysis and a critical analysis of discourse focussing on aspects of gender (un)equality were applied. Media invisibility of candidates, patriarchal patterns, and discriminative gender stereotypes were noted.

Key words: elections, female candidates, media, elections campaign, gender (un)equality.

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DIGITAL MEDIA TECHNOLOGIES AND ELT ONLINE PROFESSIONAL DEVELOPMENT PROGRAMMES

The paper examines the educational aspects in the use of digital media technologies (webinars) in ELT (English Language Teaching) *Online Professional Development Programmes* in 2013/2014 by Cambridge University Press (CUP), Oxford University Press (OUP) and Macmillan Education. Taking part in webinars teachers and educators explore the urgent challenges that 21st century learners face and also expand their own learning experiences using a participatory, digital model of professional development. They are then able to play a leadership role in sharing knowledge by training their colleagues, creating and implementing a vision of their school as a community based on innovation and continuous learning, enriched by new media technologies.

Key words: digital media technologies, English language teaching, professional development, webinars.

UDK 316.774:004.42]: 141.72

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PREFORMANCE OF FEMALE IDENTITY IN VIDEO-GAMES

Video-games are part of the global media culture and are, as such, subject to the critical analysis. Constitution of the media literacy concept would be incomplete without taking account of issues concerning the gender representations and identifications, present in the domain of the new medium. When discussing of the gender policy of video-games, we refer to the ways in which these products of culture are involved in the construction of difference and how they become an instrument of destabilisation of power relations between men and women. In this sense, the important questions are as follows: who is playing and who is creating video-games? Does the traditional exclusion of women from the sphere of technology affect them to play video-games less frequently? What are the gender stereotypes and how are they created? How are women represented in video-games? In what ways is feminism involved in the video-games policy? What are the potential resistance points in the gender stereotypisation? Construction of gender differences and their manifestation in video-games involves discourses of manhood and womanhood and psychological theories in particular. On the other hand, according to the poststructuralist theories, gender is a social and cultural construct of identity, it is not a stable and constant identification matrix; instead, it is found in permanent “performance”, while gender identity is developed from the repetition of conventions and norms. Video-games space is not only a virtual space for gender representations of avatars, but also refer to gender-determined private and public space for playing and work, in which female players, worker or lovers struggle to find their place in the culture of men. Video-games are a new space in which psychological and empirical studies construct gender differences between men and women, but also a new environment in which the feminist discursive practices are implemented and to whose technological specificities they need to adjust.

Key words: gender identity, women, video-games, policy, feminism.

UDK 316.774: 316.647.8-055.2(=214.58)(497.11)

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VIEW OF ROMA WOMEN IN DAILY NEWSPAPERS

Empirical stronghold of the work on the topic "View of Roma women in daily newspapers" stems from the fact that in modern culture there are some gender stereotypes, prejudice and inherited social patterns regarding the presentation of a woman, then the women belonging to a minority of Roma in the media. The work aims at presenting androcentrism in daily newspapers which results in under-representation of women in newspaper articles, especially Roma women in newspaper articles and such relationship of the media could be interpreted as a denial of their evident existence in our society, as well as the placement of content that lead to their negative promotion. The work includes the research of dailies' facilities and comparative results which confirm the basic and specific hypothesis. Methods used during the research are the theoretical analysis, and the application of scientific literature in the field of Gender theory, Psycholinguistics, Feminism, and the content analysis that involves careful reading of newspaper articles published in Blic, Politika, Danas-in during the month of April in 2014, the quantitative and qualitative analysis and the comparative method and discourse that are used to make a parallel between the presentation of Roma women within the analyzed newspapers. Concluding observations suggest the existence of gender discrimination and provide suggestions for combating gender stereotypes and turning towards complete freedom of personal and professional choices, accomplishments, and recognition of the existence regardless of gender.

Key words: analysis of content, media, gender equality, gender-sensitive language, Roma women, a woman as an element of a newspaper article.

UDK 316.774:77-055.2]: 316.647.8 (497.11)

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VISUAL REPRESENTATION OF WOMEN IN THE WOMEN'S PRESS

The aim of this study is to determine how the photographs in the women's press in Serbia represent a woman and whether they are carriers of gender stereotypes and which. The authors assume that media texts, including the photographs, as a specific speech of culture in a society, testify to the power distribution and gender differences. Having in mind the Chinese saying, "a picture is worth a thousand words", and the unquestionable tendency of people to believe the photographs, it is clear that the visual representation of the women in media has a major impact on the construction of public representation of the women. The analysis should show that the visual representation of women, as the practice of marking, is in accordance with the cultural and ideological constructs of a patriarchal society. The hypothesis that in the women's press are dominated photographs which present women, young and beautiful, often in the role of a model, less often identified in comparison to men, and often displayed fragmented, were tested by quantitative and qualitative method of content analysis of all published photos, which are in the work seen as semantically valuable texts. The analysis did not include the advertising photos. For the purposes of this study we analyzed two women's magazines with a long tradition of publishing in Serbia, "Blic žena" and "Bazar", editions published in January, March and May 2013th.

Key words: photography, women's press, representation, gender stereotypes.

UDK 316.647.82-055.2:659.1

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SEXISM IN ANTI-AGE MAGAZINE ADVERTISING ADS - WHAT DO THEY PROMISE?

Advertising discourse as form of social practice includes power reproduction and abuse at the micro and macro level. The attitudes and ideologies are not only mediated through mental models and manifested in the discourse but that discourse contributes to their formation and modeling. Sexism and ageism as discriminatory practices are present in the concept of magazine advertising ads. They are incorporated on the advertising scene where the advertiser addresses to potential product users citing the "scientific truth" and using the strategies of power and manipulation to convince them. The aim of this paper was to examine how magazine advertising ads for the anti-age products as speech acts of promise reflect and create sexism and ageism and thereby indicate the extreme intolerance against aging women. The corpus consists of 33 anti-age ads from women's magazine distributed in Serbia. I use in my analysis sociocognitive approach of CDA (van Dijk). The unit of analysis is speech act embodied in the dominated narrative. The results show that anti-age advertising ads are structured as indirect speech acts of promise, recommendation and convincement. The advertiser's attention of selling product is directed to aging women as the target group. The illocutionary effect portrays that the beauty and attractiveness are in all naivety desirable and easily accessible what leads to negative perception of aging women.

Key words: advertising discourse, ageism, anti-age ad, sexism, speech act.

UDK 316.774:[32:316.66-055.2(497.5)]

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PRESENCE OF FEMALE AND MALE MEMBERS OF PARLIAMENT IN PUBLIC MEDIA

In this thesis I will analyze the presence of female members of parliament in news programs of the Croatian public media compared to the presence of their male colleagues. I will show which programs had female MPs as guest, and which had male MPs, the time they were aired (in the morning, afternoon or evening), and the topics that were discussed. Speaking in terms of gender equality among politicians, we still cannot be satisfied. Female politicians are underrepresented in the Croatian Parliament with only 25%, or translated into mandates, only 37 MPs. If we look at the level of education among the MPs, we will see that all the female MPs are college educated, while all the male MPs are not. In spite of that, the presence of female MPs in prime time news programs is distinctly low. The importance of gender equality in public media cannot be stressed enough, especially because of the influence the media have on society on the whole. If there are no women in the media, in this case female politicians, talking about topics related to finances or the economy, it will be much more difficult for them to achieve recognition in a wider social context and to gain authority. But the underrepresentation of women is much more complex and requires extensive social changes in order to improve the position of women so that they are given the chance for equal participation in the political and consequently the world of media as well.

Key words: female MPs, male MPs, Croatian Parliament, media.

UDK 316.774:[78:316.66-055.2(497.11)]

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GENDER SENSITIVE LANGUAGE IN WRITTEN ARTICLES PUBLISHED ON SERBIAN WOMEN COMPOSERS

In this work the starting point is the supposition that gender sensitive language is used when it is written about Serbian women composers.

The sample consists of the published articles in the written Serbian media published from June 2010 until December 31, 2012, on nine Serbian women composers (365 texts in total). They are all highly educated and multiple awarded in their own country as well as abroad. They accomplished significant success in composing musical pieces and here they are mentioned according to their years of birth and they are as follows: Mirjana Živković, Ivana Stefanović, Katarina Miljković, Isidora Žebeljan, Ana Sokolović, Ana Mihajlović, Aleksandra Verbalov, Aleksandra Anja Đorđević i Milica Đorđević.

The main aim of this work is to estimate the presence of the gender sensitive language of the nouns in the articles of the chosen women composers in the written texts published in the written media of Serbia.

I have come to the conclusion that the gender sensitive language is not used in our media consistently. The texts were written in gender un/sensitive language or the partly combination of both of them. The noun which is used most often in the gender sensitive language is *women composer*, while others such male or female composers are used equally often. In some cases they are mostly used in the manly context.

Key words: gender sensitive language, text, written media, women composers of Serbia, 21st century, nouns, male and female gender.

UDK 305-055.2:316.774(497.16)"2014"

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MEDIAS AND GENDER: INTERNATIONAL WOMEN'S DAY

In the period from March 5th to 11th 2014 three printed media in Montenegro reported on the International Women's Day (March 8th). Number of articles in all three newspapers is different, so it can also be seen as an indicator of how editors of newspapers pay attention to the International Women's Day.

According to the obtained data it can be noted that the media constitutes and creates an image of the International Women's Day among their customers and readership. Total number of texts published in *Dan* is 17. Most of the texts about women were published on March 8th. The qualitative analysis shows: increasing number of articles in this newspaper affirms motherhood and celebrates the traditional women's values and virtues. The *Dan* even published articles about women's non-governmental organizations that continuously promote peace and political significance of March 8th.

The daily newspaper *Pobjeda* in this period published 6 articles that relate to women and March 8th. It informed about the activities done by the institutions that devotedly promote the significance of March 8th. It also informed about actions organized by the Ministry for Human and Minority Rights, Women's Parliament in the Parliament of Montenegro, as well as about the action of the Ministry of Internal Affairs in Herceg Novi and Tivat - every year, woman drivers share gifts, flowers and music CDs for March 8th. The rest of the texts pay attention to gifts and stereotypes about male- female roles.

The analysis of media images in the daily newspaper *Vijesti* (which tends to be pro-European and emancipatory) had contents that are related to March 8th. On March 5th, there was a column KONTRA/PER/perception, Carnival, Paul Petricevic, which affirmed the political significance of March 8th and highlighted the information about the celebration of 95 years of the first large workers' protest on March 8th 1919 in the town of Kotor.

Thanks to that column in the *Forum News*, authors had a theme of March 8th as a political women's holiday. A reaction to it published on March 11th by Cute Kovacevic, contains a critique of media

images for excluding the information about the conference and performances that affirm March 8th as the International Women's Day.

All three newspapers in Montenegro do not indicate that there is an intention to support the initiatives of those groups that support the festival of international, political, combative sense. The International Women's Day in 2014 remains a holiday of mothers, grandmothers, flowers and small gifts. It is still a cutting edge of criticism about the real situation in which women live in areas of Montenegro.

Key words: International Women's Day , 8 March , women , media , patriarchy.

UDK 316.774:316.647.82-055.2(497.11)

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MEDIA AND MULTIPLE DISCRIMINATED WOMEN

We live in a world in which the media, more than ever before, affect the formation and transformation of social reality. Thanks to the media influence in the formation of public opinion, journalists are able to contribute to the development of an open and tolerant society, and development of a culture of human rights and equality. Nonetheless, media can also be a powerful tool for inciting sexism, racism, xenophobia, homophobia and other forms of hate and intolerance towards “others”. Since discrimination of women is still present in the Serbian society, and in the media as well, numerous essays have been written on gender discrimination in media. However, additional attention should be drawn on representation of multiple discriminated women –from national minorities, with disabilities, elderly women, lesbians, rural women, etc. Three daily newspapers with national coverage (Blic, Politika, Kurir) have been analyzed, during two weeks, in order to explore how journalists report on multiple discriminated women – are they present in the media at all, and if they are present – in which way (affirmative/negative) and on what topics. Additionally, I am exploring whether journalist are recognizing structural, institutional, and other forms of discrimination which lead to additional marginalization. Results show that women from multiple discriminated groups are underrepresented in the media, widely spread stereotypes and prejudices, and the complete lack of affirmative stories regarding them. Set of recommendation is given in the conclusion with the main aim to improve the way in which women from multiple discriminated groups are presented in the media.

Key words: discrimination, gender, journalist, media, marginalized groups, multiple discrimination, women.

UDK 316.774:[305-055.2:821.163.41

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**GENDER, TECHNOLOGY AND MEDIA IN NARRATIVE PRACTICES OF
CONTEMPORARY SERBIAN WOMEN'S WRITING**

The paper will relate to the perspectives of women's writing in Serbian literary history, and attempt at illustrating the radical changes in the ways gender, media and literature interact. Our intention is also to examine the ways media and new digital technologies contribute to representations of gender in the novels written by Jelena Lengold, Ljubica Arsić, Tamara Jecić, Mirjana Đurđević, and Ivančica Đerić

Ever since Elaine Showalter coined and disseminated the term gynocritics, thus introducing a fresh perspective of the largely neglected concept of women's literary history, the newly emerged critical practice has explored the creativity of women with the ambition to fight the shortcomings of the literary canon, which was built upon assumptions of the supremacy of men writers. Within a new framework, Showalter proposed a set of strategies and principles to study women's writing in relation to female experience.

The new informational technologies have managed to capture the voices lingering at the margins, helping women transcend their real-life grounded identities and explore new narrative practices. The challenges that women have had to face in their attempt to articulate their intimate and public histories are much older than computers and informational highways, but digital technology offered the best existential and fictional frame for the mediation of their testimonies. The process of identification of women's social self as depicted in contemporary Serbian women's writing (such as Ivančica Đerić's *Misery and the Actual Needs*, Jelena Lengold's novel *Baltimore*, Tamara Jecić's *Stinky Onion* and Ljubica Arsić's collection of stories *All Inclusive*) lavishly uses computer mediated communication. These books introduce different kinds of women's narratives ranging from intimate confession in letters and journals to verbal and structural experimental practices involving different points of view and focalisation, and the aim of the paper is to analyze the ways gender restrictions are transgressed in the newly invented cyberrituals of womanhood.

Key words: technology, gender, virtual reality, women's writing.

UDK 004.738.5:316.624

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**ESTIMATION OF CAPACITY AND BOUNDARIES OF DIGITAL AND MULTIMEDIAL
CONTENT ADOPTION FOR AVERAGE USERS**

An average consumer of modern digital media is faced with permanent increase of new digital content, in number, area of interest, media type, etc. This permanent increase is partially caused by the consumer himself: he usually includes more and more personal contacts, what results in more and more content.

On the other hand, the content increase is caused by more and more aggressive advertising, as well as piracy which is not easily controlled.

We have tried to estimate which are the the limits of this increase which can result in various consequences, mostly negative. Some of them are lack of working efficacy, increased threat of missing the important content, as well as missing the time required for other life aspects.

Key words: adoption capacity, multimedial content, content adoption

UDK 004.738.5:316.648

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MEDIA ANALYTICS ON SOCIAL NETWORKS

Each and every statement of an individual on social networks, at present is the part of social reality, so by analysis, critical checking, comparison and synthesis of meaning we create certain knowledge on things, terms, processes and personalities who there is a certain agreeable social interest of. Globally spread, unlimited in time, seemingly anarchic, new media change in methodology the underlying flat: instead of simulated reconstruction via actor's statement examination, research of behavior in the group focus or partial observation now it is possible to thematically much wider, without recipient's knowledge, analyze and perceive their activities and behavior, and also direct the habits and opinion patterns. The authors point to intensive development of predictive analytics which allows networking of different data bases, which by special software analyze and predict the activities of individuals, groups and even the whole of nations in delicate situations and crisis. The audience is influenced rationally and planned, with tendency and purpose in order to impose the terms which further form the public's awareness.

Key words: methodology, social networks, information, knowledge, values, predictive analytics, directing, audience.

UDK 37.014.242:378.4(497)

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VISITING PROFESSOR STATUS IN THE CONTEXT OF THE WESTERN BALKANS

Mobility of teachers and students is one the main postulates of the Bologna system of studying. In the last decade, there are different experiences in the countries of the Western Balkan that more or less share same language, social, political, cultural and historical context. They range from understanding mobility as part time work of lecturers, i.e. additional work without serious obligations of the ones coming from stronger universities to newly founded higher education institutions that are lacking staff. This also includes the lack of visiting professors readiness to work on building new teaching and scientific staff on the faculty that offers them part time engagement. Contrary to this attitude there is tendency to make visit to another university into true exchange of experiences and there is a host university willingness to introduce new perspectives in curriculum by hiring lectures from other countries. It is important to think about visiting professor status as an element of diversity, and of integration of the academic area of the Western Balkan. It should be seen as a good foundation for implementing joint interdisciplinary projects and new interuniversity curricula that have already conquered European education area.

Key words: Bologna system, visiting professor, mobility, interdisciplinarity, interuniversity cooperation

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THE STRATEGY OF CONVERGENCE OF THE PUBLIC SERVICE OF VOJVODINA

Changing of the organization within the informative houses and programs as well as monitoring and adjusting to the market conditions and the needs of the audience, the technological innovation of production, the world is seen as a continuous process. The internal reorganization of the media houses as well as the education and further training of journalists, editors, production, technical staff and management has happened in a parallel manner with the production of the program. On the basis of precise and clearly articulated strategy, realistically set goals and established infrastructural indicators based on market research and trends, their own capacities and shortcomings of the legal framework and financial capabilities, it is possible to rearrange the informative house so that the approach to the job becomes proactive, rational and economically efficient and to the viewers and listeners not only interesting but also necessary. In order to design and implement all four levels of strategy convergence: technological, organizational, managerial, industrial and user, it is necessary to engage all the creative potential of employees from within the house, research agencies even those experts who deal with the management of the media, especially media management. Based on these studies and our expertise, we believe that the strategic convergence of the public service of Vojvodina is the best way to create a unique editorial policy, realizing the vision and mission of true intercultural relations, democracy, financial viability and justification of existence.

Key words: convergence, public service, strategy.

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CHALLENGES AND PERSPECTIVES OF NEW MEDIA

At a time when technical and technological processes cause the changes that are swiftly taking place almost by the hour, the Internet has imposed the need of traditional media rapid changes and adjustments. While we can clearly see more developed and powerful new media, the classic media - magazines and books are facing the crisis from which they are trying to escape. In a flood of tabloid media, the content quality can no longer be a guarantee of media survival, as well as the guaranteed profit. In the same month, when the "New York Times" won five Pulitzer awards, the finances "won the black Grand Prix" with a drop in income of 27 percent! Is it possible and how traditional media can survive in the new conditions? In the abundance of increasingly sophisticated technologies that are taking place in the pervasive globalization, which has wiped out all territorial limits, it appears that only those media that show bravery and vision will remain on the surface. Monopoly of information is not insured to anyone!

The authors analyze the change in the funding of traditional media and possible models for the financing of new media in this paper.

Key words : Internet, media, change, profit, market.

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DOMAIN NAMES INTERNATIONALIZATION PROCESS PROBLEMS

All kind of digital resources placed on the Internet are characterized by a Unique Resource Identifier (URI). Its syntax is defined by the Internet standard STD 66. Internet site domain name is restricted to a set of English alphabet characters, Arabic numerals and a limited number of symbols. Board of Directors of ICANN (Internet Corporation for Assigned Names and Numbers) at a resolution of September 25 2000 recognized the need to internet domain names and making accessible to those who use languages whose phonetic symbols are not supported in the ASCII character set. Internationalized Domain Names (IDN) implementation, despite the fact that should be performed using non-property, open standard, along with providing full backward compatibility, must ensure global domain names uniformity/uniqueness. This paper presents internationalization of digital media sites domain names current problems.

Key words: domain name, IDN, URI.

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**SOME ALTERNATIVES AND DIFFICULTIES IN FUNDING AND IMPLEMENTING
A WCMS VIEW PROFILE**

WCMS (Web Content Management System) is a web system guided by a database, which generates a webpage on request, creating every page on the basis of a template, and the requested content on the basis of the database. In literature, there is much information on the features of WCMS, but there is not enough research about investments and implementation of WCMS. In our research paper, on the basis of our WCMS implementation in various institutions, we offer data which illustrates some alternatives and difficulties by implementation of WCMS from the user's standpoint.

Key words: Web application design, empirical study, effort estimation, alternatives estimation.

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MEDIA ETHICS AS A POSSIBLE REGULATION OF MEDIA ACTIVITY

Today, there is an inevitable debate about the morality of the media and journalistic practice and theory, especially because of their great effectiveness. The same entails a large degree of responsibility, because journalism is always coming in the service of different interests, and that along with the contents and the formal qualities of the media offer is one of the most important evaluation criteria.

That's why there is the urgent need for applying the judgment of reason and moral evaluation on this area. Otherwise, the media without moral will become a hangout place of vicious passions, picture of social chaos which interrupts the continuity and destabilizes the system of social norms, and thus very modern society.

Poorly formed working situation and nondifferentiated structure of the medium and the journalistic profession, allows media and journalists more freedom and creativity. But this privilege, they should justify with a higher level of quality culture in their profession, in which an elaborated media ethics would have a central location, depth and terminology and subject -cut differentiated from journalistic ethics, and the ethics of the audience.

Key words: media ethics, journalistic ethics, ethics of public, public.

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INTERNET GOVERNANCE IN THE POST SNOWDEN ERA

In June 2013 the public have been faced the confidential documents and information concerning the digital communications and digital content surveillance/interception and usage of metadata analyzing systems in mobile operator's networks. This action/software have been implemented and governed by the American NSA (National Security Agency) and the governments of five countries (USA, United Kingdom, Australia, New Zealand and Canada). Disclosure of this fact is influenced by the worldwide initiative emergences to regulate the manner in which Internet should be managed in the future. This paper provides an overview of the most important events as well as an analysis of proposed initiatives for solving the above issues.

Key words: digital media management, Internet Governance, digital content surveillance.

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