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DIGITAL MEDIA TECHNOLOGIES
AND SOCIO-EDUCATIONAL CHANGES

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CREATIVITY IN THE INTERNET AREA

Web 2.0 development enables participation and interactivity of Internet users and content, which fundamentally changes the possibility of using the Internet. Users can modify, correct, combine, complement, comment and create new content now - they can participate on the Internet creatively. Digital participation is fundamentally active, opposite to passive consumption of digital content, and is a prerequisite for successful participation in the media participatory processes. The research presented in this paper was conducted on the population of members of Serbian educational and academic community in 2013. It is based on the idea of participatory culture: creative participation, and testing the difference of this phenomenon in relation to respondents' socio-demographic characteristics. The results indicate that males have more pronounced creative participation than females. There is no significant differences in the creative participation with regard to education among men, while on the female subsample, there was shown more creative participation of respondents directed in natural and mathematical sciences. However, the age and level of education of respondents do not effect on the definition of creative Internet participation. The results are indicative regarding the response of Serbian academic scene on socio-technological change and the penetration of new media in all spheres of human activity and life.

Key words: participation, creativity, internet, education and academic community, Serbia.

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TV COMMERCIALS – MEDIA DIRECTED AT CHILDREN

Every day children are exposed to new media and it is necessary to inform them about advantages and disadvantages that they bring. Computer communication, the Internet as a new media open up new possibilities, they upgrade daily and they attract more and more new generations by their side. New media have even changed their way of looking cartoons. First of all they have made them effectively available. This paper deals with the heavy exposure of children to commercials while watching cartoons, as well as before or after them. We are aware of the fact that cartoons are one of the favorite pastimes for children and that they spend more and more of their free time watching them. Apart from being exposed to violence and offensive language in cartoons, children are also exposed to a large number of commercials constantly offering them something or, to be more precise, selling them something. In order to confirm the premise that children are exposed to a large number of TV commercials, we have analyzed the commercials that were aired during one weekend in March 2014 on Nova TV as a part of a children's program Mini Nova. The analysis has shown that just in the course of one weekend children see 211 TV commercials, which are almost exclusively aimed at them. When we add up the numbers, we come to the conclusion that a child sees about 1000 commercials a month, on just one TV channel, which is almost 12 000 commercials a year. These are significant numbers and they most certainly affect the children. From desperately wanting a certain product, a toy, an item of clothing or a pair of shoes to having their lifestyles greatly influenced by what they see in those commercials.

Key words: new media, media education, media, children, cartoons, commercials.

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INTERNET - A REVOLUTION AT THE TURN OF THE CENTURY

In 2015 the internet is celebrating its 20th birthday since it started to spread globally in 1995 with the emergence of the WWW protocol. The very beginning of the development of this phenomenon was in the 1960s and it has been developing ever since, even nowadays when more than 3 billion people are using it worldwide. In the context of the world population that has a little over 7 billion people, 43% of the world's population is using the internet. Asia has the most internet users and Australia the least. Internet users use the network in various spheres of life: politics, economy, culture and many social activities that are nowadays almost unimaginable without the use of internet. Within the virtual internet space people with similar or same interests, affinities and worldviews organize different social movements and create digital identities. Does the online environment have a direct impact on the user's offline environment? Why is this medium so powerful and how come its influence is just unstoppable? It is impossible to reach clear conclusions because the internet is evolving so fast that scientists do not have the time to conduct empirical research and to follow all of the social phenomena that are a result of internet use. Therefore I will try to give answers to questions that I have asked based on previous studies, I will try to present the historical development of the internet, what changes it triggered and in which ways they have had an impact on the society.

Key words: internet, historical development, culture, society.

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REPRESENTATION OF WOMEN AT THE PUBLIC SERVICE PORTAL

This paper work is a review about stereotypical representation and marginalization of women at the public service Portal RTCG in order to appoint at creation and meaning of women role and image. The empirical material is forming the corpus information about woman and her roles in columns: Politics, Economy, Society, Open about NATO, Chronicle and Culture- during thirty days. This research included monitoring of information at public service Portal RTCG (started in 2014) about women and they most frequent roles. Monitoring lasted for thirty days. Results of the analysis, of the monitored information about women indicates that appearance of women compared to men is minor in columns: Politics, Economy, Society, Open about NATO, which are still considered as a part of serious press, while in columns Chronicles and Culture that picture is changing and shows equal appearance. Analysis of the most frequent women roles clearly shows which the most dominant narratives are still present at the presentation of women: women, mothers, victims, models and entertainers. Analysis has one specific narrative about women, and that is women that can't be so easily classified neither to stereotype nor in completely modern form of representing. These are women from civil sector and women that appear as mixture of rural and urban styles. I conclude that modern technologies are using stereotypes about women and in that way patriarchal cultural forms are increasing, despite the fact that the state has committed to a *Plan of action at the local level for achieving gender equality (2013-2017)* in which for *Media and Culture* is defined strategic goal: *To prevent gender stereotypes and to implement gender equality politics into media and culture*, in order to change current conditions.

Key words: gender stereotypes, critical analysis of the concept, Portal, marginalization of women.

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**SOCIAL AWARENESS IN DIGITAL ENVIRONMENT:
“STOP SPREADING YOUR LEGS, DON’T OCCUPY MY SPACE!”**

Digital Environment is currently an important tool for social awareness in variable issues. With the development of social networks, people are able to express their ideas efficiently on any topic. While a social issue is expressed online, it can take attention of any people around the world. “Stop Spreading Your Legs, Don’t Occupy My Space!” is a Turkish women campaign that Istanbul Feminist Collective has given a start. The collective aims to create awareness about the struggles of women in public transportation. The campaign still goes on through social networks by people sharing their thoughts and photographs about the issue. In this study, the selected photographs and news published on digital environment about the campaign will be discussed by descriptive analysis. In this context, it is aimed to take attention on social problems sharing and spreading on digital environment.

Key words: social awareness, digital environment, social campaign.

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THE EMERGENCE OF MASS SELF-COMMUNICATION UNDER THE INFLUENCE OF SOCIAL NETWORKS, ONLINE MEDIA PLATFORM

We see that the ability of computer networking, the emergence of open source software (which includes Internet protocol), as well as the rapid development of digital skills and replacement of transmission in networks, resulting in an explosive expansion of the Internet. Statistics of American theorists say that the number of internet users with 40 million (that's indicative number of users of the nineties) jumped to 1.4 billion in the first decade of the twenty-first century. Along with the expansion of the Internet, additional networking, was another revolution around the head- lights expansion of wireless communications. However, as a result, has emerged as the resultant of - mass self-communication. Time spent with the Internet is highly specific, with the Internet now lives and teaches, informs and entertains (Castells, 93,2014). Internet is increasingly used to access the mass media, as well as access to any other means of information (databases, music, magazines, books ...) The young people interviewed in the Center for the Digital Future at the University Translated in Southern California mass gave answers that they were completely alien to the concept of television viewing that someone else is established, considering that television viewing on your computer. The population under thirty years of mass reading the newspaper on the computer, and newspapers have become networked within, across the planet associated with Internet networks. By Castells, a combination of online news with interactive writing blogs and email, as well as the RSS links on the web, have led to a complete novelty in transformation component different form of communication - mass self-communication. On the occurrence of mass self-communication, its revolutionary aspects, horizontal networks of communication that are multimodal and include many types of documents, the phenomenon of social posted on the web-in, and the future of self-communication, will be discussed in this paper.

Key words: self-communication, social networks, online platforms, social spaces on the web, the transformation of the media

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OWNERSHIP TRANSFORMATION AND DIGITIZATION OF LOCAL MEDIA IN SERBIA – FACTS, FEARS AND EXPECTATIONS

This paper presents the results of the research on the attitudes of managers, editors and journalist currently employed in the Serbian local media about the on-going process of privatization of the media owned by the state, cities and municipalities, as well as their views about the possible forms of ownership transformation and about the achievement of public interest through the project activities. The aim of the research was to establish how media professionals perceive and evaluate new legislation and what kind of future they foresee for the survival of the local media in which they work. According to many estimates, this process will be very painful for them since it co-occurs with the implementation of digitalization of electronic media, a process which - due to high taxes - threatens to extinguish local broadcasters. The research was conducted through semi-structured interviews during November and December 2014. They included 45 media professionals (directors, editors and journalists) from 18 local media that, according to the Law on Public Information, need to be privatised by 1st July 2015.

Key words: privatization, digitalization, local media, local government, public interest, law.

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DIGITAL REALISM AND DIGITAL REALITY IN CONTEMPORARY SERBIAN NOVEL

The paper will relate to the perspectives of digital existence in contemporary Serbian writing in order to illustrate the radical changes in the concept of reality. A new surge of digital realism emerges along with the increase of awareness that the line between our digital selves and our real-world selves has become blurred and difficult to trace, while new technologies are required to go beyond what our human senses can encompass and deliver. The paper intends to examine the ways new digital technologies contribute to representations of reality in the novels by Maja Trifunović, Stanislav Vuk, Marko Braković, Aleksandar Ilić, to name but a few aspiring authors whose novels deal with social networks and digital existence. Stalking the loved ones on Facebook, starting relationships online, and pursuing one's morbid obsession with multiplicity of identity are but a few issues these novels deal with, capturing the voices at the margins, and making the characters transcend their real-life grounded identities. The novels show that the distinction between the virtual world and the real world narrows, turning analog realism into a quaint anachronism. Narratives range from intimate confession in letters and journals to chats, twits and statuses, introducing verbal and structural experimental practices which involve shifting points of view. The challenges that authors have had to face in their attempt to articulate their intimate and public histories are much older than computers, but digital technology offered the best existential and fictional frame for the mediation of their testimonies.

Key words: Serbian novel, digital realism, virtual reality, social networking, narrative, gender.

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**OB-UGRIC LANGUAGES ON WEB2.0 DOMAINS: A BOTTOM-UP EXPANSION OF
ONLINE LANGUAGE USE**

The aim of the paper is to present and to analyse the growing presence of the Khanty and Mansi languages (the Ob-Ugric languages) on Web2.0 domains. The presentation briefly introduces the situation of Mansi and Khanty linguistic vitality, as well as the importance and the necessity of online language use in the case of Siberian indigenous minorities. Mansi and Khanty are endangered Uralic languages, spoken in Western Siberia. Although the prestige of Ob-Ugric languages and cultures is rising, the number of speakers is still sharply decreasing. Ob-Ugric languages play a minor role in their Russian-dominated, multilingual environment, they are heavily affected by the loss of the traditional way of life, and urbanisation. The urban lifestyle, at the same time, offers new domains as well, such as online language use, which provides free and easily accessible media for creating new genres and a new language variety (an urban vernacular), organising a new type of speakers' community. The data used in the presentation were collected during fieldwork in the Khanty-Mansi Autonomous Okrug (five times between 2006 and 2013) and online observation (since 2008). The data concerning online use of Mansi have been collected with snowball sampling method on popular social networking sites (i.e. on Facebook and its Russian equivalent VK.com).

Key words: Ob-Ugric languages, Web2.0, Facebook, VK.com.

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PERSONALITY TRAITS AND FACEBOOK USE

Facebook is in some aspects different from other Social Networking Sites (SNS) as it demonstrates an offline-to-online trend; that is, the majority of Facebook friends are met offline and then added later (Ross et al., 2009). Within The Five Factor Model (McCrae, 1992) it has been found that Extroversion is positively related to Facebook usage and to be the most important predictor of Facebook usage for emerging adults (Corea et al., 2010). Although introverts had fewer online friends and were less likely to self-disclose online as compared to extroverts, introverts found Facebook, more appealing than traditional communication methods and spent more time using Facebook than extraverts did (Orr et al., 2009; Valkenburg & Peter, 2007). Recent study (Sala, Skues, & Grant, 2014) suggested that Agreeableness was the strongest predictor of number of logins for students. Openness was registered as a negative predictor of clicking Share at FB News Feed and Conscientiousness as a negative predictor of writing Comment at FB News Feed (Lee, Ann & Kim, 2014). Beyond Five factor models, personality trait Narcissism was shown to be related to Facebook use. Buffardi and Campbell (2008) proposed that Facebook provides excellent platform for narcissistic self-regulation. Additionally, it is found (Carpenter, 2012; Ong et al., 2011) that Narcissism was highly correlated with the frequency of profile picture. This paper represents State of the Art article focused on previous findings and current issues regarding personality in Facebook environment.

Key words: personality traits, Facebook, five factor model, narcissism.

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ANALYSIS OF MEDIA DISCOURSE OF THE ELECTION CAMPAIGN IN THE ONLINE AND PRINT EDITIONS OF "POLITIKA" AND "KURIR"

On 16th March 2014, in Serbia were held both early parliamentary elections and elections for local authorities in Belgrade. The primary aim of this paper is to provide qualitative and quantitative discourse analysis of online and print editions of newspaper *Politika* and *Kurir*, and also research how traditional media outlets adjusted the content to its online releases. This analysis have shown advantageous position of the parties gathered around Srpska napredna stranka and Socijalistička partija Srbije, since their members were present in public not only as participants of election campaign, but also as carriers of important state functions. Even though pre-election silence was not explicitly violated, in this period were observed affirmative articles about the work of government in resignation. Women were subjects in only six percent of analyzed corpus, which indicates that even ten years after the introduction of quotas for less represented gender in parliament there has not been substantial improvement of position of women in the political sphere.

Key words: discourse analysis, online political campaign, parliamentary elections, *Politika*, *Kurir*.

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CHALLENGES RELATED TO THE PROCESS OF DIGITIZATION OF RADIO

During our lifetime normally we are using really wide range of electronic devices – some of them are performing with radio waves some of them are not. Digitalization of life around us is a fact. The radio also. Actually why digital radio? And why challenges associated with the process of digitization? Many people are wondering if the radio stations just stay unchanged with the same radio program. What will change? In technical aspect of the transition from analogue to digital broadcasting isn't it?. Does my radio will use the same old frequency broadcast? What are the challenges in front of us for the future from now on? The biggest advantage of digital radio is that it gives the unique possibility of multichannel broadcasting radio programs. Most of the digital radio programs will result in a wide variety of radio market. This will increase the competition. An interesting question is standing in front of us: if the radio industry is ready for the new transition or not? The new digital broadcast technology is not compatible with older devices such us: desktop, in the car, direct access from mobile phones. The new smart phones using the Internet by allowing radio applications, but also supports analog terrestrial reception. So, all the problems comes with the digital broadcast. Following the challenges during the radio digitalization we truly want to find the general question here: Are the users ready of it or not. Does the car manufacturers are ready yet to implement into cars digital radio receivers and IP radio? These days the radio industry is focused to conquer new generation of youth distributing its content on all digital devices. This is toward the technological aspect of that process. The biggest challenge in fact is the program content, and competition from other applications for smart phones and social networking platforms.

Key words: broadcast, digital, radio, mobile, cell phones, smart phones, tablets, gadgets, car manufacturer, radio manufacturer, radio industry.

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**WHY DIGITAL MEDIA TECHNOLOGIES, AND NOT JUST DIGITAL MEDIA:
RETURN TO MATERIALITY**

Proliferation of digital media technologies has brought the question of importance of media structures back into theoretical debates. References to empowering capacity of computer technology or its imposition of limitations to user practices has revived McLuhan vs. Williams antagonism. In this paper we want to enrich this debate by bringing into discussion other approaches that aim to – fully or in part – explain the materiality of the media in communication practice. These include science and technology studies (social construction of technology), domestication studies, actor-network theory, software studies and new medium theory. In reviewing theoretical grounding and empirical results of these approaches the focus will be placed on digital media technologies and on line worlds.

Key words: media, technology, materiality, digital media.

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THE EFFECT OF SOCIAL MEDIA ON DESTINATION IMAGE FOR CITY OF NOVI SAD

The Internet spreads tourism information around the world fast and effective as an electronic word-of-mouth (eWOM). Tourism contents generated by tourists, travelers, travel bloggers, travel journalists and others who post, comment and share information on social media channels are probably the greatest source of brand value that form destination image. However, there is an evident lack of literature and empirical research into the role of social media content in shaping destination brands. By taking Novi Sad as a case study, this research explores the role of exchange information and ideas in a few chosen travel blogs on a destination image formation of the city of Novi Sad, Serbia. The qualitative data software NVivo7 is used for textual content analysis for online material to identify and understand the way Novi Sad has been perceived as a tourist destination. The findings highlight the major textual themes based on an excessive amount of information given by communication technologies making all online participants to act as co-creators of brands.

Key words: social media, word of mouth, destination branding, Novi Sad, travel blogs.

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POLITICAL JOURNALISM BETWEEN TRADITIONAL MEDIA AND ONLINE PLATFORMS: REVISITING THE CONCEPT OF “SACRED” AND “PRAGMATIC” JOURNALISTIC CULTURES

Twenty years ago Jay Blumler and Michael Gurevitch (1995) defined two dominant journalistic cultures in political news reporting: pragmatic and sacred. Both influence the production of news on the government, parliament and political actors in general. However, whereas the former treats political events as equal to other topics covered in the media (Semetko et al., 1991), the latter sets national politics to always being newsworthy “as if imbued with a degree of sacredness” (Blumler and Gurevitch, 1995: 50). More broadly, journalistic culture is defined as “a particular set of ideas and practices by which journalists legitimate their role in society and render their work meaningful” (Hanitzsch, 2007: 369). Institutional environments, media markets, existing regulatory frameworks and rapid technological changes are reported to heavily influence the manifestation of journalistic cultures. Taking into account these external and internal factors, this paper revisits the theoretical division between “pragmatic” and “sacred” journalistic culture in political news reporting and additionally explores dominant roles of professional journalism recognized in the post communist media systems of Southeast Europe (Hallin and Mancini, 2004; Hanitzsch, 2007; Hanitzsch and Mellado, 2011; McNair, 2009; Papathanassopoulos, 2007; Pfetsch and Voltmer, 2012; Stamper and Brants, 2011). Multilayered relations between politics on one side, and traditional and online media on the other, will be examined from the aspect of journalistic cultures that exist in polarized-pluralist media system and media systems in transition to democracy, regarding the types of media that might contribute to establishing new forms of journalistic cultures in political journalism.

Key words: journalistic culture, political reporting, traditional media, online media platforms, journalistic roles.

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**ANALYSIS OF VIDEO GAME INDUSTRY IN SERBIA:
TOWARDS NEW PROFESSIONAL TITLES AND QUALIFICATIONS**

The subject matter of the research is video game industry in Serbia, or more specifically, the analysis of companies, studios and teams engaged in video games production (Nordeus, Eipix, Madhead, Webelinx, TwoDesperados, Phoenixgs, Cofa Games, Brave Giant, Yellow Quince), along with the analysis of qualifications of persons working in the production. The research is based on an interdisciplinary approach in the sphere of humanities and social science disciplines: media studies, theory of art, education policy and pedagogy. The research results will indicate the development potential of this creative industry, which has, for the past several years, generated substantial profit on a global scale. In a broader sense, the subject matter of the research also refers to study programmes in this area, such as *Video Game Designer*, *Video Game Programmer* and *Video Game Developer*, which have been taught at foreign faculties and schools for twenty years, as well as to the selection of similar programmes at educational institutions in Serbia.

Previous results were presented, obtained on the basis of the following: a.) the comparative analysis of study programmes of some international universities and Serbia; b.) survey conducted among persons working in the industry; c.) interviews with representatives of the leading companies. The purpose of the research was to make arguments which would justify the introduction of new qualifications and professional titles before the National Council for Education, and consequently stimulate employment and creation of new jobs in the private sector of small and medium-sized enterprises dealing with software production. It is expected that the results will contribute to a better harmonisation of the labour market, education system, economy, their development and ability to adapt to modern global high technology trends.

Key words: video games, video game industry, qualification, professional titles, study programmes.

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**LITERACY IN DIGITAL AND MEDIA CONTEXT FROM THE DISCOURSE OF
CONTEMPORARY EDUCATION**

Rapid changes in modern science, engineering, technology, electronics, manufacturing and other activities of human labour at the beginning of the 21st century, require rapid, qualitative changes in the educational activity, in order to make teaching methodology more efficient, more intense, rational and innovative. Debates on media competence and media literacy have been going on now globally for a few decades. Many concepts have been developed in various disciplines. However, today we are facing new conceptual challenges for media education and media literacy discourse. The aim of this paper was to consider the relationship between education and media in contemporary society and explore the role of education in both the integration of media in the school curriculum and the digital literacy skills necessary for the 21st century. The philosophy and practice of modern pedagogy indicate that, in the process of education the learner is leaving his position of an object and moving to a position of a subject, thus changing, and educating oneself. Interpretations of media education, media literacy and digital competence in this complex, global and intercultural environment were discussed and differences in terminology for contemporary literacy were explored.

Key words: educational philosophy, digital media literacy, media competence, media education, media pedagogy

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THE INTERACTIVITY OF NEW MEDIA: READERS' COMMENTS ON THE ONLINE EDITIONS OF DAILY NEWSPAPERS AS A PLATFORM FOR PUBLIC DIALOGUE

Theories of media which had treated the audience as passive consumers of media content, with the advent of the Internet began to lose their importance. The main difference of the Internet compared to television, radio and the press is its decentralized structure and its interactivity. Understanding the masses as a monolithic collectivity, can no longer be acceptable, given that the passive observer of traditional media, is now replaced by the active individual, who has the opportunity to participate in creation of media messages. Interaction of media and audience is now raised to a higher level by introducing comments below news reports and the previously passive readers were given the ability to publicly distribute their messages. Comments, as indicators of the current social atmosphere, can often cause more reaction than news itself, and number of comments can clearly indicate which pieces of information have the greatest importance to the public. Qualitative and quantitative analysis of the content of comments in the online edition of “Politika”, “Blic” and “Kurir” showed that although potentially comments may be a place for public dialogue and debate, the public (i.e., readers) do not use this potential completely. Instead of a dialogue on a subject that is gathered commentators, they are moving on, on the other subjects because of the lack of arguments, often attacking the interlocutor instead of challenging his arguments. It could be concluded that virtual communities are not united in a common interest, they are only linked provisionally and chaotic, depending on the topic, motive or reason.

Key words: interactivity, online platforms, comments, public dialogue.

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**ONLINE PRIVACY PROTECTION AS SHOWN BY THE EXAMPLE OF FACEBOOK
SOCIAL NETWORKING SERVICE**

The paper describes the way in which we perceive and protect our privacy and analyses the possibilities of protecting ourselves in the digital world of communication. In order to protect our data, we need to know how to see through the messages we receive by media and be aware of those which we send into the online world. Special emphasis is placed on rules and definitions of privacy as shown by the example of Facebook social networking service. Technological innovations are analysed in the paper, as well as data gathering methods and foresight of future changes. Also, it deals with the difficulties of defining the parameters of what is positive and what is negative, what is public and what is private, in various cultures and environments which uphold different, sometimes completely opposite value systems. The idea behind the paper is for it to be a contribution to a better insight into the importance of building and developing of media literacy as a means of preventing unwanted intrusions and disclosures of personal profiles on social networks and users' other digital accounts. The main objective of the paper is to point out the importance of developing a digital media literacy which can help us in overcoming possible dangers during online communication on social networks, and also in protecting our personal data, profiles and accounts in the global virtual world.

Key words: social networks, Facebook, digital media literacy, privacy

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SOCIAL NETWORKS – SOURCE OF INFORMATION IN JOURNALISM

Social networks are becoming the significant source of information for the other classic media in modern journalism. Twitter and Facebook profiles of public figures and their notifications are not only under the watchful eye of the journalists, but also represent the source of news. This way of obtaining information is a manner of journalists' passivation and in a great number changes the methods of work in comparison to traditional journalism which includes fieldwork, searching new information and a "spoken word" with interlocutors. The subject of this work has become the popular trend of the usage of social networks which caused texts in both online and print media. The purpose of this work is to determine to what extent are notifications on Facebook used as a source of information in Serbian online and print media, as well as to determine whether journalists intervene by genre or just take over those notifications in the form in which public figures notify on social networks, which can be observed through the qualitative analysis of an example.

Key words: social networks, press, journalistic genres.

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THE INTELLECTUAL STRUCTURE OF MEDIA LITERACY FIELD

Media Literacy is a rich and interdisciplinary field which has roots in many different fields and scholarly perspectives such as sociology, psychology, education, political theory, communication, art, and aesthetics. There are some qualitative studies which reviews the media literacy literature to identify the structure and trends in the field. However, as far as we know there are no quantitative studies which have attempted to map the field. The aim of this study is to identify the intellectual structure of the field. In order to accomplish this aim, document co-citation analysis, a bibliometric method was used. Apart from the qualitative methods such as literature reviews, co-citation analysis attempts to reflect not the perception of a particular researcher, but the shared perceptions of all the researchers who work in that field. Therefore, it can be regarded as more objective than other methods which enables us to examine status and trends of the scientific fields. Co-citation analysis is commonly used in different scientific fields to interpret their intellectual structure and ecology. The first step for co-citation analysis is the identification of the source documents. In this study, source documents were obtained from the ISI Web of Knowledge database. To retrieve media literacy related papers, “media literacy” was identified as keyword and searched in topic section of web of knowledge search screen.

Key words: media literacy, co-citation analysis, mapping scientific fields.

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GROWING UP WITH COMPUTER

The modern age marked by mediatization of society in all spheres of life. The role of the media and the impact of technology can be clearly observed in all subsystems and thus also in the field of education. The child grows up with using today's computer first as a toy, and then as a tool for learning and acquiring knowledge and skills. The computer as a medium has become largely unavoidable in pre-school education for children and their media education. The aim of the research is to identify and analyze the use of computers in preschools. The starting hypothesis is that computers are significantly present in the preschool groups of kindergarten, as well as that teachers in their work use educational computer games in order help children to acquire new knowledge, improve problem solving, develop research skills and creativity in children at least twice a week. The results confirmed the initial hypothesis, but also pointed out that education, age and length of service of teachers contributes to a more positive attitude towards information technology and media in general in their work with children in kindergartens.

Key words: media, computer, children, education, digital literacy.

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BENEFITS AND DRAWBACKS OF STUDENT ONLINE COLLABORATION

This paper analyzes a case of the development of virtual collaboration among forty (N=40) fourth-year students at the Department of English Studies, Faculty of Philosophy in Novi Sad. In the winter semester of the academic 2013/14, as part of an assignment for the subject Varieties of English, these students wrote seminar papers in groups via the platform Zoho writer and kept a structured activity journal where they noted details related to problems they encountered, the frequency and length of stay on the platform, attitudes towards that kind of work etc. In addition, the students had the opportunity to chat through the Zoho platform while collaborating on the task, so these synchronous chatting sessions provided another source of data to supplement the information collected via the journals. Content analysis of both these sources reveals a general tendency of changes of the students' attitudes from technophobia to technophilia but it also indicates that the students are wondering how necessary virtual collaboration is.

Key words: virtual collaboration, students, Zoho writer, activity journal, content analysis.

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REVISITING THE GATEKEEPING THEORY: REVIVING THE MODEL IN THE INFORMATION SOCIETY

This paper follows the argument of Moris and Ogan (Morris & Ogan, 1996) that scholars should rethink, rather than abandon existing definitions, categories and theories in the field of journalism and media studies. Gatekeeping model is among the oldest mass communication theories and one of the most common ways of thinking about the role of journalism in the modern society. Statement that journalists are not the sole gatekeepers in the Information society is probably the most exploited line used to explain journalism transformation with the advent of Internet. Also, the simplicity of the basic model and its universal application make the compelling arguments for revisiting the gatekeeping theory in the contemporary communication practices. Therefore the aim of this paper is to examine the three most recent theory revisions: *Shifting circles* model – postulating that the hierarchy of influences on mass mediated messages does not apply to digital journalism; *Gatewatching or Gateopening* model proposing that today every competent citizen can join the process of overseeing the information gates in the online public sphere; *Content curation* model related to “information guides” in virtual communities performing selecting and re-publishing relevant content for others.

Key words: gatekeeping, gateopening, gatewatching, content curation.

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WHY DIGITAL AND MEDIA LITERACY IS A NECESSITY IN MONTENEGRO?

With the emergence and expand of the Internet, circulation of print media in Montenegro significantly decreased. In order to maintain and strengthen own position, a lot of media developed an online portal through which the citizens have possibility to be informed of the latest news throughout the day. However, the important question is whether this racing model for publishing the exclusive breaking news has led citizens to believe more in particular media, or on the contrary, citizens have moved away from that particular media because of the sensationalist and often unprofessional reporting? With the aim to get an impression of the credibility of particular media, the research based on qualitative analysis of the titles and the content of some news published on certain media portals, has shown that the media often deliberately use headings in order to suggest something misleading what the reader can not grasp once he/she has read the relevant news. Since this is a case with the news that have been mostly published only on web portals and were not conveyed in daily newspaper edition the following day, it is obvious that, if we want to better understand the media, we would need both, digital and media literacy, as never before. But the question is, who needs it more, citizens or journalists?

Key words: digital literacy, media, credibility, online journalism, Montenegro.

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INEQUALITIES 2.0: SOCIAL PRACTICES OF EXCLUSION IN THE DIGITAL ENVIRONMENT

In this paper we discuss how practices of digitization, social and technological architecture of digital environment determine the types of social inequalities and exclusion. Digitization as a process of transformation of data in discrete values or the process of transformation of data in digital electronic form, in this paper is not conceived primarily as a technological process but as the social process of transformation of resources with the mediation of technology. Practices of digitization include key economic, political, cultural and social activities and networks on the global scale. The exclusion from those practices and networks exemplifies the social exclusion. Terms like “digital divide”, “information capital” or “media literacy” are used among others in the contemporary debates to delineate different aspects of social exclusion. (Re)production of social inequalities and exclusion are in good part a consequence of (in)accessibility to new information and communication technologies. We particularly emphasize the problem of (in)accessibility as the sociological problem, but also the problem of (in)visibility or the lack of representation of social actors in the digital environment. We conclude by distinguishing the important sociological aspects of social exclusion in the digital environment that should not be neglected in the analyses of contemporary media ecology and global geography of power.

Key words: digitization, digital divide, digital environment, information capital, social exclusion, power.

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**THE IMPORTANCE OF INFORMATION, MEDIA AND TECHNOLOGY
COMPETENCES FOR A SCHOOL PEDAGOGUE**

Digital media and information technology permeate almost every aspect of daily lives of 21st century people. Development of technology tools and variety of their use and functions, require of every person to gain certain set of skills related to information, media and technology. Educational institutions and educators have to acknowledge these trends, to evolve constantly and to be able to provide adequate conditions for development of these set of skills. This article discusses one segment of key competences important for the profession of pedagogue related to new digital media and technology. Determination of key competences was based on the framework for 21st century teaching and learning (Partnership for 21st Century Skills). This framework distinguishes three major groups of skills revolving around new digital media: information literacy, media literacy and Information and communication technology (ICT) literacy. Skills that an individual has to develop, and that are a part of these groups, include the ability to properly access, evaluate, use and manage information; to analyze and create media products, while understanding all the ethical, multicultural, functional and technological background of them; to apply technology effectively in their professional and daily activities. Pedagogue, as an expert in education, has to nourish and develop these competences in order to adapt to changing conditions of modern world, as well as to be able to prepare future generations for these changing conditions. Only competent pedagogues and other educational staff can contribute to high quality education, which will than lead to well-prepared citizens of tomorrow.

Key words: media competence, information competence, media, pedagogue.

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ROMA MINORITY ON THE ROMANIAN MEDIA PORTALS

The aim of this paper is to research the way that the Romanian media portals inform about Roma minority. The main corpus consists of articles published on the portal *ziare.com* within three months, from January 1st 2015 to March 31st 2015. Established in 1996 as one of the first Internet websites to provide substantive Romanian-related information, *ziare.com* has provided audiences around the globe with accurate information, innovative services and quality products that enable Romanian communities keep close ties with their loved ones. Currently it boasts over 20.000 visitors daily, offering its users links to complete listings of Romanian newspapers, literature and magazine publications, products and services to Romanian communities around the world. Bearing all that in mind, it is the intention of the author to analyse texts about the proposed issue according to the Codex that refers to text length, journalistic genre, authorship, cause of reporting, visual presentation, location, topic, subject, object, value context and text title.

Key words: Romanian media portals, *ziare.com*, Roma minority.

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**SHORT RISING ACCENT IN THE SPEECH OF JOURNALISM STUDENTS
ORIGINATING FROM NON-4-ACCENT AREAS**

According to dialect descriptions in the Kosovo-Resava dialect and in the Prizren-Timok dialect area, the occurrence of short rising accent was not registered. Pitch movement in the structure of a short accented and the following syllable in the K-R dialect as well as in the structure of the stressed and following syllable in the P-T dialect area is phonologically irrelevant and it was described differently in the few studies published so far. However, the occurrence of a short rising accent was detected in the speech of journalism students from Novi Sad originating from these areas far more often than in the standard language. Despite their great desire to acquire the rules of standard language, these students find it difficult to master the accentual system and in this segment, their speech resembles the dialect from which they originate. Digital material, which represents recordings of the students made in a professional studio, in controlled conditions, is of better quality than the field recordings which are usually used in dialect research. Therefore, digital material is priceless for the precise phonetic and acoustic measurement. Our aim was to determine the exact distribution of short rising accent in speech of these students but also to describe its phonetic realisations. In the analysed material we observed the values for f_0 , intensity and duration. The obtained data were compared to the data resulted from the analysis of accents in other Štokavian speeches. This research proved that the observed students pronounce the short rising accent that clearly differs from the short falling accent in terms of its phonetic features.

Key words: short rising accent, digital material, fundamental frequency, intensity, duration.

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**MATURATION IN THE DIGITAL ENVIRONMENT – TEENAGERS AS DIGITAL NATIVES
OR DIGITAL NAIVES?**

The need for acceptance by peers represents a rule – a social norm. By socializing, individual becomes a full member of a particular community. Teenagers, as a very sensitive social group, form a community of those who feel the need to belong to someone, but at the same time they want to participate in peer groups which have clear boundaries (code of conduct), separate from the primary cell – family. The development of social media forms groups with foundations built in the online environment, i.e. the communities of those who communicate via social networks and new media. Social networks have become battlegrounds on which to perform initiation – the involvement of teenagers in a group of like-minded. Identity, as *differentia specifica* of each person, is being redefined by social networking. The question is: Is there an online identity as an isolated entity or does it exist in parallel with the offline identity. In this paper, we try to answer this question, but also to learn what it is that teenagers consider essential for the construction of identity and how they understand the concept of privacy (in the digital environment). Our intention is that the analysis of the answers to these questions forms an introduction to consideration of the need for digital-media literacy of teenagers, in order to “vaccinate” against numerous “viruses” that are attacking teenage-identity.

Key words: networked teens, digital natives/digital naives, socialization, impression management, digital and media literacy.

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THE IMPLICATIONS OF DIGITALIZATION AND MEDIA PRIVATIZATION IN VOJVODINA

The Law on Public Information and Media of the Republic of Serbia states in Article 13 that the Republic of Serbia, the autonomous province or local government units provide part of the funds by co-financing or other conditions for the functioning of media which publish information in the languages of national minorities, through the authority responsible for public information in order to facilitate the exercising of rights of national minorities to information in their own language and cultivate their own culture and identity. On the territory of the Autonomous Province of Vojvodina, the public media institution "Radio Television of Vojvodina" with headquarters in Novi Sad is the only one which publishes information in ten languages (including Serbian and English) or in eight languages of national minorities which makes it a unique media broadcaster in the country. On the other hand, in recent decades, local public service media broadcasters have reported the latest news in the languages of national minorities in certain areas of Vojvodina. The same Law in Article 142 regulates the privatization of media broadcasters that are entirely or partly owned by local governments, with the deadline until July 1st 2015, or for those that will not be sold, the process of the sale of the capital is suspended and the capital of the publisher is privatized by the transfer of shares to employees free of charge. In the case of Kikinda, the municipality of Vojvodina, the author of this article examines the legal obligations to implement two independent but simultaneous processes of privatization and digitalization of the media thus pointing out the dangers of termination of media broadcasters, and often the source of information in the languages of national minorities.

Key words: digitalization, public media broadcasters, media laws, national minorities, privatization, privatization.

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**THE VIEWS OF PRE-SERVICE TEACHERS ABOUT THE EFFECTS OF ICT ON
EDUCATION AND THEIR INTENTIONS OF USING ICT**

Many researchers have emphasized that it is not realistic to expect pre-service teachers to use the theoretical knowledge in their professional lives after being trained on them. According to these researchers, the practical knowledge that the pre-service teachers have comes from their prior learning environments and the culture of their occupational area rather than the theoretical knowledge gained in teacher training settings. In the light of these, it could be said that skills and knowledge provided on ICT in their training processes are as important as the place of ICT in their prior learning experiences and their beliefs about the contributions of ICT to the education. With this purpose in mind, this study aims to examine the pre-service teachers' intentions of using ICT in education and their beliefs about the effects of ICT on education. Pre-service teachers attending the Faculty of Education in Pamukkale University were chosen as the participants. A likert-scale survey including questions about participants' demographic information, their intentions of using ICT and their self-efficacy related to ICT was used for data collection. Statistical methods were used to analyze the data collected.

Key words: ICT integration, the views about the effects of ICT, intentions of using ICT.

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**CONTENT ANALYSIS OF THE FACEBOOK PROFILES OF PUBLIC
BROADCASTERS OF REPUBLIC OF SRPSKA AND SERBIA**

The aim of this paper is to research the media contents that have been presented on the Facebook accounts of public broadcasters of Republic of Srpska and Serbia. The intent is to, utilizing the quantitative- qualitative method of content analysis, acquire data of the topics which were shared on these profiles. Then, using the comparative method, and following the factor scale of Galtung and Ruge, the intent is to determine which topics overlap, that is, which contents were presented on both public broadcasters' profiles. A part of this essay focuses on the way the analyzed public broadcasters use this social network.

This essay is part of a broader research which focuses on analysis of the central informative programmes of RTRS and RTS.

Key words: social media, Facebook profile, content analysis, public broadcasters, RTRS, RTS, new media, sharing.

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QUICK RESPONSE CODE AND ITS APPLICATION IN DIGITAL MEDIA

The aim of this paper is to propose a new way of using the quick response (QR) code as an efficient interface between the digital media, primarily TV producers and their consumers. In everyday live TV program, a large number of various conditions occur in which TV consumers are suggested to memorize various kind of information or perform certain activities. Examples include trailers for various program contents or events, advertisements of all kinds, TV and online shopping, voting, as well as many other examples which are even unforeseen at this moment. In order to fulfill the suggested activities, consumers must perform several steps which are sometimes boring: write down the information and retain it for future use, visit some Internet pages, dial various numbers, etc. We have developed a sequence of activities which will significantly simplify the described procedure, based on QR code as an interface between the content providers and consumers. The only limitation is that consumers must be familiar with using the mobile platforms (phones, tablets,...) and simple applications for QR code reading and performing the proposed activities. The content providers must create an image of the QR code that contains the coded information, display the QR code on the screen and provide enough time for the consumer to read the code image. The application will further lead the consumer towards the desired activity.

Key words: QR code, media interface, communication with consumers.

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PRIVATIZATION OF MINORITY MEDIA - OPPORTUNITY OR THREAT?

This year, 2015, is crucial for national minority media, primarily in Vojvodina. According to the new media law, the process of ownership transformation of all media in Serbia, including these, must be completed by 1st July. De-etatization of the media sphere provides a new opportunity for the media to become more independent of political and economic power centers. It is also a chance for them to gain greater integrity and offer citizens a new perspective to the programs that will answer their complex communication needs in a post-transitional society burdened with all aspects of the crisis. At the same time the privatization process is a threat that minority media will slowly extinguish in the first five years in which, by law, they must keep the previous program structure. Special threat for multilingual media is that there will be little interest for them and will therefore without new owners, they will be closed immediately after July 1, 2015. According to available information, journalists of these media are, in conditions of poor and underdeveloped media market in Serbia, not willing to use the possibility of acquisition of equity shares and independently continue to manage the media they work in. Thus, members of national minorities remain without basic information in their mother tongue in their local community. However, a chance for survival of these media still exists because Serbia is going digital this year and that can be considered as a new possibility for national minority media. Methods and techniques in the work are descriptive, critical, analytical and the in-depth interview.

Key words: privatization, media, minorities, integrity, extinguishment, digitalization.

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**"RUTENPRES" – FIRST LOCAL NEWS AGENCY IN RUTENIAN LANGUAGE AND
LANGUAGES OF NATIONAL MINORITIES IN VOJVODINA**

In this research, the author analyzes the production, development, structure and standard local information news agency "Rutenpres". "Rutenpres" is the first online news information agency in the Ruthenian language and also in the languages of national minorities in Vojvodina, which almost for a decade working incorporated in Newspaper publishing institution "Ruske slovo" in Novi Sad.

Key words: Minority media, online (Internet) media, local news agency, "Rutenpres", Vojvodina

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PRIVATIZATION OF THE MINORITY LANGUAGE MEDIA

In Serbia, privatization of the media founded by local government, or state, must be completed by June 2015. The problem of privatization of primarily multilingual local radio stations whose owner and founder is local government, mostly located in region of Vojvodina, as well as much less those of monolingual program broadcasting in one of the languages of national minorities, is that it can be assumed that for this media there will not be a lot of interested buyers. This media is not commercially sustainable, the audience is limited by language, so it is not of interest to advertisers, and the project financing is unstable and unreliable. According to the law on jurisdiction of the National Councils of National Minorities, these councils have the right to establish media outlets and have them owned, although they are state budget users. Many open issues stand, especially in the context of exercising the freedom rights of national minorities, but also the basic principle that the state can not be the owner of the media, if the goal is independent information system. The basic question is whether the privatization of media in minority languages is successful in the context of exercising the right of national minorities to information in their own preferred language at the local, regional and national level. Research is focused on some more specific issues as are the privatization of minority media in the context of the political elite and minority national councils, privatization in the context of impoverished media landscape in Serbia, and substantiation of media independence in relation to political local power centers. Market behavior of local economic subjects will be compared with the experiences in the first round of privatization which was stopped because it has been shown in practice that, as a consequence of privatization, first canceled or shortened were actually programs in minority languages. One of the specific objectives of the research is the digitization of minority media and their future in the new digital context. The research will show whether minority media perceive the opportunity to take advantage of digitization and improve the quality and availability of programs, as they are one of the main potential ways of sustaining minority languages media in free market conditions.

Key words: minority language media, privatization, digitalization.

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ETHICAL ISSUES OF NATIVE MARKETING IN NEW DIGITAL MEDIA

Emergence of new digital media as a primary tool of social interaction in the modern world, as well as a revolution in information-communication technology, arguably had irreversible consequences on all aspects of life. Using Web 2.0 tools, individuals are connected in multiple massive world wide networks, through which they interact, communicate and share information, and yes, commerce. Since marketing always followed the consumer, contemporary marketing theory and practice is also very engaged in the world of new digital media. Viral and social media marketing became very powerful weapons in gaining advantage with the modern consumers. Marketer is now involved in a more direct, immediate, and interactive relationship with its public, a relationship that is unlike any other that precedes it. That is why it is very important to have an extensive understanding of different marketing strategies in the Web 2.0 environment, as well as be innovative and engaging, in order for marketing activities to be the most efficient. One of the new media marketing tactics that is currently very popular is *native marketing*, strategy that employs Web 2.0 tools in a very controversial manner, in order to communicate its message. This paper examines what exactly this term denotes, its function in the broader field of social media marketing, as well as ethical implications of this form of marketing communication through new digital media.

Key words: native marketing, business ethics, social media marketing, Web 2.0, ICT.

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**THE AMBIVALENT ROLE OF DIGITAL MEDIA TECHNOLOGIES IN THE
SHAPING OF PUBLIC SPHERE**

Rapid expansion of digital media technologies in course of last decades has generated a bursts of optimism regarding the feedback relation of technological and social progress (maybe the most visible on the example of (over)emphasizing influences of social networks on "arab spring"), which, to the present day, continues to determine the tone of public discourse in developed capitalist countries. As a reaction on ideological triumphalism with which described viewpoint of technological optimism was popularised after the fall of the Berlin Wall, increasing number of it`s critics (from both ends of the ideological spectrum) started to look on a development of digital media technologies as a certain threat to the humanistic imperatives of society. The goal of this article is to explore the possibility of a compromise between these opposed positions, which is based on a search for an emancipatory potential of the media in the domain of everyday experience, rather than in the domain of an abstract ideological projections.

Key words: media, technology, public, ideology, emancipation.

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**PUBLIC MEDIA SERVICE IN BOSNIA AND HERZEGOVINA: BETWEEN
DIGITIZATION AND POLITICIZATION**

The deadline for the transition to digital broadcasting is by 17 June 2015. It is unlikely that BiH will meet this deadline. Despite numerous meetings in which is stated that the digitalization process is important, conditions for its realization have not yet been acquired. This will bring into question not only international obligations but can produce "television darkness" in a society that is almost 20 years in the socio-political darkness. "We need to accelerate this process" is the sentence that everyone in this country pronounce for several years. The slowness of the process is trying to justified with the view that "digitization in BiH is a political issue."

Key words: public media services, digitization, politicization.

MEDIA, RELIGION AND TRANSITIONAL JUSTICE

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70 GODINA KASNIJE – FILM „KAD SVANE DAN“ I KNJIGA „KUĆA SEĆANJA I ZABORAVA“ – ILI POTRAGA ZA SOPSTVENIM IDENTITETOM

Iako je od završetka Drugog svetskog rata proteklo sedam decenija, tematizovanje Holokausta ne jenjava. Snimljeno je na desetine filmova i napisano ništa manje knjiga. Ipak, u srpskoj filmografiji izdvaja se film „Kad svane dan“ (za koji su scenario napisali Filip David i Goran Paskaljević) – srpski kandidat za Oskara za najbolji film van engleskog govornog područja za 2012. godinu, a u književnosti, pored romana Aleksandra Tišme, Danila Kiša i Davida Albaharija, roman „Kuća sećanja i zaborava“ Filipa Davida –za koji je autor dobio NIN-ovu nagradu za 2014. godinu. Junaci i u jednom i u drugom umetničkom ostvarenju su deca spasena od Holokausta – oni tragaju za sopstvenim identitetom, za pravim početkom svoje priče i odbijaju mogućnost zaborava, jer zaborav predstavlja nepomirenje sa životom, odbijanje sopstvenog, suštastvenog. I kao što muzika i u filmu i u knjizi predstavlja sponu sa minulim vremenima, sećanje koje nije smelo da se izgubi, danas može da predstavlja sponu sa drugim (narodima, kulturama, religijama).I film i knjiga nose poruku da je društvu u Srbiji, i posle sedamdeset godina, strana tema zločina nad Jevrejima, Romima (koji i danas bivaju prognani) i drugim narodima, o čemu možda najjasnije govori scena s početka filma kada glavni junak Miša Brankov, profesor u penziji, po otkopavanju stare kutije sa pismom, fotografijom i notama svoga pravog oca, prvi put saznaje za ratne strahote i odlazi na mesto gde se za vreme Drugog svetskog rata nalazio Logor Sajmište. Treba se zagledati u prošlost, razbiti predrasude i probuditi uspavanu savest.

Ključne reči: Drugi svetski rat, Holokaust, Srbi, Jevreji, Romi, identitet, sećanje, zaborav, život, smrt, muzika.

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**DIGITALNI MEDIJI KAO MISIOLOŠKE PLATFORME MALIH VERSKIH
ZAJEDNICA U SRBIJI: HRIŠĆANSKI INTERNET RADIO „HRAST”**

Digitalno doba, koje je iz korena promenilo svet u kome živimo, neminovno se odrazilo i na naše sagledavanje prisutnosti verskog u javnoj sferi. Ekspanzija verskih sajtova, razmena verskih informacija na socijalnim mrežama, dostupnost elektronskih knjiga, periodike, video – propovedi i sl, promenila je, ne samo poimanje religijskog kao socijalnog fenomena, već je i sadržinski i pedagoški, unela novine u oblasti kao što su misiologija, odnosno pastoralna teologija. Na srpskom jeziku, iako u ograničenom broju, možemo naći informacije o malim verskim zajednicama, pogotovu evanđeosko – protestantskog tipa, koje sve više koriste internet, ne samo kao medij prezentacije, već i kao misiološki alat za prikupljanje istomišljenika i budućih članova.

Ključne reči: Male verske zajednice, digitalni mediji, misijska delatnost.

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HIJACKED DESIRE: RELIGIOUS AND SEXUAL NATIONALISM IN THE POST-YUGOSLAV SPACE

One of the prominent and fiercely contested issues in the post-conflict societies of the former Yugoslavia regards the position of religion, nationalism, and (homo)sexuality. Whereas several Western societies consider the acceptance of sexual diversity the litmus test of tolerance and essential to human rights, other societies see homosexuality as a threat to their national and cultural identity. The post-Yugoslav space is in this respect an interesting area for research. It has a shared post-communist and post-conflict history and very different religio-political configurations. Although at different stages of the process, all countries of the former Yugoslavia strive to become part of the EU (or already joined the EU), but struggle with the fact that they then have to apply equality for sexual minorities. In these struggles, religion plays a dominant role in strengthening particular national identities as appears for example in the problems around gay pride parades. The paper aims to understand the cultural discourses at work and investigate the strategic and ideological assumptions, interests, and effects of present-day constructions of (homo)sexuality and religion in public arenas. The theoretical frameworks of religious and sexual nationalisms allow a critical and systematic investigation of the oppositional pairing of religion and homosexuality related to different national and religious contexts. It will also provide insights into some of the religious and nationalistic rationales informing the politics of sexuality, which are certainly relevant beyond the Post-Yugoslav space.

Key words: homonationalism, sexual nationalism, homosexuality, religion.

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**(NEO)NACIONALIZAM KAO SAVREMENI IDEOLOŠKI DISKURS PAR
EXCELLENCE: KSENOFOBIJA I ANTIIMIGRACIONIZAM**

Svedoci smo da tokom poslednje decenije dolazi do primetnog rasta praktično svih oblika ekstremizama: od verskog, preko političko-ideološkog, do etno-nacionalnog, a čije su negativne posledice teško sagledive. Neonacionalizam i njegovi osnovni socijalno-politički agregati kao što su ksenofobija i antiimigracionizam prete da ozbiljno naruše raspored političkih snaga, ali i dovedu u pitanje najvažnije institucije Evropske unije. Prikazujući istorijsku i teorijsku perspektivu nacionalizma, želeli smo da ukažemo na činjenicu da priroda (neo)nacionalizma, ma koliko se, ponekad, udaljavala od svojih ideoloških korena, ostaje radikalo udaljena od „Drugog”, što predstavlja opasnost za svet u kome je multikulturalnost jedna od osnovnih vrednosti.

Ključne reči: ksenofobija, antiimigracionizam, neonacionalizam.

UDK 342.2:340.13.047

UDK 791.633-051:929 Polanski R.(049.32)

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**TEORIJA TRANZICIONE PRAVDE JONA ELSTERA I PROBLEMATIZACIJA
ODNOSA VINOVNICA I ŽRTVE U
FILMU „DEATH AND THE MAIDEN“ ROMANA POLANSKOG**

Cilj rada je predstavljanje glavnih elemenata tranzicione pravde na osnovu teorije norveškog teoretičara Jona Elstera i problematizacija njihovih odnosa u filmu „Death and the Maiden“ (1994) režisera poljskog porekla Romana Polanskog. Metod koji koristimo je analiza filma na osnovu prethodno utvrđenih elemenata tranzicione pravde. Po Elsteru, „tranziciona pravda sastoji se od procesa suđenja, čistki i reparacija koji se odvijaju nakon tranzicije od jednog političkog režima ka drugom“. Elster ustanovljava glavne elemente tranzicione pravde u vidu njene strukture, vinovnika, žrtava, ograničenja, emocije i politike. Razmatrajući probleme tranzicione pravde, Elster na prvom mestu postavlja pitanje kako nakon pada autokratskog režima dovesti do situacije u kojoj će režim odgovarati za zlo počinjeno u prošlosti i kako zaustaviti njegov uticaj u budućnosti. Drugo pitanje jeste kako izgraditi novi i bolji režim. Treće, kako postupati sa žrtvama režima. Ova pitanja okrenuta prošlosti su zapravo pitanja o tome kako društva odgovaraju na zlodela i patnju. Ista pitanja postavlja i film „Death and the Maiden“, ali iz mnogo ličnijeg, oštrijeg, pesimističnijeg i, čini se, realnijeg ugla. Glavni akteri filma u vidu žrtve, počinitelja i pravnik nalaze se u međusobnom odnosu koji u vidu parabole ukazuje na slabosti procesa tranzicione pravde.

Ključne reči: tranziciona pravda, vinovnik, žrtva, film.

UDK 316.774:32.019.51(497.11)"200/..."

UDK 930:316.75(497.11)"1941"

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**ISTORIJSKI REVIZIONIZAM ILI PREVLAĐAVANJE AUTORITATIVNE
PROŠLOSTI? MEDIJI I SLUŽBENA POLITIKA SEĆANJA NA DRUGI SVETSKI RAT
U SRBIJI**

Rad analizira medijske debate vezane za službenu politiku sećanja na Drugi svetski rat u Srbiji od 2000. godine. U fokusu analize su javna reagovanja na odluke iz oblasti istorijske politike, gde su kao studije slučaja uzeti Zakon o rehabilitaciji iz 2006. i 2011. godine i sudski proces rehabilitacije Dragoljuba Mihailovića koji je počeo 2010. godine na Višem sudu u Beogradu. Kriterijum za izbor ovih studija slučaja kao predmeta istraživanja je postojanje velike medijske pažnje i suprostavljenih reagovanja u javnom diskursu. Centralni predmeti analize su debate u medijima i diskursi koji dolaze od strane opozicije službenoj istorijskoj politici. Opozicija je za svrhe ovog rada definisana kao interna i eksterna, gde interna obuhvata civilno društvo i debate među istoričarima, dok u eksternu spadaju zvaničnici zemalja u regionu, iz Bosne i Hercegovine, Hrvatske i Crne Gore. Rad se bavi argumentima opozicije i odgovorima na njih. Mediji predstavljaju važan aspekt u analizi istorijske politike ne samo kao prostori javnih debata, već i kao važni akteri. Zbog toga je jedan aspekt istraživanja posvećen pozicioniranju medija u diskusijama o Drugom svetskom ratu, koje se može pratiti kroz analizu diskursa, tačnije kroz analizu izveštavanja, naslova i novinarskog teksta koji prati izjave zvaničnika i istoričara.

Ključne reči: istorijska politika, politika sećanja, Drugi svetski rat, medijski diskurs, tranzicija, civilno društvo.

UDK 316.774:305-055.3(497.11)

UDK 316.774:[271.222(497.11):305-055.3

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**CARU BOŽIJE: JAVNI ISTUPI SRPSKE PRAVOSLAVNE CRKVE U VEZI SA
PARADOM PONOSA I PITANJEM ABORTUSA U TOKU 2014. GODINE**

Ovo izlaganje će pokušati da pruži analizu diskursa jednog broja direktnih i indirektnih javnih istupa Srpske Pravoslavne Crkve u toku 2014. godine u vezi sa dva kompleksna pitanja, Paradom ponosa i pitanjem abortusa. Od posebnog interesovanja su načini na koji se ove dve teme neretko povezuju (insistiranje na rodnim ulogama koje doprinose maksimalnom natalitetu, te etnofiletizam) i načini na kojima se njima bavi (brisanje granice između sakralnog i sekularnog). Zbog svetla koje može da baci na ovu temu, detaljnije će biti analizirana simbolika litija koje su organizovane 7. aprila i 28. septembra 2014. godine.

Ključne reči: SPC, rod, seksualnost, sakralno/sekularno, litije, etnofiletizam.

UDK 316.774:[271.222(497.11): 340.13.047

UDK 316.774:[272(497): 340.13.047

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WARTIME RELIGIOUS MEDIA AND TRANSITIONAL JUSTICE IN POST-YUGOSLAV CONTEXT

In the beginning of 90's, Yugoslav people were enthusiastic to embrace democracy and leave their communist past behind, but such enthusiasm will soon collapse under the heavy burden of historical antagonism and divisions between ethnicities and religions, lurking over decades under communist ideological framework. The conflicts in the former Yugoslavia were essentially of a political nature, yet they had strong religious subtext where religions played significant role in the creation of ethnic divisions and manipulating with memory, in the sense of raising religious and national awareness, ethno-religious identities and therefore served as conflict catalyst. During the war, official mass media in the Balkans were often the main source of propaganda and religious media was not immune to such abuse either. In wartime period, main religious press media of dominant Balkan Christian confessions, such as Serbian Orthodox "Pravoslavlje", "Crkveni glasnik", or Roman-Catholic "Glas Koncila" had published articles or appeals with strong exclusivist and nationalistic rhetoric backing up the official state war or separatist's agendas. Such selective narrative towards the conflict is present even today, especially in the monthly of Roman Catholic Church - "Glas Koncila", the stronghold of religious nationalism and historical revisionism. Antagonism between the dominant religions in the Balkans is not rooted in dogmatic or theological differences, but rather in the religious imagination of the political, politicized religion and theological articulation of trans-generational remembrance, consequently being transformed into public narrative and social memory, sometimes deeply antagonized by religious or political factors. Therefore, dominant religions, instead of being the institutions of collective memory (Metz) are playing the role of medium, or even "guardians" (Hofmann, 2004) of (collective) trans-generational remembrance, lately refereed also as "postmemory" (Hirsch, 2013). Such narrative or role-playing, after being politically manipulated into "friend-foe" matrix has strong conflict capacity by forming "postbelievers" which view the "other" through specific post-conflict construction of remembrance which are sustaining ethnic tensions, religious extremism and intolerance. Aforementioned deviant intertwining of sacred and political is still standing as mayor obstacle towards reconciliation and support to pivotal regional peace initiatives such as RECOM. In that respect we could define the Balkan states as highly differentiated de iure, yet in a lower degree de facto "integrationist", where political religions are present. Discourse analysis will be used as the primary research method, while presented context will include wartime editions of "Pravoslavlje", "Crkveni glasnik" and "Glas Koncila".

Key words: religion, transitional justice, media, Ex-Yugoslavia, memory, nationalism.

UDK 316.74:2(497.1)

UDK 791.633-051:929 Jović I.(049.32)

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RELIGIJA I POMIRENJE U FILMU „ISCELJENJE“ IVANA JOVIĆA

U srpskoj kinematografiji su sasvim retki filmovi koji na relevantan način tretiraju religijske probleme, a naročito u vezi sa pitanjima rata, posleratne i tranzicione stvarnosti jugoistočne Evrope. Izuzetak vredan pažnje predstavlja niskobudžetni film „Iscljenje“ reditelja Ivana Jovića (2015), koji pored relevantnog predstavljanja etike i asketske prakse pravoslavnog hrišćanstva, svoj tematski, sižejni i idejni fokus bazira na pitanju mogućnosti međunacionalnog i međureligijskog pomirenja u posleratnim uslovima. U radu se ispituju poetičke, produkcione i idejne osobenosti ovog filma relevantne za predmet istraživanja.

Ključne reči: religija, hrišćanstvo, film, pomirenje, praštanje, pokajanje, rat.

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KOMUNIKACIJA, KONTROLA I MOĆ: ANALIZA JAVNIH PORUKA RELIGIJSKIH LIDERA UNUTAR PRIMARNOG I SEKUNDARNOG DISKURSA, SLUČAJ BIH

U ovom istraživačkom radu nameravam da doprinesem akademskoj raspravi o ulozi javnog komuniciranja i javnog (medijskog) jezika u definisanju i re-definisanju simboličkih granica, i to na primeru podeljenog društva kakvo je bosanskohercegovačko. Koristeći se konstruktivističkim argumentom, rad naglašava aktivnu ulogu jezika koji se koristi u medijima zarad kreiranja i interpretacije naše stvarnosti. Uzimajući poziciju i odnose moći u obzir, te stalno nadmetanje i težnju za moći, ovaj papir tvrdi kako moć poseduju oni koji su u poziciji da putem medija kreiraju značenja, kontrolišu informacije, i simbolički predstavljaju sebe/svoju grupu kao moćnu, legitimnu i pravednu. Koristeći se argumentacijom i konceptima koje su razvili Fuko, Vološinov, i Ferklou, ovaj papir tvrdi kako demonstracija moći može da se meri kroz hegemonovu sposobnost da dominira nad primarnim (originalnim) diskursom i da prioritet sekundarnom (izveštavajućem) diskursu. Primarni diskurs u kontekstu ovoga rada predstavljaju izvorni govori religijskih lidera u BiH, Mustafe Cerića, Vasilija Kačavende i Vinka Puljića, dok sekundarni diskurs predstavlja način na koji su mediji o tome izvestili. Istraživački izazov predstavlja i podeljenost medija u BiH duž etničkih, političkih, pa i religijskih linija. Sekundarni diskurs, koje je prisutan u tim medijima, simbolički je re-definisan u skladu sa idejama, vrednostima, pozicijom ideologijom, i specifičnim ciljevima koje imaju njegovi kontrolori, vlasnici ili urednici. Ova se kontrola uglavnom demonstrira kada se prenose izjave 'svojih' lidera, odnosno kada se izveštava o 'drugima', i dolazi do izražaja u podeljenim društvima, gde su ne samo konfesionalne, i etničke, grupe podeljene, već su podeljeni i mediji, odnosno njihove publike.

Ključne reči: religijski lideri, javni govori, mediji, podeljeno društvo, simboličke podele, medijski jezik, primarni i sekundarni diskurs.

UDK 930.85(497.1)"1904/1940"

UDK 323.1:94(=163.41)"1904/1940"

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USHIĆENI JUGOSLOVENSKI IDEALIZAM I HRIŠĆANSKA SMIRENOST (OD SVEČOVEKA DO BOGOČOVEKA) - PRILOG PROUČAVANJU DRUŠTVENE MISLI KOD SRBA POČETKOM 20. VEKA

Početak 20. veka, nakon perioda posustajanja ideje o jugoslovenskom jedinstvu, grupa agilnih intelektualaca okupljena oko časopisa kao što je Srpski književni glasnik i Slovenski jug nanovo istupa sa idejom o stvaranju jugoslovenskog identiteta kod južnoslovenskih naroda. Njihovi stavovi, utemeljeni i na antropološkim istraživanjima pre svih Jovana Cvijića, najpre su sugerisali na naglašavanju kulturnih i stvaralačkih veza kod Južnih Slovena. Ipak, isprovocirani političkim dešavanjima i isključivim namerama kakva je bila i aneksija Bosne i Hercegovine, mnogi od ovih intelektualca su odsudno reagovali. Od idealista oni su postajali revolucionari čiji je cilj postao opravdan žrtvovanje. U nastaloj idejnoj pometnji tragalo se za održivim stavom koji je trebao da odneguje "novog čoveka" (opisu odgovara i termin "svečovek" i "Novi srbin"). Nastupajući ratovi od 1912-1918. doneli su nove izazove koji su ideju pretvarali u održivu ideologiju i politički pragmatizam. U takvoj situaciji ideal svečoveka značajno je redukovan ostrašćenim pristupom nekadašnjoj uobrazilji međusobnog poverenja. Nakon rata, ostrarenjem jugoslovenske države, idealizam kod brojnih je klonuo. Stvarnost je ugrozila očekivanja. Novi čovek, u ovim tumačenjima, a tražen u idealizmu je poražen. Nametnut je svrsishodan politikant čiji su interesi bili antipod vrednosti. Razočarenje je uslovalo povratak i vrednostima osvedočenim u hrišćanstvu. I Bogočovek je bio novi-stari motiv održivog humanizma i preko potrebnog razumevanja. U radu ćemo pažnju posvetiti ovom idejnom i verujućem evolucionizmu i njegovoj refleksiji na srpsku nacionalnu ideju i jugoslovenski nacionalni sinkretizam uz suočavanje sa stalno prisutnim izazovima etnofiletizma.

Ključne reči: ideja, traganje, Srbi, izazovi, humanizam, hrišćanstvo.

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SOCIOLOŠKA KRITIKA MEDIJSKE PRISTRASNOSTI: MOĆ ZAPADNIH MEDIJA U STVARANJU I ŠIRENJU STEREOTIPA O SRBIMA DEVEDESETIH GODINA 20. VEKA

U radu se promatra uticaj zapadnih medija na kreiranje i potonje širenje stereotipa o Srbima devedesetih godina 20. veka. Istraživanje sa sociološkog stanovišta promatra kako je srpski narod predstavljan u zapadnim (SAD, zemlje Zapadne Evrope) medijima tokom izveštavanja o ratnim stanjima pre svega na prostoru Bosne i Hercegovine i Hrvatske početkom devedesetih, a kasnije i tokom sukoba na Kosovu i Metohiji i bombardovanju SR Jugoslavije 1999. godine. Definiše se šta su to stereotipi i koja je uloga medija isprva u njihovom stvaranju i kasnijem sistematskom širenju jer su oba procesa podjednako važna. Naša je teza da se oni formiraju u povojnim fazama konflikta i rezultat su odsustva komunikacije između suprotstavljenih strana. Ovakvi stereotipi su najčešće negativni (Srbi su predstavljeni kao kriminalci), tako da se u radu ispituje njihova geneza i nastoji pružiti objašnjenje za njihovu izrazito neprijateljsku prirodu prema Srbima koji se. Najčešći razlog zloupotrebe medija je ostvarivanje geopolitičkih ciljeva najmoćnijih zemalja Zapada, mada treba imati u vidu i interesantan proces usvajanja ovakvih stereotipa od strane domaćih medija. Deo stereotipa je iz medijske sfere života prešao i u industriju zabave, o čemu će u radu biti posvećeno jedno kratko poglavlje. Uz primere iz referentne literature, cilj rada je ne samo da postavi u sociološki okvir stereotipe koji su nastali o Srbima tokom raspada bivše Jugoslavije, već i promotri da li su se oni održali do danas i kakva je trenutna slika Srbije u zapadnim medijima.

Ključne reči: mediji, Zapad, stereotipi, Srbi, Slobodan Milošević, Kosovo i Metohija, Jugoslavija, Srbija.

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VERSKI PORTALI U BIH- U SLUŽBI TRANZICIJSKE PRAVDE?

U radu će se predstaviti rezultati istraživanja sadržaja vebstranica verskih portala u Bosni i Hercegovini u kontekstu tranzicijske pravde ali i srodnih pojmova. Analizirani su portali tri katoličke biskupije u BiH i jedne nadbiskupije i četiri mitropolije Srpske pravoslavne crkve, s ciljem da se uporedi diskurs dve hrišćanske crkve u BiH kada je o tranzicijskoj pravi reč. Varijable koje su ispitivane tiču se četiri aspekta tranzicijske prave- forenzička istina, narativna, dijaloška i restorativna. Ono što je uočljivo je da se na analiziranim portalima pojam tranzicijska pravda jedva i sreće, s tim da se neki aspekti tranzicijske pravde mestimično pominju ali se koriste ad hoc i ne dovode u kontekstu tranzicijske pravde iako predstavljaju njene elemente. I dalje je prisutan viktimološki i okrenut sebi teopolitički diskurs na nekim vebstranicama, a srodni pojmovi poput tolerancije, dijaloga najčešće imaju deklarativan prizvuk. Čak i kad su konkretizovani, pridaje im se daleko manji prostor nego ostalim verskim sadržajima. U radu će se utvrditi da li postoje statistički značajne razlike u diskursu SPC-a i Katoličke crkve u BiH, a metodom izdvojenih primera pokušaće se utvrditi kako deluju operativni diskursni mehanizmi kada je i ispitivanim segmentima tranzicijske pravde reč.

Ključne reči: religija, verski portali, Bosna i Hercegovina, tranzicijska pravda.

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ELEKTRONSKE BAZE PODATAKA KAO GENERATOR MEDIJSKIH SUKOBA U CRNOJ GORI

Crnogorsko društvo još od početka dvadesetog vijeka, duboko je podijeljeno po nacionalnom osjećanju. Krvne, rodbinske, kumovske i prijateljske veze između Srba i Crnogoraca, kao i aspiracije pojedinih vladara dovele su do toga da ni danas crnogorsko društvo nije načisto oko raznih identitetskih pitanja. Posljednju u nizu intenzivnih podijela predstavlja značajan sukob i svakodnevno prepucavanje i optuživanje dviju pravoslavnih crkava u Crnoj Gori – Srpske i Crnogorske. Dok se predstavnici Srpske pravoslavne crkve predstavljaju kao legitimni nasljednici Svetog Petra Cetinjskog i optužuju Crnogorsku pravoslavnu crkvu da je u stvari NVO registrovana u policijskoj stanici, država vodi više postupaka koji se tiču utvrđivanja prava svojine nad zemljištem i objektima kojima gazduje Srpska pravoslavna crkva. Nedavno je elektronska evidencija Uprave za nekretnine izazvala burne reakcije u medijima, budući da su vjernici Crnogorske crkve optužili državu da su Srpsku crkvu protivzakonito upisali kao titulara svojine nad manastirom Ostrog, dvadesetak crkava i zemljištem od preko milion i po kvadratnih metara. Da zaplet bude bolji, doprinijela je izjava rukovodioca nadležnog katastra da je to urađeno na osnovu elektronske baze dobijene od jednog od tehničkih fakulteta 1991. godine. Istovremeno, dok Srpska crkva dograđuje i adaptira manastire, iz državne Uprave za zaštitu kulturnih dobara tvrde da crkvenjaci nemaju dozvole za bilo kakve radove. Istraživanje sprovedeno kroz analizu i kritičko sagledavanje pojedinih tekstova i medijskih nastupa svih strana, pokazalo je kako se dostupne državne elektronske evidencije medijski intenzivno koriste za raspirivanje sukoba, nacionalizma i starih podijela u Crnoj Gori.

Ključne riječi: elektronske evidencije, sukobi, nacionalizam, javni interes, crkva, Crna Gora.

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JEZIK MEDIJA KAO INSTRUMENT IDEOLOŠKO-POLITIČKIH INSTRUMENTALIZACIJA DRUŠTVENIH SUBJEKATA

Polazeći od stava da je jezik medija unutar našega društva neretko predmet ideoloških instrumentalizacija i to prvenstveno radi manipulacija javnošću kako bi se nametnuo ideologizovani društveni poredak kao i ideološki sistem vrednosti, te s njim saglasni obrasci mišljenja, osećanja i postupanja koji su u funkciji njegove što uspješnije održivosti, u tekstu se zastupa stav da medijski jezik kao instrument ideološko-političkih instrumentalizacija društvenih subjekata samim tim ima udela i u nametanju restriktivnih ideologizovanih koncepcija stvarnosti. Drugim rečima, polazeći od činjenice da se mediji i njima svojstven jezik neretko upotrebljavaju u svrhe pukih transmisija ideoloških (re)interpretacija sadašnjosti, a s tim u vezi i (re)konstrukcija prošlosti u tekstu se nastoji ukazati na negativne implikacije pomenutih praksi kako po same društvene subjekte tako i po društvo u celini. Stavljaajući akcenat na kritička promišljanja diskursa trenutno aktuelnih ideoloških politika, te potkrepljujući ista konkretnim primerima njihovih zloupotreba jezika medija radi afirmacije različitih nacionalističkih i ekstremističkih ideja u tekstu se nastoje pronaći modusi za stajanje na kraj putem medija sprovedenih manipulacija prošlošću putem kojih se aktuelne političke prakse nastoje pokazati ne samo kao osnovane, već i kao nužne. Uz napomenu da zloupotrebe jezika istovremeno predstavljaju i zloupotrebe pojedinaca/ki budući da upravo jezik predstavlja bitan aspekt njihove biti ovim tekstom se nastoji doprineti interdisciplinarnom kritičkom promišljanju medija, njihovog udela, a samim tim i odgovornosti u nametanju krajnje limitiranih i retrogradnih ideologizovanih socio-kulturnih identiteta, te ujedno ispuniti praznine unutar aktuelnih studija fenomena medija i problema koja se s njim u vezi javljaju.

Ključne reči: ideološke politike, jezik medija, prošlost, nacionalizam, ekstremizam.

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ISPITIVANJE VREDNOSNIH STAVOVA SREDNJOŠKOLACA/KI IZ KIKINDSKIH SREDNJIH ŠKOLA

Kako kikindski srednjoškolci percipiraju toleranciju i rodnu ravnopravnost bilo je centralno pitanje sprovedenog pilot istraživanja, u školskoj 2014/2015. godini, za potrebe poboljšanja predviđenih mera Lokalnog akcionog plana politike za mlade. Ukupno 208 ispitanika/ca iz četiri srednje škole iz Kikinde dalo je odgovore na 102 pitanja u on-line upitniku, kojim su mereni vrednosni stavovi. Analiza podataka omogućila je dubinski uvid u istraživanje stavova srednjoškolaca o diskriminaciji na severu Banata.

U fokusu analize su rezultati koji se odnose na rodnu, etničku i versku dimenziju diskriminacije. Učenici/ce srednjih škola prihvataju konzervativne stavove, što dokazuje i rezultat stavova o tvrdnji koja glasi: "Pobačaj bi trebalo zakonom zabraniti". Navedeni stav je prihvatljiv, kako za one srednjoškolke/srednjoškolce koji imaju restriktivan stav prema pravima nekih društvenih grupa, tako i kod onih koji su izjavili da su protiv umanjenja prava nekih društvenih grupa. Iznenadjući je podatak da srednjoškolke u većem procentu od srednjoškolaca prihvataju stav koji (im u budućnosti) uskraćuje pravo da odluče o abortusu.

Rezultati istraživanja pokreću pitanja o uticaju medija na formiranje stavova mladih, kao i o potrebi da se preispitaju nastavni sadržaji koji bi trebalo da doprinesu povećanju antidiskriminativne svesti i ponašanja učenika i učenica, čime ovo istraživanje dobija svoju društvenu svrsishodnost.

Ključne reči: mladi, nacionalizam, rodna ravnopravnost, tolerancija, vrednosni stavovi, verska netrpeljivost.

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**DOPRINOS RELIGIJE PROCESIMA POMIRENJA I TRANZICIONOJ PRAVDI:
ISKUSTVA KOMISIJA ZA ISTINU I POMIRENJE**

Tranziciona pravda ima za cilj suočavanje društva sa nasleđem masovnog kršenja ljudskih prava, a u tom procesu je uloga religijskih zajednica od neupitne važnosti. Polazeći od toga da regionalno pomirenje nije moguće bez aktivnog učešća religijskih zajednica, neophodno je razmotriti na koji način one mogu doprineti ovom procesu.

Države Zapadnog Balkana su suočene sa izazovom i mogućnošću osnivanja Regionalne komisije za istinu i pomirenje (REKOM), čiji je model zamišljen po uzoru na južnoafričku komisiju za istinu i pomirenje. Iako se model za REKOM po mnogo čemu razlikuje od južnoafričke ili bilo koje druge komisije, kao što se i sama priroda sukoba na prostoru bivše Jugoslavije razlikuje od situacije u kojoj je postojao represivni rasistički režim u Južnoj Africi, i kao što je svaki sukob na svoj način jedinstven, istovremeno postoji dovoljno zajedničkih elemenata u ovim društvima u tranziciji koji omogućavaju ugledanje na primere dobre prakse i iskustva Komisija koja su svoj rad okončala.

U tom smislu, južnoafrička komisija predstavlja posebno interesantan primer kada je reč o doprinosu religije ovako složenim društvenim procesima, imajući u vidu da je ključnu ulogu u južnoafričkoj komisiji imao anglikanski nadbiskub Desmond Tutu, koji je bio na čelu pomenute Komisije. Osim primera južnoafričke komisije, neprocenjiva su iskustva Komisije u Gvatemali koju je oformio nadbiskup Huan Gerardije, kao i iskustva Perua, Čilea, Istočnog Timora, Siera Leonea.

Ovaj rad se posebno bavi doprinosom religijskih zajednica tranzicionoj pravdi, sa naglaskom na učešće u radu Komisija za istinu i pomirenje, uz komparativni prikaz iskustava učešća religijskih zajednica u radu Komisija za istinu i pomirenje.

Ključne reči: tranziciona pravda, pomirenje, restorativna pravda, Komisija za istinu i pomirenje, REKOM, Južnoafrička komisija, Komisija za istorijsko razjašnjenje u Gvatemali, Desmond Tutu, Huan Gerardije.

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ULOGA JAVNIH MEDIJSKIH SERVISA U PROMOCIJI NACIONALIZMA I EKSTREMIZMA U KONTEKSTU REGIONA ZAPADNOG BALKANA

Radio-televizija Srbiji (RTS) i Radio-televizija Vojvodine (RTV), prema novom Zakonu o javnim medijskim servisima Srbije (avgust 2014), u Poglavlju II definiše javni interes koji ovi mediji moraju da ostvaraju kroz svoju informativnu, obrazovnu i zabavnu funkciju. Prema članu 7 ovog zakona koji sadrži 19 tačaka ni jedan ne prepoznaje promociju „nacionalizma”, a kamoli „ekstremizma”. Upravo suprotno zakon se zalaže za tolerantnost, demokratičnost, saradnju, pluralizam itd... Tako na primer u tački 4. navodi se da javni servisi kroz svoje programe ostvaruju „poštovanje i podsticanje pluralizma političkih, verskih i drugih ideja i omogućavanje javnosti da bude upoznata sa tim idejama, ne služeći interesima pojedinih političkih stranaka i verskih zajednica, kao ni bilo kom drugom pojedinačnom političkom, ekonomskom, verskom i sličnom stanovištu ili interesu (...)” zatim se u tački 12. navodi takođe i “blagovremeno obaveštavanje o aktuelnim zbivanjima u svetu i o naučnim, kulturnim i ostalim civilizacijskim dostignućima”.

Cilj istraživanja prezentovanih u ovom radu je dekonstrukcija uređivačkih politika centralnih informativnih emisija koja odgovara na pitanje koliko RTS i RTV u uslovima novog načina finansiranja koji se oslanja na državni budžet, a ne pretplatu građana, može istinski da zadovoljava navedeni javni interes, a koliko ga prilagođava dnevno političkom kontekstu na domaćem planu, ali i odnosa u regionu, odnosno da li na eksplicitnom ili implicitnom nivou u odnosu na susede promoviše nacionalizam i ekstremizam.

Metoda koja je korišćena u istraživanju, čiji deo se prenosi u ovom radu, je kritička analiza medijskog diskursa. Korpus obuhvata centralne informativne emisije televizija RTS i RTV od 4. do 30 marta 2015. godine (svaki drugi dan) na srpskom i mađarskom jeziku.

Osnovni rezultat je da javni servis Srbije u nedovoljnoj meri zadovoljava javni interes, a javni servis Vojvodine ipak bolje prepoznaje komunikativne potrebe svoje uže cilje grupe, građana pokrajine.

Ključne reči: javni medijski servis, građani, zakon, javni interes, politika, moć, integritet.

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MEDIJI I ESKALACIJA ETNIČKOG NACIONALIZMA U VOJVODINI I NA JUGU SRBIJE

Uz pomoć medijskog diskursa, autori analiziraju vezu između političkih poruka plasiranih u raznim medijskim sadržajima i stvaranja klime eskalacije etničkog nacionalizma u šovinizam, radikalizam i ekstremizam, verske i nacionalne prirode, u višenacionalnim regionima Srbije, odnosno u Vojvodini i na jugu Srbije.

Autori zaključuju da postoji veza između političkih poruka u medijima i konkretnim ekscesima verbalne i fizičke prirode. Istraživanje pokazuje i da su povremenim izbijanjima talasa međunacionalnog i međuverskog nasilja u Srbiji doprineli i drugi činioci, kao što je deficit sekularne države i slabost građanskog društva.

Ključne reči: mediji, etnički nacionalizam, nasilje, Vojvodina, južna Srbija.

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