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INTERNET IS A NEED FOR REFUGEES, NOT LUXURY

This work deals with refugees, with their dependence to new Medias, as well as representation of refugees on the internet and social networks. Telephones and internet are not luxury items for refugees and migrants, but they are their only connection to the world. The connection of refugees, migrants and asylees through the "virtual world" basically represents the possibility to stay in contact with their families, who stayed in their homeland, and who are still in danger. Internet connection also secures access to important information about new threats, disease occurrences, expansion of conflict, or the availability of supplies, such as food and water, clothing, shelter and healthcare. When they lose internet connection, they feel isolated.

As a research method I will use quantitative analysis and interviews with refugees and migrants on the topic of the importance of internet, telephones, and on how they come to information. The subjects of the questionnaire will be migrants and refugees placed in Reception Centers.

From theoretical aspect the mentioned set of problems I will analyze through the discourse of biopolitics. Biopolitics indicates the way of treating refugees and migrants, who are treated as people of lower rank or people who in certain countries have all rights just as the local population. Italian philosopher Giorgio Agamben in his work Homo Sacer ("Sovereign Power and Bare Life"), analyses the terms of sovereignty and human rights within the frames of modern paradigm of biopolitical system of governance in politics. (Neo)liberal system becomes politically meaningless, as refugees and migrants in the countries of Europe are observed as asymmetrically Second, thus processes of racialization, criminalization and marginalization perpetuate. The aim of this work is to indicate how information technology and modern electronic devices became basic needs for refugees and migrants fighting for bare life in the described circumstances, they use mobile technologies to communicate in social life.

Keywords: refugees, migrants, internet, European Union, biopolitics.

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

The important role of Internet intermediaries (Internet service providers, search engines and social networks) in the global information and communication system, triggers the growing interest of the professional public for their liability. Gigantic private companies, such as Google or Facebook, mediate between content producers and users, thus performing the media-like role, and their predominantly commercial focus neglects the public interest. It is a justified dilemma whether it is possible to demand from private companies to defend the public good, but the question also is whether the information and communication industry can be seen as purely commercial, given the role it plays in the management of social and political life of its users. Aspects of accountability of the Internet intermediaries include major research areas such as: freedom of expression, the right to privacy, hate speech, copyright. This paper will focus on the protection of the freedom of expression on the Internet as one of the crucial rights in democratic societies. The research questions are related to, on the one hand, the role of the Internet intermediaries with regards to the protection of the rights to the freedom of expression, and on the other hand, to the attitude of Internet users when it comes to the free expression on the Internet. Internet intermediaries' responsibility was investigated by analyzing their self-regulatory policies, specifically the part relating to the protection of the rights to free expression. Moreover, all the important legal documents that regulate this field and which are applicable in Serbia were analyzed. The opinion of Internet users was investigated through a survey, with the aim of confirming the hypothesis that Internet users do not believe in the absolute right to freedom of online expression and that they have had direct or indirect experience where this right was jeopardized.

Keywords: internet intermediaries, IPS, freedom of expression, regulation.

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ONLINE TRAINING OF HIGH SCHOOL TEACHERS – ATTITUDES AND EVALUATION

Since the continuing professional development of teachers in the 21st century is a necessity because of the great leaps in science and fast development of technology, it is one of the pre-requisites in Serbian high schools as well. One large segment of teacher training in Serbia is therefore covered by diverse accredited seminars organized by a variety of organizations and institutions, which offer different types of training. This paper focuses on one such situation, more specifically it investigates the case of online teacher training and the post-training assessment of the course teachers attended. The research is conducted via a questionnaire with 30 questions which focus on three groups of data: information about course participants, their attitudes towards online training, and their evaluation of the course attended. The questionnaire was complete by approximately 30 participants, whose answers are statistically analyzed in order to discover some statistically significant connections between the participants' gender, education, subject that they teach, level of education and years of employment on the one hand and their attitudes (both positive and negative) towards online education on the other. In addition, the same data about the participants will be observed against their evaluation of the online course, which will provide the necessary feedback that will contribute to further improvements of the training organized. Finally, the last three questions offer the teachers' views of the future applications of the competences they acquired in the online course.

Keywords: continuing professional development, accredited seminars, online teacher training, attitudes, evaluation.

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THE CHANGING ROLE OF TEACHERS IN THE DIGITAL AGE

Changes in society affect changes in school and most of them are related to the issue of the position of teachers, their roles and leadership style of the teaching process. Thanks to new information and communication technologies teachers involvement in transfer of knowledge is reduced in favor of creative planning of the teaching process. Adequate use of modern technologies in teaching promotes the development of critical thinking and provides students to independently explore, discover, solve problems and make decisions. More and more we insist on the use of modern technologies both by teachers and by the students, with the aim of developing collaborative learning that is associated with practical problems, and teamwork. Teachers become mediators in the process of educating students, because they are no longer the only source of knowledge. Modern education requires a new model of learning - active learning based on real-world information resources. Today it is increasingly highlighted the need for education based on methods that use information and communication technologies. Digitization provides opportunities to use different teaching methods which changes the position of students and teachers with the aim to increase the active participation of students in the learning process and continuous monitoring of its progress. In the 21st century, the integration of technology into the education sector can fundamentally transform how learning is received and delivered. For all these reasons it is necessary to strengthen the human capacity in terms of support education of teachers for the implementation of technology in the classroom in order to develop creative and critical thinking.
Keywords: digitization of learning, teacher, ICT.

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EMPOWERING TEACHERS THROUGH CONTINUOUS PROFESSIONAL DEVELOPMENT WITHIN DIGITAL ENVIRONMENTS

The paper examines the lifelong learning and continuous professional development opportunities for teachers using digital media technologies. The aim of this paper is to, by applying the qualitative method of analysis, review the possible ways of empowering teachers through continuous professional development within digital environments. Special attention is given to the ways of using digital tools for reflection on professional development events, and storage and evaluation of personal learning and teaching experiences, in the fields of Music and English language teaching. The examined digital environments include: social networks specific groups and events, and online or virtual places, worlds, and events (e.g. webinars, workshops, conferences, teacher training courses, MOOCs). In this work, we are recommending potential effective ways in creating strategies in personal professional development within digital environments that teachers can use to improve their teaching and manage career development opportunities, but also benefit their teaching profession. This research was conducted within the research project No. III 47020, titled "Digital media technologies and social-educational changes", funded by the Ministry of Education, Science and Technological Development of the Republic of Serbia.
Keywords: continuous professional development (CPD), digital environments, English teaching, lifelong learning, music teaching profession.

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GENDER AND SOCIAL ROLES IN THE MEDIA: FAUX FEMINISM OF "GILMORE GIRLS"

The paper discusses feminist issues in the TV show "Gilmore Girls", famous for its romanticization of teen pregnancy and single white motherhood on the one hand, and unconventional treatment of conflicting gender and social roles on the other. The series ran from 2000 to 2007, only for Netflix to revive it in 2016 in a limited run of four 90-minute episodes which met with critical acclaim. While Lorelai Gilmore, a single mother who had raised her daughter in a fictional town Stars Hollow, Connecticut by working as a hotel maid despite the wealth of her parents, embodies the values of a third-wave feminist being both independent and reveling in her femininity, Rory Gilmore does not follow in her mother's footsteps. Lorelai prefers to be demoted to working class rather than be constantly subjected to her parents' negative assessment of her choices and thus maintains her independence the hard way, whereas Rory's choices contrast markedly with feminist values, as she lets her life decisions be shaped by patriarchal influences and her romantic relationships marked by inequity. With the help of N. R. Rockler's and R. Silbergleid's studies of strategies of depoliticization in American entertainment culture, the paper analyzes the way media and technology shape up young girls expectations and their clashes with their mothers, as the TV series offers contrasting types of motherhood. Except for three generations of the Gilmores, there is also Rory's best friend Lane, whose biggest issue is not the pressure of Korean heritage but her overbearing mother, whose austere and unyielding parenting style is opposite from Lorelai's flexibility and friendliness. The paper will also focus on the archetypes American popular culture is working with when dealing with strained relationships between mothers and daughters, and study the ways entertainment culture deals with the personal and the political.
Keywords: TV shows, gender, feminism, entertainment culture.

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SAFETY OF ADOLESCENTS IN THE DIGITAL AGE

Techniques and civilization are two mutually conditioned terms, historically intertwined and completely inseparable. Alongside with the development of techniques and technologies the civilization develops, previously developed life norms change as well as forms of sociability and even a man's culture itself. A man of the 21st century is entirely dependent not only on the use of the digital technology but on the media as well. Technology and media can help us lead a life of a better quality, but in order to know how to use them properly we need to be digitally literate. This means that we need to know what the digital media real purpose is, what kind of messages they send and how we have to behave in this virtual world. This is important throughout one's whole life, but there are so many obligations not only for students in the adolescent age but also for their teachers and parents, because the adolescence itself is a period of development in which we want to try everything new and interesting and not to think about consequences of our actions.

Therefore, a development of students' digital competencies throughout their education is needed because it will enable them to actively use digital technologies in a rather safe way. Safety in the digital world means awareness of all possible risks whose irreparable consequences we might have to face.

The purpose of our research is to investigate both attitudes of adolescents as well as their safety while using the Internet, as a particularly interesting product of modern technologies. Also, we evaluate the knowledge of adolescents about digital violence, which is not less dangerous than the real world violence. Furthermore, we point out schools', parents' and the media's duty to work on a prevention of children's safety on the Internet. For the purpose of this research we constructed a Likert-type scale of assessments. The questionnaire sample students are high school students.

Keywords: cyber security, adolescence, digital violence, digital literacy, prevention.

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

It is common opinion that journalist could be anyone, no matter what they studied or if they studied at all. Despite of journalism as open profession, journalist should have integrity and respect for specific norms. Most of young professionals form their professional identity during university education. Nevertheless, students of journalism often see themselves in related areas such as PR, marketing and communication in general. We have conducted survey with 200 journalism students at Faculty of political sciences in Belgrade to determine ways of professional identity formation and norms adoption. Survey has been conducted on undergraduate students of all four years of journalism studies with goal to find out their values, role models and how they see relation of journalism with other similar fields. Results of study are later compared with earlier conducted research at other universities with journalism courses.

Keywords: professional identity, norms, journalism education, journalism students.

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

The abundant literature regarding the media and media literacy has provided numerous definitions of media literacy and its basic dimensions. The aim of this paper is to analyze perception of media literacy using triangular combination of qualitative and quantitative research methods. This paper is based on empirical research of media literacy among education and academic community in Serbia on a sample of 726 respondents. It represents a qualitative analysis of the result obtained through open question in which participants were asked to define media literacy. There were 301 complete answers on this question, and the answers were analyzed according to the established categories for assessing the accuracy of the answers to this research question. The categories are established through content analysis. The starting hypothesis of this research is that the respondents will give an exact definition of media literacy. The results of this research have made important aspects of media literacy visible in the context of perception of the respondents, but also in the context of Web 2.0, while triangulation of quantitative and qualitative research methods has enabled the realization of broader, deeper and more diverse categories of the phenomena of media literacy.

Keywords: media literacy, triangulation, qualitative research.

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DIGITAL MEDIA LITERACY AS A TOOL FOR CRITICAL EVALUATION OF WEB PORTALS - CASE OF BOSNIA-HERZEGOVINA

Digital media literacy has not been in focus of interest in B&H for quite a long time. However, with significant growth of online media market, rising of media platforms, increase of number of web portals (as well as their more frequent use as a primary source of information) and low-quality content published on them, the issue of raising awareness and competences of the audience for critical evaluation of media content in online sphere has become important both in theory and in practice. Web portals in Bosnia-Herzegovina are not obliged to register their owners or list members of the newsroom, so the average user has no idea whose interests and/or what kind of policy and standards are behind which portal. This paper will use the case study of vaccination issue in B&H to discuss how web portals report on sensitive issues (claiming that the essence of their reporting is based on post-truth and alternative facts approach) and to advocate for more serious approach to digital media literacy both among young and older users of online media in B&H.
Keywords: digital media, media literacy, media content, web portals, Bosnia and Herzegovina.

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DIGITAL MEDIA LITERACY VERSUS LITERATE DIGITAL MEDIA

With media emerging as a great power, individuals with media literacy can interpret what they see, read and hear accurately now need to think more about digital technologies that are new and indispensable for communication. Therefore, the presence of the highly equipped individuals with questioning capacity is very important in terms of the different possibilities offered by the digital media.

Digital media offers or literally imposes new media experiences, which cannot be controlled, as the most beautiful and accurate choices by developing attitudes that shape the society it analyzes very well. Therefore, the individuals also need to focus more on digital media literacy in the face of digital media, which knows the society to such a great extent and tries to manipulate and transform by elaborating on the finest details. It is because a literate digital media stands out against the society.

In this study, which analyzes the new areas offered by this digital platform, the importance and necessity of digital media literacy is addressed in the context of the fact that the society should develop a critical point of view to be skeptical and to be able to accurately grasp the desire to be given considering the power of the media that approaches to the society in a manipulating and transforming manner within the context of a social engineering subject.

Keywords: digital media, digital media literacy.

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AUDIENCES IN CONVERGENCE CULTURE BETWEEN CREATIVITY, CONSUMPTION AND PARTICIPATION

This paper starts from the notion of convergence culture which highlights two aspects of audience behaviour change in the last decade. First, it points to migratory audiences who move from one media platform to another in search of content. Second, it directs our attention to the changing roles between producers and consumers of content, as the audiences are becoming networked, productive and creative in redistributing, re-narrating and re-purposing the content of the professional media. The aim of this paper is to identify different views on audience engagement in new online ecologies. In doing so, we will look at a wide spectrum of old and new actors differentiated by their typical audience discourses: 1) regulators, 2) profit oriented sector, 3) non-profit sector, and 4) audience members as producers of content. In sixteen in-depth interviews, four from each group, the respondents reflect on their views of the audiences, the transformation of audiences in the last decade, as well as on what they see is as the dominant modes of audience engagement. The key differences in audiences discourse across the four groups are found in understanding of audience creativity, consumption and participation. The analysis also points to proliferation of profit oriented business model among the audience driven content production.

Keywords: audience, convergence culture, creativity, consumption, participation.

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THE MONA LISA OF KHANTY-MANSIYSK. EXPANDED URBAN LINGUISTIC LANDSCAPE: WRITTEN AND VISUAL, ONLINE AND OFFLINE

The aim of present paper is to describe the linguistic landscape of Khanty-Mansiysk city (Western-Siberia, Russian Federation), with special attention on the representation of the indigenous minority languages of the region, namely the Khanty and the Mansi.

In the past decades the investigation of the linguistic landscape has become a field of research on its own right, at the beginning analysis covered public signage, later the observations included dynamic visual stimuli as well. The definition of linguistic landscape generally covers written elements only, still a handful of papers may found expanding their field of observation on visual images and built environment. According to these definitions, present paper includes the analysis of architecture, public graphic art originating from Ob-Ugric languages and cultures besides the observation of written signs, both in the online and offline sphere.

The signs on the buildings of institution, communal places, stores, memorials and other sites related to Ob-Ugric people in Khanty-Mansiysk are dominantly in Russian only. There are only a few documented exceptions under the rule of Russian linguistic dominance, written in English, in official languages of some EU member states, and in the languages of the local indigenous minority peoples. The complete investigation of presence of Ob-Ugric people in Khanty-Mansiysk necessarily includes the research of materials containing no text but visual elements too, such as buildings, statues and graffitis.

Keywords: linguistic landscape, minority languages, comparing online and offline language use.

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ETHICAL PROBLEMS OF SOCIAL NETWORKING SERVICES

The aim of this paper is to consider some of the significant ethical problems related to the widespread use of social networking services such as Facebook, Twitter or YouTube, as they continue to transform the social, political and cultural landscape across the globe. After the brief sketch of historical development of theoretical reflection about the early phenomena related to the internet communities (primarily concerning the phenomenologically oriented of the philosophy of technology tradition), the attention will be moved to the problems of contemporary Web 2.0 based social networking services and their relations to the questions about privacy, freedom and democracy.
Keywords: ethics, social networking services, privacy, freedom, democracy.

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AN ANALYSIS OF ONLINE MEDIA DURING FEBRUARY 2017 PROTESTS IN ROMANIA

At the end of January 2017 the new Romanian government resulted after last election emitted an emergency act about some modification in juridical system, which was rapidly interpreted as an attempt to destroy the anti-corruption struggle. Although last elections were gained with a vast majority by a central-left coalition, the public reaction was intense in all levels of society, media and social networks. For one month, massive protests took place in all big cities of the country and the entire media was completely seized by the subject. During this period, Romanian Internet "exploded" both on formal broadcasting (TV, radio) and non-formal such as social networks, blogs and forums. The issue of this article is to analyze the dynamics, modalities and impact on digital media (online media and blogs), using modern online analytic tools for Internet posting and spreading information. Some indicators and rates like PTA (People Talking About), CGR (Conversion Growing Rate), DE (Daily Engagement) were used to analyze and detail the interaction between emissors, public, reaction in both direct way and network. For digital media the relation with audience was not anymore one directional (emissors – receiver), but articles, blogs, became items liked or shared in a way which shows tied connection between online media and social networks. Our analyze suggest that the impact factor of any media posts is tightly connected with its spreading on social networks.
Keywords: digital media, online media, blogs, forums protests.

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THE IMPACT INDEPENDENT CULTURAL BLOGS CAN HAVE IN SERBIA: THE CASE STUDY OF NOVI POLIS

The paper is aimed at examining the way a blog about culture from Subotica entitled Novi Polis has impacted Serbian readership since its launch in 2014. We critically discuss the founders and their association of citizens, the authors (including both university professors and freshmen students) and the wider readership. Firstly, we provide a short introduction on how blogs normally impact Interned readers, and how in particular blogs about culture function, both worldwide and in Serbia. Secondly, we examine how Novi Polis has impacted the Serbian cultural scene through the analysis of texts published there and the reaction in real life and on various social networks. Additionally, we examine how its approach on culture topics varies from the mass media one. Based on the data analyzed and the people interviewed, we can determine whether such a project can be viable in the future and how it can possibly expand offline, like it has done on several occasions before. The conclusion measures the success rate the blog has had so far in terms of its internal structure and the impact on the Serbian cultural scene and the targeted audience of young intellectuals.
Keywords: blog, culture, social networks, Novi Polis.

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THE VISIBILITY OF RELIGIOUS COMMUNITIES AND THEIR COMMITMENT TO THE MARGINALIZED GROUPS IN SOCIETY ON THE WEBSITES OF CROATIAN DAILY NEWSPAPERS

In this paper, on the one hand, we investigate the degree of visibility of religious communities and their activities in the Croatian media and who speaks on their behalf in media reports published on the websites of Croatian daily newspapers during the first three months of 2017. Ono the other hand, we are interested in who reads the reports published on religious communities, i.e., how many and how readers of the portals analyzed comment on these contents. Using quantitative content analysis, we have analyzed the publications on the Internet portals of the three most widely read Croatian national daily newspapers: Jutarnji list, Večernji list and 24sata, with respect to topics, types, sources of information and authorship. Starting from the assumption that in secular publications the religious communities are often marginalized and somewhat characterized by political connotations, in this empirical study we are particularly interested in how much space is afforded in the media analyzed to the undertakings by religious communities on behalf of the marginalized groups in the society, especially the poor, economic migrants, asylum seekers and refugees We are also investigating whether and in what way readers' comments on these reports represent offensive discourse in connection with other, unknown people and cultures, and place the results in the context of the social responsibility of the media.
Furthermore, we also examine the religious websites in Croatia (Catholic Church, Serbian Orthodox Church, Islamic community and Jewish community) as well as the activities of the religious communities in regard to the media education of its members through religious schools and faculties, i.e., courses and discussions.
Keywords: religious communities, Croatian daily newspapers websites, migrants, readers' comments, media responsibility.

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TRANSFORMATION OF TRADITIONAL MEDIA IN SERBIA TO THE NETWORKED SOCIETY

Participants of communication process and ways of distribution of media content are changing in the world of screen images and symbols where civic self-communication is becoming a strong alternative to increasing corporate and political propaganda. Hence the mental space becomes more and more fragmented, moving digital audience even more pronounced, while the traditional media are forced to adapt and seek their place in the new media ecology. Traditional newspapers run video shows in their online editions (case of the weekly Vreme), radio and television stations published photos and transcripts of their programs and columns (B92 and RTS), and some media in their web editions (Blic and RTS) developed live blog as hybrid multimedia form. Although the topics in the public space is still dictated by the mainstream media ordinary people who use digital technologies progressively influence the creation of the media agenda. The paper proves that in Serbia traditional media changes take place and that, although at a disadvantage compared with global trends when it comes to speed, the forms and functions of the digital transformation are the similar to those in other developed countries. Traditional media in Serbia develop their online editions according to estimates of the migration of audiences to the Internet as well as the effects on the market.
Keywords: traditional media, information, hypertext, self-communication.

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

The technological specifics of digital media have enabled users, in addition to journalists, to become news gatekeepers or gatewatchers. As the readership of any information in the digital media is easily determined by the number of clicks on certain information, these media are market-driven even more than classical media. According to market logic, news is what audience want. Therefore, citizens' news competence has becomes crucial in the digital environment. This paper examines the characteristics of the most popular content on the news web portals. The goal is to determine what criteria is used for news selection and evaluation by users, or to find out the level of their news literacy. The content analysis of the five most-visited news web portals in Bosnia and Herzegovina (Klix.ba, Avaz.ba, Index.hr, Blic.rs and Kurir.rs), as well as their Facebook pages, has been conducted for exploring the characteristics of the most read news or those with the highest number of 'likes', 'shares' and 'comments'. The analysis has included the following variables: thematic categories, the presence of certain news criteria, content length, headline type, source number and type, and visual components. Preliminary results indicate that there is the collision between the users' and the professional news criteria. Also, it is evident that users' selection and reaction to online information is driven significantly by the following news values: dramatization, oddity, entertainment and conflict. Personalization, use of colloquial and emotionally potent language, infotainment and attractive visual components are some characteristics of the most visited, most shared and most commented news.

Keywords: news literacy, news criteria, news web portals, Facebook.

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CONTENT ANALYSIS OF THE FACEBOOK PROFILES OF ROMA WOMEN ORGANIZATIONS IN SERBIA

The aim of this paper is to research the contents presented on the Facebook accounts of Roma women organizations in Serbia. Cyber space is very important in the process of empowering Roma women. New technologies have great potential to connect Roma women in a network of information exchange and offer them possibilities for improving their visibility. For women this is an autonomous space where they can express their attitudes about important issues concerning gender, ethnicity, class, sexuality, politics, etc. In cyber space there is more freedom for women from marginalized groups to talk about issues that are important to them.

The research has been done by using the qualitative method of content analysis. It focuses on the way the Roma women organizations use this social network for their activism. The results show the most important topics which were shared on these profiles

Keywords: activism, content analysis, empowerment, Facebook, Roma women organizations.

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VIDEO ART IN TURKEY DURING THE POST-MODERN ERA

As the traditional style of production in the world began to take its place in mechanical production, new quests in the arts have accelerated. With the invention of photography, breaks are seen especially in painting. In the reproduction of reality, none of the painters achieved the perfection that the photograph had achieved and new trends have emerged in the picture due to intellectual progress. Realism in the art has left its place to modern trends such as Impressionism or Expressionism. Then, photography interacted with these trends, which led to their emergence, and the art of photography was divided into different approaches in itself.

After the mechanical production process, there is the process of electronic production in art. This process began with the most famous example of the 1936 Berlin Olympics being broadcast live, and with the developing technology, it went into different structures. Television and video technology, which is based on the fact that existing events are spreading faster than film, was looking for a place with the postmodern process. Portable video cameras marketed by Sony have made it possible for artists to use the technology. Many artists, e.g. Nam June Paik, started using the video as art material in the 1960s. From the 1990s onwards, it seems that digital production has begun to be preferred to mechanical production. Therefore, today's video art works have taken on a whole new dimension by the use of electronic and digital technology.

Video technology in Turkey is not used extensively like artists in Europe and America, but the presence of video art can be mentioned. The process of video art in Turkey and how technological and intellectual changes have led to differentiation in Turkish video art will be examined by selected video artists and works for this study.

For this purpose, first art and the interaction between art and technology, and then artistic periods will be focused. After 19th century art, modern and postmodern intellectual structure and art relation will be emphasized. The video art that is considered as a postmodern art style will be explained in relation to postmodernism. After the screening of the emergence process, stages, types and main video artists, it will be focused on the development of video art in Turkey.

Researcher will be tried to be explained the video art and development process in Turkey through selected Turkish artists and the works of these artists by using relational screening model.

Keywords: art, video art, Turkish art, post modernism.

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STUDENTS' ICT LITERACY AS A COMPONENT OF THEIR ACADEMIC COMPETENCIES

Changing conditions of modern society directly affect the definition of learning outcomes, which is evident in intensive reforms in higher education over the last two decades. Outcomes of the education are an integral part of the concept of key competencies, which is an operationalization of an individuals' knowledge and skills, after the completion of a certain level of studies, or for successful functioning in private, social and/or professional life. For the outcomes of education in the 21st century there are multiple normative frameworks of key competencies, such as: Key competencies for lifelong learning (European Commission) Conceptual framework of DeSeCo project (OECD), Partnership for 21st Century Skills (P21) Tuning project, Dublin descriptors, etc. Primary differences are that they are either related to the general, or the domain specific knowledge, skills and values. By comparing the mentioned frameworks of key competencies in terms of expected learning outcomes, it is shown that in each of them the need for development of students' ICT competencies is emphasized directly or indirectly. Also, ICT competencies, in its content by far exceed the requirements for IT (technology) literacy, as an ability to use IT tools, but are an assumption for their development. In other words, ICT competencies refer to the ability to find, critically evaluate, use and manage information, to analyze and create media content, to understand ethical issues of operating with digital media. Given the multiple effects of ICT literacy on their expertise and personal success, the development of ICT competencies of students is a priority of modern universities, regardless of the specific area of study. Accordingly, in addition to the immediate objectives - to enable students to effectively use the potentials of digital technologies for increasing quality of studying - this creates preconditions for achieving long-term outcomes of education- continuous development and lifelong learning.

Keywords: ICT competencies, digital competencies, academic competencies, lifelong learning.

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REPORTING OF RADIO JOURNALISTS AND PUBLIC GATHERINGS

The paper presents specific features of radio as a classic medium in digital world and its advantage related to reporting in crisis situations. Special consideration is given to public meetings of citizens as one of frequent crisis situations and digital media options. The paper sets forth a model of radio reporting from public meetings of citizens in new digital environment. It also provides an analysis of journalistic genres used in reporting as well as elements influencing the promptness of radio reporting from various kinds of citizens' public meetings.
Keywords: radio, digitalization, journalists, new media, reporting, meetings of citizens, crises.

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KEY PARADIGM OF JOURNALIST ACADEMIC EDUCATION: FORMING THE JOURNALISTIC MINDSET

REVITALIZATION OF THE TRUTH IN THE SHADOW OF THE PROPAGANDA MODEL OF GLOBALISM

In recent decades, structural changes in journalism have imposed the need to redefine the academic education of journalists. One of the key paradigms in that process is the formation of journalistic mindset. This is the category of journalistic profession, which is under the pressure of propaganda model of media, developed by Noam Chomsky and Edward Herman, almost completely forgotten.

In that sense, the new concept of education would go in two directions: professional and ideological. The first one, professional, would have the following: 1. core standards of the profession 2. critical thinking and 3. development of research spirit, as the necessary components for the competent engagement in business. The insistence on the freedom of expression, independence, integrity, truth, accuracy, fairness, impartiality, tolerance, rejection of discrimination and the awareness of journalist's own responsibility would, in the education process, create moral and professional barrier to the manipulative range of propaganda model of media. While an independent and honest opinion is the essence of journalistic profession, it is still absent from the university practice. Developing the research spirit of the students of journalism, as an integral part of their approach to reality, would initiate meaningful resistance to colonial democracy that brings with it the propaganda model of media.

The ideological direction of journalistic way of thinking would have four important moments: 1. Eliminating the impact of dominant values of rich Western societies as a colonial ideology 2. Insisting on national, rather than foreign interests, 3. Employing the cultural model based on common traditions and values and 4. Changing the consciousness, and focusing on national rather than the colonial one.

The aim of this approach to journalistic education is to institutionalize a solid basis for the development of healthy and democratic national consciousness, as an essential segment of journalistic profession, in terms of the impact and significance of media in society. This well-oriented professional way of thinking, would then help in creating the ideological, moral and professional basis for the formation of national aspect of democratic public, which in terms of the current absence of this component, results in inadequate presentation of ideas of national and democratic state.

Keywords: critical thinking, standards of journalism, propaganda mode of media, national aspect of democratic public, colonial consciousness.

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"EUROPE ENTERS WAR": CONSTRUCTING THE REFUGEE/MIGRATION NARRATIVE IN THE ROMANIAN CIVIC MEDIA

A United Nations report on migration released in 2015 placed Romania among the countries with the fastest growing diaspora in the world. With an estimated 15% percent of its population currently consisting of temporary or permanent migrants in Western European countries, Romania also registers a paradoxically wide-spread view opposing migration among its citizens. An INSCOP study released in March 2016 shows that almost 85% of Romanians are against the idea of refugees or immigrants settling in their country and over 88% would not accept them in their cities.

The view is somewhat consistent with the official standpoint in Romania's foreign policy, as the presidential administration and government have noted on several occasions their disagreement with the refugee quota policy initially proposed by Germany. At the same time, however, the official statement was one of solidarity with the rest of the EU countries in dealing with the refugee crisis, despite the belief that imposing quotas "is not the best solution", as President Iohannis highlighted. Though such criticisms were not necessarily radical or consistent over time in Romania's foreign policy discourse, they were very vocal in the Romanian media. The current paper aims to explore how "the refugee/migration narrative" was constructed in the Romanian civic media, by taking a closer look at the opinion articles published on one of the most influential online platforms of civic journalism: the blogs affiliated to the Adevarul news outlet. My research will focus on opinion articles published on this platform from July 2015 to March 2016, with a particular attention on how they frame the causes, motives, development and projected outcome of the refugee crisis, and to how they negotiate the significance of news events pertaining to this topic.

Keywords: Romanian civic media, migration, refugee crisis, opinion journalism, blogging.

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

In today's hectic and ever-changing world, the responsibility of journalism is bigger than ever before: to explain it to their audiences, but in the same time to adapt to it itself. While newsrooms and journalists have been coming to terms with the benefits and threats of digital technologies and social media, journalism schools have been trying to prepare future journalists for this impermanent environment. Huge shifts in the expected skills and journalism business practices have posed a significant challenge to journalism educators. Only recently have they begun to embrace digital technologies in their work with students, examining different possibilities of teaching students both the fundamentals of journalism and the essential practical skills. In the recent years, online learning has become a new platform to additionally engage students in higher education, as well as to provide learning opportunities to those who might otherwise be excluded be it for lack of time, money or a significant geographical distance. One learning format that took off and has attracted much of attention are massive open online courses (MOOCs). Journalism schools as well have recognized its potential. Many offer different interactive MOOCs that are either incorporated into the list of learning activities in curricula of specific modules or offered as independent MOOCs.

Faculty of Political Science in Zagreb, as part of one Erasmus+ project, is involved in the creation and provision of a free MOOC that seeks to teach and empower European youth the basic knowledge and skills in mobile journalism (MoJo). MoJo is the latest trend and a craft expected of young journalists both in traditional media newsrooms and freelance work. This MOOC puts a special emphasis on teaching all the necessary practical skills to do mobile journalism. Students demonstrate and are marked on the acquired skills in one-on-one communication with remote MoJo trainers. The MOOC currently involves more than 450 participants from around the world.

The aim of this research is to investigate the experiences and uses of this mobile journalism MOOC among its participants, with a special focus on those who are also journalism students. Using surveys and interviews, the researchers will examine the usefulness and limitations of this type of MOOCs in order to teach additional journalistic practical skills, as well as provide recommendations on how to approach, connect with and motivate remote students with more success and create more engaging MOOC content to teach hands-on journalistic skills.

Keywords: MOOC; mobile journalism; journalism education; online learning.

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DEATH ON THE INTERNET - CHARACTERISTICS OF DIGITAL REQUIEM

According to the World Health Organization, two people die each second in the world. However, only an insignificant proportion of these deaths becomes news. The aim of this paper is to shed light on the reporting on death in online media. In this regard, some of the research questions will be: How online media reports on death?; how online multimedia features influence that process?; what kind of symbolic (ab)use may occur in the coverage of death?; how online audience becomes evaluator of biography of the deceased? The analysis includes reporting of portals blic.rs (the most popular news portal in Serbia) and rts.rs (portal of the public service broadcasting) on deaths of ten people who died in 2016: Duško Korać (sports commentator), Jožef Kasa (politician), Dragan Nikolić (actor), Lola Novaković (singer), Goran Hadžić (former President of the Republic of Serbian Krajina), Ekrem Jevrić (reality show contestant and singer), Hamdija Jusufspahić (honorary Reis-ul-ulema of the Islamic community in Serbia), Velimir Bata Živojinović (actor and politician), Jelena Krsmanović (singer) and Marinko Madžgalj (actor and singer). The research results indicate that online reports on deceased stimulate a phenomenon that Geoffrey Gorer in 1955 described as "the pornography of death".
Keywords: death, online media, Blic, Radio-Television of Serbia.

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SEVERAL THOUGHTS ON INTERNATIONAL NEWS REPORTS AND JOURNALISM EDUCATION

International journalism education is a specific direction of the journalism education. It requires students to grasp the knowledges not only in areas of journalism and languages, but also international relations. In its essence, the international journalism is an interdisciplinary task. However, in practice, there are several shortages existing in international journalism education. This paper chooses the news reports from different countries on the Middle East issues as the case study. The Middle East is a maelstrom of the conflicts of civilization, ethnics and religions. News reports in the case study shows some problems in this area: First, international news reports are more easily to be affected by ideology. Second, many news reports on the Middle East lack the basic understanding of the disciplines besides international relations. Third, cultural conflicts can be clearly reflected in news reports on the Middle East from different countries. To solve these problems, it should be traced to the source of the international journalism education. Only through improving students' independent investigation capability, their interdisciplinary research capability and their intercultural understanding capability in international journalism education, could these problems in international news reports be resolved in future in the long run. On this basis, this paper will further provide suggestions on specific steps that the international journalism education should take to achieve this goal.
Keywords: Middle East, international journalism.

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MODERNIZATION OF MINORITY NATION PORTALS (CASE STUDY: RADIO DUX)

Minority media have undoubtedly always played a key role in informing their national community, and in promoting national and cultural identity. The development of technology has opened up new possibilities for minority media and they have started to take advantage of the digital world, but are also facing the problems that the World Wide Web brings along. It is clear that the setting up of portals, advertising and sharing contents on different platforms do not guarantee more visits without the production of quality content. The convergence of technology, visualization, podcast – these are just some of the benefits of web radio. Radio as a flexible medium has suffered significant changes regarding the way the program content is presented and the ways of addressing and communicating with the audience. Having in mind the above changes in the modern market, this paper will analyze the level of modernization of minority media based on the example of the Croatian national minority media.
Keywords: minorities, informing, online media, convergence of technology, radio Dux.

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COMPUTER GAMES AS TOOLS FOR DIGITAL LITERACY DEVELOPMENT IN PRESCHOOL CHILDREN

This paper discusses the role of computer games in the development of digital literacy of preschool children. The theoretical framework presents results of a number of foreign research studies that showed that educational computer games have significant potential for the development of preschoolers' competencies. Adequate digital knowledge and skills that children acquire from parents in the family environment, and later from educators in preschools, are necessary for the use of computer games.

The main objective of the study was to examine opinions of preschool teachers regarding the development of digital literacy in preschool children using computer games. A structured interview was used as an instrument for data collection, and the research sample consisted of 50 teachers employed in the city of Nis. The results suggest that teachers are not sufficiently familiar with the possibilities of educational computer games for the development of children's potentials, as well as in the field of digital literacy. Similar to other research findings from our region, the results point to insufficient equipment of kindergartens with modern media resources, which is the main reason for the lack of application of adequate educational computer games. The study concluded that there is a need for the systemic solutions at the level of preschool education in order to develop digital competencies necessary for life in modern society.

Keywords: computer games, digital literacy, preschool, preschool teachers.

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DIGITAL LITERACY IN JOURNALISM PROFESSION - THE STUDENTS' PERSPECTIVE

The emergence of new technologies had an immense impact on journalism as a profession. Journalists of today are expected to be experts and have deep knowledge on digital platforms, multimedia tools, the Internet, Web, social networks, and to be able to quickly respond to new media challenges. Education of journalism students has to be innovated constantly in order to be able to follow the changes in media environment.

The paper discusses the importance of digital literacy for the journalism profession, from the perspective of journalism students. The main objective of this research is to determine students' opinions about digital competences that are necessary for the proper future professional engagement. A structured interview was used as an instrument for data collection, and the research sample consisted of 50 journalism students from the Faculty of Philosophy, University of Nis, on the third and fourth years of study. The key results of the survey indicate that students are aware of the importance of digital competences in the journalism profession, and that it is necessary to continuously develop new skills in accordance with the intensive development of modern media tools. In this context, the suggestions of the students indicate the need innovation of the curriculum and for introduction of new subjects that aim at continuous adjustment to the new media and technology requirements.

Keywords: journalism students, digital literacy, journalism profession, media changes, curriculum.

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MEDIA LITERACY OF HIGH SCHOOL STUDENTS AND TEACHERS IN THE REPUBLIC OF SRPSKA

Results of a study conducted in sixteen high schools in six cities of the Republic of Srpska, among the pupils and their teachers, shows that the attitudes and thinking of our respondents are very different. Comparing the question "Which of the following devices would you most miss," replies of the students and their professors are as follows: the largest number of students, as many as 65% cannot imagine their daily life without a mobile phone, which is also the device that they use, in the highest percentage, to be online. 528 or more than 70% of them use this device to be online, while only 14.2% use desktop and 10.4% laptop. Of these, 302 girls and 226 boys use a mobile phone "as a link to the world", while boys use more desktop computers and laptops. Unlike them, the teachers would most lacked books, newspapers, magazines, 34.2%; the same percentage of the computer and mobile phone 26.3%, and then 7.9% of television and radio 2.6%. Differences in thinking are visible for all the offered questions and only a confirmation of the view that without the initial literacy of teachers and their training to work with children, digital natives who have great skills in the use of media and spontaneously move throughout a variety of media messages they are surrounded, the try to make someone media literate will remain only in the attempt. Unlike the students, professors, digital newcomers, must first of all to master the new media in order to properly be able to develop, with their students, what they need when media literacy is concerned, and that is critical understanding and communicative abilities, and that from consumers, passive users of media content convert into a prosumers, active participants in the media world.
Keywords: media, media literacy, media education, high school students, the protection of media consumers.

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REQUIREMENTS FOR MODERN JOURNALISM EDUCATION

Presentation of a survey among students in South East Europe on their motivation to study journalism. It was conducted as a project of an international Task Force on Journalism Education, which was founded in 2013 on initiative of the KAS Media Program South East Europe. In total 531 students from state and private universities in Albania, Bulgaria, Croatia, Romania and Serbia participated in the survey.
Keywords: journalism education, opinion of students, reforms.

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NIŠ HIGH SCHOOL GRADUATES BETWEEN INFORMATION AND MEDIA LITERACY

To be literate in the 21st century means more than possessing traditional knowledge of reading and writing. Today's requirement primarily refers to the need for information literacy that comprises in itself digital, information, audio-visual, library and, above all, media culture. The new or so-called millennium generation, namely, the one that has grown up and achieved maturity in the period of the formation of the World Wide Web and related digital technologies (cell phones, texts, video games, and the like) is different from the previous ones regarding many important aspects, especially when it comes to the use of information-communication technologies. A wide use of the given technologies very often creates, in young people, a false sense of competence while in older ones it may produce a false perception that the young people using ICT are media-literate.

In the paper the authors show the results of a media literacy research project done among Niš high school graduates (1,687 examinees) carried out, with the help of the Media&Reform Center, Niš, by the Department for Communicology and Journalism of the Faculty of Philosophy, Niš. The research has shown that in today's digital age there is an absolute need for introducing the media education program into the high school teaching process.

Keywords: new technologies, digital age, media literacy, high school graduates, media networks.

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THE GAP BETWEEN THEORY AND PRACTICE IN JOURNALISM EDUCATION

The paper considers the application of theoretical and practical skills of journalism education in the contemporary media environment that is mainly reduced to the market principles of infotainment. For quite some time the trend of tabloidization is shrinking the space for quality information and critical discussion about key topics of public interest, and additional problems that arise more prominently in recent years are censorship and self-censorship. Media manipulation puts into question truthfulness and ethics of reporting, as well as the very role of a journalist as a corrective of social affairs and protector of public interest. This media situation largely undermines the approaches, thought in academic programmes, that treat journalism as a humanistic profession. Following these observations and using in-depth interviews with the graduates from journalism studies at the Department of Media Studies, Faculty of Philosophy, the aim of this paper is to observe graduates' attitudes based on their work experience in different Serbian media and to establish the level of applicability of journalism theory and technique, gained at faculties, in the Serbian media practice.

Keywords: journalism education, journalism theory, journalism practice, media, Serbia.

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DIGITAL MEDIA LITERACY

The third millennium has fundamentally altered traditional and folklore dimension of media - the new, established online media represents an updated version of its retrogressive predecessors. Thanks to its enormous impact, it strengthens the process of globalization, unification, integration of social media users, blogs, portals, forums, as well as the Internet itself, and thus absolutely justifies McLuhan's concept of The Global Village. However, the digital media also marks the era of participation, fragmentation, torn virtual reality - an isolated consumer has much bigger share in the information and communication system! By demystification and personalization new media creates much more active individual who critically takes part in a "newly-created media reality" according to contents, pages and themes which are adjusted to customer's needs, desires and interests. Their competences and education has become more pronounced. As a result, communication has reached much better, cutting-edge, optimal level. By new channels, forms and means of digital communication, by bigger plausibility of publishing comments on the internet, user - participant in the Internet constellation is actively exposed to new challenges, discoveries, unknowns which take him deep into the system of acting and reactive participation. Consumers who are digitally illiterate in the era of digital technologies are often being abused, exploited, recruited due to their inability to be critical and are often (un)consciously being manipulated by an organized propaganda strategy of promotional, persuasive marketing contents generated by cyber agents. In this piece of work authors talk about mutual impact of updated, metamorphosed digital media on digital literacy which, in the era of Internet domination, reflects more and more on (un)educated individuals. Those individuals, as unique entities, have more and more powerful and obvious influence in spite of much more enabled high-intensity interaction in the traffic of technologically advanced, innovative, modern technologies.
Keywords: new media, digital education, digital literacy, digital media, Internet.

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PROFESSIONAL STANDARDS AND QUALITIES OF JOURNALISTS THROUGH THE EYES OF JOURNALISM STUDENTS

Although the debates of media theorists on the subject of whether journalism is truly a profession or occupation is still ongoing, this paper will recognize this group of professional communicators as professionals due to the defined knowledge and skills they ought to possess, and due to the existence of professional standards and a certain autonomy of their work that serves the public. Regardless of whether it is a "soft skill" or "open to all" profession, it is still possible to identify certain standards that journalism should meet. Standards for journalism identified by the professors Čedomir Čupić and Dubravka Valić Nedeljković, who wrote about journalists, were evaluated by the students of Journalism Department at the Faculty of Philosophy in Niš. In addition to the passion that needs to exist in order to do the journalist job, Čupić also emphasizes that journalists should possess the freedom of expression and criticism, the independence and integrity, the truth, the accuracy, honesty (objectivity), impartiality, the appropriate relationship towards the sources who provide information, the respect of people that are the subject of the information, the elimination of any form of discrimination and the sense of accountability. The role of journalists in a society is important because they shape and spread the cultural and value system, especially a democratic political culture. Valić Nedeljković points out that a good journalist is characterized by talent, broad knowledge, speech and literacy skills, quick understanding of the essence of the topic, fast and accurate response, knowledge about society, reliable view of the world, universal interest, a continuous initiative, inexhaustible energy, understanding of people, curiosity, incorruptibility, ethics, possession of information, focus and attention, familiarity and awareness, inexhaustible perseverance, steady prudence, impartiality, discernment, lively spirit, healthy skepticism, speed, caution, communication skills, spontaneity, patience. Therefore, the aim of this paper is to explore what is it that journalism students value most regarding the above-mentioned professional standards and qualities of journalists.

Keywords: journalism, professional communicators, standards, media.

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NATIONAL SYMBOLS AND VALUES IN HUNGARIANS' ONLINE PLATFORMS IN VOJVODINA

Ethnic Hungarians have several online platforms at which they communicate news, events and happenings connected to the community. There are news portals, as well as websites of NGOs, political parties and also the website of the Hungarian National Council, the body representing cultural autonomy of Hungarians in Serbia. The study looks at how, to what degree, in what way are national issues, values and symbols presented at the above mentioned online platforms. Media, the civil sector and the highest body of cultural autonomy communicate national content in different ways. The study compares their approach to the quest in of nationalities. After a short theoretical overview, the study analyzes texts appearing on different websites in Hungarian language, which websites are connected to the Hungarian minority in Vojvodina.
Keywords: Hungarian, minority, websites, Vojvodina, national symbols.

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

Mobile journalism or abbreviation MoJo is one of the most important concepts in journalism in last ten years. In the fieldwork of mobile journalists in news reporting, the efficiency of work could potentially be enhanced with smartphones. The use of smartphones in news reporting is more and more popular all over the world. Smartphones is one of the main method for discovering and publishing information. The main goal of this paper is to identified benefits of smartphones for mobile journalists in public services in the Balkans. The results show that some countries in the Balkans follow trends in mobile journalism, and that some other public services did not accept new technology.
Keywords: journalism, smartphones, public services, reporting.

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

Radio, as the first electronic mass media, due to numerous technological advances has undergone a transformation into a new media – radio on the Internet. This has significantly changed the basic features of radio that, until a few decades ago, were its characteristics. First of all we imply the thought of auditory features and ephemerality of radio.

In this paper, the focus is primarily on local public radio stations in Montenegro, which are the specificity of the media system. As the theory often cited, the radio has continuously changed the program from the radio that offers "something for everyone" to radio offering "everything for someone. In addition, the radio as a whole, therefore the local too, becomes more significant with the possibility of presenting the content on the Internet. In fact, this way of presenting the content has offered journalists a number of possibilities – in addition to text and audio records, there are now videos too, as well as the photo galleries. Also, no less important, in terms of journalistic genres these changes have further contributed to their hybridization, while for the employees in the media this means continuous training for the so-called 24/7 coverage. By using descriptive methods we will point out the main characteristics of the Montenegrin media system, and through historical method we will clarify the order of occurrence of the local public radio station in Montenegro. After that we will analyze how local radio in Montenegro took advantage of the benefits of the Internet in the example of representative examples and thus met the communication needs of the audience, now no longer just local, but thanks to the Internet – far more numerous.

Keywords: local public radio, the Internet, Montenegro.

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MOBILE COMMUNICATION AND MEDIA EDUCATION REFORM

In China, the mobile media that regards mobile phone as the representative has become an indispensable common equipment, which marks the arrival of the era of mobile communications. Mobile communication is bringing about a new ecological and communication logic and path change, and this change will inevitably require the media education in colleges and universities to make respond and change. This paper thinks that media education should carry out specialized fragmentation education to transfer the training mode transformation of personnel towards all media, compound talents and project integration, and the media for the talents training of journalism transforms towards public communication. The professional courses of journalism and communication need to carry out expanding for technology and arts sector, to carry out a wide range of skills training and to carry out the integration between the specialty of journalism and communication and media arts.
Keywords: mobile communication, media education, reform.

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POUKE.ORG - THE ORTHODOX INTERNET COMMUNITY

Church congregations and different religious communities, together with other types of religious assembling, have moved from conventional to virtual forms of convergence.

According to www.rsportali.com (http://www.rsportali.com) the majority of the multimedia platforms in Serbian belong to Serbian Orthodox Church and its believers, followed by the multi-confessional (Zion Trumpets). There are also numerous platforms that are dedicated to Bible studies (SvetoPismo.info http://www.svetopismo.info – Bible search in Serbian), to Christian holidays (Crkveni kalendar - http://www.crkvenikalendar.com - perpetual Orthodox church calendar). Among others, the Multimedia platform Pouke.org (http://www.pouke.org) stands out thanks to the complexity of its contents, as well as its approach, orientation and innovation, besides the interactivity and digital philosophy.

The main objective of this paper is the deconstruction of the editorial policy of Pouke.org (http://www.pouke.org), a multi-media platform of the Serbian Orthodox Church, which is the dominant religion in Serbia, particularly in relation to the other church and religious communities. Methodology – the research techniques used were critical analysis of media discourse and descriptive content analysis.

Keywords: multi-media platforms, church, religious communities, Serbian Orthodox Church.