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The Tenth International Interdisciplinary Symposium ENCOUNTER OF CULTURES

PROGRAMME
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The Tenth International Interdisciplinary Symposium

ENCOUNTER OF CULTURES

PROGRAMME AND BOOK OF ABSTRACTS



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PROGRAMME AND BOOK OF ABSTRACTS**

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**Programme for the Celebration of the Day of the Faculty of
Philosophy and the Symposium**

Venue: Faculty of Philosophy, University of Novi Sad, Serbia

Date: Friday, 30 November 2018

TIME	EVENT	ROOM
9.00-10.00	Registration of participants	Entrance Hall
10.00-10.30	<p>THE OPENING OF THE SYMPOSIUM</p> <ul style="list-style-type: none"> • Welcome addresses: • Musical Performance – "Res Miranda", Academy of Arts, University of Novi Sad • Awards for the Best Young Researchers of the Faculty of Philosophy • Awards for the best BA and MA students of the Faculty of Philosophy 	Projection Room
10.30-11.30	<ul style="list-style-type: none"> • Plenary Lectures – <i>In honour of Noam Chomsky:</i> <p>Prof. Dr Sabina Halupka-Rešetar – <i>THE INFLUENCE OF NOAM CHOMSKY ON THE DEVELOPMENT OF MODERN THEORETICAL LINGUISTICS</i></p> <p>Prof. Dr Ranko Bugarski - <i>THE CHALLENGES OF TRANSLATING AND PRESENTING NOAM CHOMSKY'S EARLY WORK TO THE YUGOSLAV PROFESSIONAL PUBLIC</i></p>	Projection Room
11.30	<p>Opening of the book exhibitions:</p> <ul style="list-style-type: none"> - Noam Chomsky in Serbian culture - <i>The Serbian Dictionary</i> by Vuk Stefanović Karadžić (1818-2018) 	Hall, first floor
11.30-11.45	Coffee Break	Faculty cantina

<p>11.45-12.45</p>	<p>Plenary Lectures – <i>In honour of Vuk's Rječnik (Serbian Dictionary)</i>:</p> <p>Prof. Dr Aleksandar M. Milanović – <i>HISTORICAL AND CULTURAL CONTEXT OF VUK'S EPOCH</i></p> <p>Prof. Dr Isidora Bjelaković – <i>THE ROLE OF VUK'S RJEČNIK, I.E. SERBIAN DICTIONARY, IN THE PROCESS OF STANDARDIZATION OF SERBIAN</i></p> <p>Prof. Dr Jasmina Dražić – <i>LEXICOGRAPHIC METHODS IN VUK'S RJEČNIK</i></p>	<p>Projection Room</p>
<p>12.45-12.50</p>	<p>Break</p>	<p>Faculty cantina</p>
<p>12.50-14.30</p>	<p>Symposium sessions</p>	<p>Classrooms, first floor</p>
<p>14.30-15.30</p>	<p>Lunch Break</p>	<p>P9</p>
<p>15.30-17.00</p>	<p>Symposium sessions</p>	<p>Classrooms, first floor</p>
<p>17.00</p>	<p>Cocktail and the closing of the Symposium</p>	

Symposium Timetable

Languages at the Cultural Crossroads

Room: 101

Chairperson: 1. Zuzana Týrová

Time	Speaker	University	Paper	Language
13.10-13.30	Dr Biljana Radić Bojanić	University of Novi Sad	OBJECTIVE ETHNOLINGUISTIC VITALITY OF SERBIAN IMMIGRANTS IN HOLLAND	Serbian
13.30-13.50	Dr Annamaria Bene	University of Novi Sad	SHORT FOLK RIDDLES AND PROVERBS – INSEPARABLE LINK BETWEEN LANGUAGE AND CULTURE	Serbian
13.50-14.10	Dr Anna Makišová	University of Novi Sad	PRIMARY PREPOSITIONS IN THE SLOVAK LANGUAGE AND INFLUENCE OF THE SERBIAN LANGUAGE	Slovak
14.10-14.30	Dr Zuzana Týrová	University of Novi Sad	VUK KARADŽIĆ, LUDOVÍT ŠTŮR, SERBIAN LANGUAGE, SLOVAK LANGUAGE, CODIFICATION OF LANGUAGES	Serbian

Language as a Cultural Phenomenon

Room: 102

Chairperson: 1. Edit Andrić

Time	Speaker	University	Paper	Language
12.50-13.10	Dr Tvrtko Prčić	University of Novi Sad	TEACHING ABOUT NEOLOGISMS IN ENGLISH WITH THE AID OF WORD SPY	English
13.10-13.30	Dr Edit Andrić	University of Novi Sad	...A TOOTH FOR A TOOTH... PHRASEOLOGICAL UNITS WITH THE COMPONENTS TOOTH IN SERBIAN AND IN HUNGARIAN	Serbian
13.30-13.50	Dr Aleksander Urkom	Eötvös Loránd University	TOWARDS THE NEW HUNGARIAN-SERBIAN DICTIONARY. DEVELOPMENT OF ECONOMIC TERMINOLOGY IN SERBIAN-HUNGARIAN LEXICOGRAPHY.	Serbian
13.50-14.10	Dr Mihaïlo Feïsa	University of Novi Sad	THE BASIS OF THE RUTHENIAN LANGUAGE – CONTACTOLOGY APPROACH	Ruthenian

Culture, Multilingualism and Translation

Room: 101 **Chairperson:** 1. Csilla Utasi

Time	Speaker	University	Paper	Language
15.30-15.50	Dr Éva Toldi	University of Novi Sad	LITERARY MULTILINGUALISM – TRADITION OR INNOVATION?	Hungarian
15.50-16.10	Dr Csilla Utasi	University of Novi Sad	AN EXAMPLE OF EARLY MODERN TRANSLATION, LUKÁCS PÉCHI: AZ KERESZTÉNY SZÜZEKNEK TISZTESSÉGES KOSZORÓJA [AN HONEST WREATH FOR CHRISTIAN VIRGINS] (NAGYSZOMBAT, 1591)	Serbian
16.10-16.30	Dr Anikó Utasi	Higher Professional School For The Education Of Teachers, Novi Sad	TO WRITE WITH EASE – TO TRANSLATE WITH EASE (THE CHILDREN'S BOOKS OF ÉVA JANIKOVSKY IN DIFFERENT TARGET LANGUAGES)	Serbian
16.30-16.50	Dr Julianna Ispánovics Csapó	University of Novi Sad	MEANING LAYERS OF THE ACACIA IN THE VOJVODINIAN HUNGARIAN AND THE HOMELAND CULTURE	Hungarian

Literature as a Cultural Phenomenon 1

Room: 107 **Chairperson:** 1. Bojana Kovačević Petrović

Time	Speaker	University	Paper	Language
12.50-13.10	Dr Milena Zorić	University of Novi Sad	EVERYDAY LIFE OF CHILDREN IN DRAMATIC FAIRY TALES BY ALEKSANDAR POPOVIĆ	Serbian
13.10-13.30	Dr Vladislava Gordić Petković	University of Novi Sad	LITERARY NARRATIVE AND READER'S EXPERIENCE IN NEW CULTURAL CONTEXTS: ERNEST HEMINGWAY'S <i>IN OUR TIME</i> AND <i>THE OLD MAN AND THE SEA</i>	Serbian
13.30-13.50	Dr Bojana Vujin Dr Ivana Đurić Paunović	University of Novi Sad	ROADTRIPPING THROUGH TIME AND THOUGHT IN NEIL GAIMAN'S <i>AMERICAN GODS</i> : MYTHOLOGY, FOLKLORE, AND POPULAR CULTURE	English

13.50-14.10	Dr Bojana Kovačević Petrović	University of Novi Sad	THE IMPACT OF GLOBALIZATION ON LATIN AMERICAN LITERATURE	Serbian
14.10-14.30	Dr Mirna Radin Sabadoš	University of Novi Sad	TRAVELING ACROSS GENRES – DAVID BYRNE'S "AMERICAN CITIES" AND SOME OF THEIR REFLECTIONS IN LITERATURE AND URBAN PLANNING	English

Literature as a Cultural Phenomenon 2

Room: 107 **Chairperson:** 1. Nevena Varnica

Time	Speaker	University	Paper	Language
15.30-15.50	Dr Aleksandra Matić Dr Časlav Nikolić	University of Kragujevac	EPIC HEROES AS A NATIONAL BRAND	Serbian
15.50-16.10	Dr Hargita Horváth Futó	University of Novi Sad	INTEGRATION OF THE LOCAL LITERARY CULTS INTO LITERATURE TEACHING	Serbian
16.10-16.30	Dr Nevena Varnica	University of Novi Sad	VUK STEFANOVIĆ KARADŽIĆ AND OLD DUBROVNIK	Serbian
16.30-16.50	Dr Marina Šimáková Speváková	University of Novi Sad	SLOVAK THEORY OF LITERATURE: FROM THEORY TO ITS APPLICATION	Serbian

Culture, the Individual, Society

Room: 110 **Chairperson:** 1. Virginia Popović

Time	Speaker	University	Paper	Language
12.50-13.10	Dr Marica Rajković	University of Novi Sad	FASHION AND ZEITGEIST: AN INQUIRY IN PHILOSOPHY OF CULTURE	Serbian
13.10-13.30	Dr Nevena Jevtić	University of Novi Sad	POLITICAL THINKING AND CULTURE IN KANT'S PHILOSOPHY	Serbian
13.30-13.50	Dr Virginia Popović	University of Novi Sad	THE INFLUENCE OF MYTH ON ROMANIAN LITERARY WORKS - FOUR FUNDAMENTAL MYTHS OF ROMANIAN CULTURE	Serbian

Forming Individuals and Groups within a Culture

Room: 110 **Chairperson:** 1. Andrea Ratković

Time	Speaker	University	Paper	Language
15.30-15.50	Dr Dragan Stefanovski	Independent researcher	URBAN SPACE, VALUES AND MULTICULTURALISM IN REPUBLIC OF MACEDONIA	English
15.50-16.10	Ivica Leovac	University of Zadar	COLLECTIVE IDENTITY AND INTERCULTURALITY IN LIFE AND WORK OF JOHANNES WEIDENHEIM	Croatian
16.10-16.30	Dr Andrea Ratković	University Business Academy in Novi Sad	MULTI- AND INTERCULTURALITY: (IR) RELEVANCE OF CULTURAL PLURALITY FOR THE CONSTITUTION OF SOCIAL SUBJECTS	Serbian

History and Culture – Contexts and Intertwining 1

Room: 109 **Chairperson:** 1. Svetozar Boškov

Time	Speaker	University	Paper	Language
12.50-13.10	Dr Ivana Kuzmanović Novović Dr Vesna Manojlović Nikolić	Serbian Orthodox Church College of Art and Conservation University of Novi Sad	A CONTRIBUTION TO THE STUDY OF THERMAE: ARCHITECTURAL MULTIFUNCTIONAL SPACE	Serbian
13.10-13.30	Dr Zoltán Györe Attila Pfeiffer	University of Novi Sad	"THE TURKS CAME, BUT WILL DEPART IMMEDIATELY?" CONTRIBUTIONS TO THE ISSUE OF THE FALL OF THE BAČ FORTRESS TO THE OTTOMANS (1526-1543)	Serbian
13.30-13.50	Dr Svetozar Boškov	University of Novi Sad	WAR OR PEACE - AN ANCIENT WORLD IN HISTORY TEXTBOOKS IN THE NINETEENTH CENTURY	Serbian

History and Culture – Contexts and Intertwining 2

Room: 109 **Chairperson:** 1. Boris Stojkovski

Time	Speaker	University	Paper	Language
15.30-15.50	Dr Snežana Božanić Dr Dejana Vasin	University of Novi Sad	TRADE RELATIONS BETWEEN THE DESPOTATE CAPITALS OF BELGRADE AND SMEDEREVO WITH THE ADRIATIC COAST	Serbian
15.50-16.10	Dr Janko Ramač Dr Daniela Marčoková	University of Novi Sad	RUTHENIAN-SLOVAK LITERARY CONNECTIONS IN THE SECOND HALF OF THE XX CENTURY	Serbian
16.10-16.30	Dr Boris Stojkovski Nebojša Kartalija	University of Novi Sad	SERBIA THROUGH THE EYES OF CONTEMPORARY WESTERN TRAVELERS IN THE AGE OF NEMANJIĆ DYNASTY (1166–1371)	Serbian

Semantics, Culture and Cognition

Room: 108 **Chairperson:** 1. Sonja Filipović Kovačević

Time	Speaker	University	Paper	Language
12.50-13.10	Dr Biljana Mišić Ilić	University of Niš	ANGLICISM SORI IN SERBIAN: PRAGMATIC ADAPTATION OF DISCOURSE-FUNCTIONAL CHARACTERISTICS	Serbian
13.10-13.30	Dr Sonja Filipović Kovačević	University of Novi Sad	MANIPULATIVE STRATEGIES IN ADVERTISING	English
13.30-13.50	Dr Beata Grabovac	University of Novi Sad	THE AFFECTIVE SIDE OF THE LANGUAGE OF BILINGUALS	Serbian
13.50-14.10	Dr Nataša Milivojević	University of Novi Sad	CONTRASTING FAKE RESULTATIVES IN ENGLISH AND SERBIAN	English
14.10-14.30	Dr Diana Prodanović Stankić	University of Novi Sad	CULTURAL CONCEPTUALISATIONS IN ENGLISH AND SERBIAN PROVERBS	Serbian

Word and Culture

Room: 108 **Chairperson:** 1. Aleksandra Blatešić

Time	Speaker	University	Paper	Language
15.30-15.50	Dr Dragan Jakovljević	Eötvös Loránd University	MANIPULATION IN WORD AND PICTURE	Serbian
	Dr Danica Aćimović	Union - Nikola Tesla University		
15.50-16.10	Dr Aleksandra Blatešić Tamara Stanić	University of Novi Sad	LITERARY AND CIVILIZATION ELEMENTS IN ITALIAN <i>NUOVO ESPRESSO</i> TEXTBOOKS	Serbian
16.10-16.30	Dr Gorana Zečević Krneta Dr Ana Jovanović Dr Maja Andrijević	University of Kragujevac University of Beograd University of Kragujevac	AN ANALYSIS OF ELEMENTS OF INTERCULTURAL COMMUNICATIVE COMPETENCE IN THE MANUALS FOR LEARNING SERBIAN AS L2	Serbian

Propaganda, Religion and Critical Thinking

Room: 102 **Chairperson:** 1. Srđan Šljukić

Time	Speaker	University	Paper	Language
15.30-15.50	Dr Srđan Šljukić Dr Marica Šljukić	University of Novi Sad	SIMMEL'S CONFLICT THEORY AND HERMAN-CHOMSKY PROPAGANDA MODEL	Serbian
15.50-16.10	Dr Zorica Kuburić	University of Novi Sad	THE ROLE OF RELIGION IN WAR AND PEACE BUILDING IN BOSNIA AND HERZEGOVINA	Serbian
16.10-16.30	Dr Pavle Milenković Dr Jasmina Klemenović	University of Novi Sad	THE ROLE OF THE UNIVERSITY IN THE DEVELOPMENT OF CRITICAL THINKING AND DEMOCRATIC VALUES	Serbian

ABSTRACTS

(The abstracts are listed in the alphabetical order)

Andrić Edit, University of Novi Sad, Serbia
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...A TOOTH FOR A TOOTH... PHRASEOLOGICAL UNITS WITH THE COMPONENTS TOOTH IN SERBIAN AND IN HUNGARIAN

Our earliest experiences are related to our own bodies and we can therefore say that it is a universal characteristic of people that their knowledge is based on their first acquired physical experiences. The phraseological units of any language contain general truths which have crystallized through decades or centuries of human experience but which are also conditioned by the way of life and the culture of its speakers. From this, it follows that somatisms are the most common type of phrasal units in any language. The appearance and functions of various body parts, as well as their significance in interaction with the world and with other people have served as the basis of various abstract images, ie. conceptualizations of reality.

In this paper, we analyze phraseological units which contain (the equivalents of) the lexeme 'tooth' in Hungarian and Serbian. The research corpus was compiled from four Hungarian dictionaries of phrases as well as two phraseological dictionaries (Matešić, 1992 and Otašević, 2012). A total of 82 Hungarian somatisms were excerpted, as well as 50 Serbian phraseological units containing the head word 'tooth'. The aim of the study is to establish the extent to which nouns referring to this body part have motivated the occurrence of phraseological units, to explore the phraseological potential of somatisms and to determine which conceptual domains they represent in these two languages.

Key words: phraseme, somatism, zub, fog, contrastive analysis, Serbian, Hungarian.

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SHORT FOLK RIDDLES AND PROVERBS – INSEPARABLE LINK BETWEEN LANGUAGE AND CULTURE

Short folk proverbs and riddles are the shortest genre of folk literature: they exist in almost every culture, every language. It is often the case that short folk proverbs and riddles from different languages / cultures are very similar to each other and easily understood because they are transparent, but it is even more often the case that they are related to a particular culture to such an extent that it is impossible to figure them out without knowing them.

In my presentation, I want to show, through the folk riddles and proverbs from the Hungarian and some other Finno-Ugric languages, the importance of not only

synchronic, but also the diachronic knowledge of language and culture (in its widest sense) in explaining some short non-transparent folk proverbs and riddles.

Key words: folk riddles, proverbs, language, culture.

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THE ROLE OF VUK'S RJEČNIK, I.E. SERBIAN DICTIONARY, IN THE PROCESS OF STANDARDIZATION OF SERBIAN

Standardization of one language is an extremely complex process that involves the realization of several stages, known as the language planning phases. This process can be realized (1) naturally, spontaneously, after a long continuous development of a written literary language (with possible integration with urban / rural varieties, sociolect, etc.), (2) through conscious intervention of individuals or (3) within specific synthesis of both principles. This paper analyzes the place that Vuk Stefanović's *Srpski rječnik* (1818) had in the process of standardization of the Serbian language, in order to once again point to its significance, as well as to the language planning phases that were realized and / or started with this work. In addition, special attention is paid to the Stefanović's alphabet and orthography reform, its contextualization and interpretation.

Key words: language planning, standardization, Srpski rječnik, 1818, Vuk Stefanović, Serbian language.

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LITERARY AND CIVILIZATION ELEMENTS IN ITALIAN *NUOVO ESPRESSO* TEXTBOOKS

The subject of this research is the analysis of textbooks for the Italian language *Nuovo Espresso* from A1 to C1 level, with a focus on the present literary and civilization elements. The corpus comprises the literary texts excerpts of Italian writers and sociocultural elements that are of great importance for getting to know the culture, tradition and contemporary life of this nation. The aim of learning a foreign language is not only training for the linguistic system use, but also acquiring the special knowledge

necessary in communication with speakers of another culture. Therefore, teaching foreign languages has a specific role in developing intercultural competence. In this paper, we will deal with the criteria for the literary and cultural elements selection and their transmissible roles. We will analyze to what extent these elements are in line with the needs and motivation of students, how they influence the quality of the teaching process and what their contribution to the adoption of foreign culture and the development of communicative competence in a culturally different context is.

Key words: foreign language acquisition, Italian language, literature, culture, interculturalism.

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WAR OR PEACE - AN ANCIENT WORLD IN HISTORY TEXTBOOKS IN THE NINETEENTH CENTURY

Ancient history during the nineteenth century took up considerable space in Serbian textbooks of history. The teaching units in these textbooks contained various topics that describe the most important historical processes and personalities who participated in these events. They contain war events, biographies of important personalities, cultural characteristics, everyday life, religion of old nations. In this paper, we will attempt to differentiate the extent to which the themes of war or peace were crucial for the education of Serbian students in the nineteenth century.

Key words: ancient history, war, peace, history, nineteenth century, textbooks

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TRADE RELATIONS BETWEEN THE DESPOTATE CAPITALS OF BELGRADE AND SMEDEREVO WITH THE ADRIATIC COAST

The commercial connections between the Adriatic coast and the Serbian Despotate capitals of Belgrade and Smederevo in the Middle Ages were mostly accomplished by the inhabitants of Dubrovnik. Serbian Despotate capitals were in the domain of merchants of Dubrovnik, and due to their activities in this area, an intense trade was

developed between the Littoral and the Danube region. They were the most important commercial mediators on this route in the fifteenth century. They supplied the Serbian capitals with various goods, but they mostly brought fabrics. At that time, Belgrade and Smederevo were developed towns, inhabited by the rich noblemen who were able to afford to buy expensive and fine fabrics that were brought by the merchants from Dubrovnik. Merchants from Dubrovnik played a dominant role in the exchange in these towns, but the wars and the sieges of these towns by the Turks made a huge impediment for the further development of the trade on this area. This paper analyzes the relationships, relations and frequency of the presence of merchants from Dubrovnik in Belgrade and Smederevo, at the time when these towns were the seats of the Serbian state, during the rule of despot Stefan and later despot Đurađ. It also analyzes the impact of warfare on merchant business, as well as other factors that were relevant to the development of transit trade in this area.

Key words: trade, Dubrovnik, Belgrade, Smederevo, fifteenth century.

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THE CHALLENGES OF TRANSLATING AND PRESENTING NOAM CHOMSKY'S EARLY WORK TO THE YUGOSLAV PROFESSIONAL PUBLIC

The author evokes, after nearly half a century, his engagement with introducing the work of Noam Chomsky to the Yugoslav public.

Key words: Chomsky, transformational-generative grammar, translation, editing, English, Serbo-Croatian.

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LEXICOGRAPHIC METHODS IN VUK'S RJEČNIK

The topic of this paper is the description of the macro- and microstructure of *Srpski rječnik* (1818) by Vuk Karadžić. Given that this dictionary is by its volume, structure and lexicographic procedure the very first dictionary of the Shtokavian dialect, it is important to point out the following elements: (a) the choice and scope of the lexemes; (b) their presentation; (c) the elements of the dictionary article. *Rječnik* is, at the same time, both a reflection of folk culture and a significant scientific work, and the paper points to the lematization, i.e. lexical and grammatical information of the word defined,

the process of semantisation, i.e. a list of its meanings, paying attention to the dictionary position of paradigmatic lexical relationships, as well as understanding and differentiating polysemic lexemes. Its encyclopaedic character presents possibilities for interdisciplinary research. The accessibility of this material is provided by the electronic edition of Rječnik (<http://raskovnik.org/>), which will be briefly presented, as well as some of the possibilities that a platform such as this one, with five digitized dictionaries, opens.

Key words: Vuk St. Karadžić, Srpski rječnik, lexicography, microstructure, macrostructure, digital edition.

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THE BASIS OF THE RUTHENIAN LANGUAGE – CONTACTOLOGY APPROACH

In this paper, the author analyzes relevant characteristics that point to the genetic base of the South Ruthenian language. The research includes nine characteristics that the South Ruthenian language shares only with the Trebišov speeches and three characteristics that the South Ruthenian language shares only with the Prešov speeches. The existence of lexical variants in the Ruthenian language is the result of proximity and interweaving of speeches, above all the Trebišov and Prešov speeches.

Key words: Ruthenian language, Trebišov speeches, Prešov speeches, contact linguistics, genetic base.

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MANIPULATIVE STRATEGIES IN ADVERTISING

In this paper, advertising is presented as a specific type of functional style. The main claim is that advertising is essentially based on manipulation, which can manifest itself openly or covertly through two types of manipulative strategies. The first type, open manipulation, directly highlights positive aspects of products (e.g. (for lashes) 8 X bigger). This strategy relies on exaggeration by focusing on highly unlikely effects of the product. The second type, covert manipulation, which is more typical of modern advertizing, involves indirectly provoking positive associations in the minds of potential buyers. There isn't a strong pressure on the buyer, but finely-tuned play with his subconscious aimed at creating the feeling of enjoyment (e.g. Drive = Love, for

Chrysler). The purpose of this paper is to define these two types of manipulative strategies and point to the typical linguistic and cognitive means by which they are practised taking examples from English advertising.

Key words: advertising, open and covert manipulation, linguistic/cognitive means.

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LITERARY NARRATIVE AND READER'S EXPERIENCE IN NEW CULTURAL CONTEXTS: ERNEST HEMINGWAY'S *IN OUR TIME* AND *THE OLD MAN AND THE SEA*

In an attempt to explain why certain books survive over time and maintain their place in the literary canon and new cultural contexts, the paper will focus on narrative strategies and cultural practices Ernest Hemingway's fiction is working with, and examine the structuring capacity of the narrative in his first and his last published book. Whereas *In Our Time* is generally acknowledged as an innovative collection of short stories partly because of its prevailing sense of shock and underpinning atmosphere of fear and disgust, *The Old Man and the Sea* was either severely criticized or simply bypassed: although its sense of defeat contradicted the writer's powerful public image, it was loved by the readers who valued the protagonist's stoicism and patience. Hemingway conveyed complex ideas through ordinary images and invented a relatively simple male world, corresponding to ideas and images found in mass culture products, but inviting a shrewd observation.

Key words: Ernest Hemingway, narrative, experience, cultural contexts.

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THE AFFECTIVE SIDE OF THE LANGUAGE OF BILINGUALS

There is a growing number of research that deal with the affective dimension of mono-, bi- and multilingual people. Results so far have shown that the emotional weight of affectively charged words is bigger in the mother tongue than in languages learned later. This paper gives a review of the newest research in the world and Serbia that are connected to the emotional processing of bilingual people in their first and second language.

In this line of research, there are studies which focus on the emotional quality of words (e.g. positive, negative, offensive) or in others, the main aim is to compare the emotional functioning in the first and second language using various experimental paradigms and words of distinct affective valence.

Key words: emotional content, bilingualism, words.

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“THE TURKS CAME, BUT WILL DEPART IMMEDIATELY?” CONTRIBUTIONS TO THE ISSUE OF THE FALL OF THE BAČ FORTRESS TO THE OTTOMANS (1526-1543)

After the defeat of the Hungarian army at the Battle of Mohács, Hungary experienced a difficult epoch in its history. The country had to fight against the invaders and, at the same time, the succession crisis occurred. Hungary was divided into two camps regarding the election of the new king. The northern and western parts of the country elected Ferdinand I of Habsburg (1527-1564), while the middle and eastern parts opted for John Zápolya (1526-1540). However, the Ottoman army did not capture all of the fortifications in the southern parts of Bačka in the autumn of 1526. The purpose of this research is to show how Bač Fortress and its wider environment came under the Ottoman rule, i.e. who were the owners of the fortress between 1526 and 1543. Recent research with the interpretation of new unpublished sources has shown that the fortress was under the Ottoman rule on several occasions, but also under the rule of Hungarian kings. Serbs in Bačka also played a role in these events.

Key words: Hungary, Bač Fortress, Ottomans, John Zápolya, Ferdinand I of Habsburg.

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THE INFLUENCE OF NOAM CHOMSKY ON THE DEVELOPMENT OF MODERN THEORETICAL LINGUISTICS

The paper presents an overview of the most important contributions made by Noam Chomsky to the development of contemporary linguistics and cognitive science. Over the past sixty years, Chomsky has not only laid the foundations of a revolutionary way of understanding language and its structure, but has also continuously revised and

updated his theories for the purpose of attaining a more precise and comprehensive description of the structure of language, understood as an inherent property of the human mind. As the founder of generative grammar and his consistent advocate, but at the same time a very objective analyst and a rigorous critic of his own views and attitudes as well as the views of other generativists and non-generativists, Chomsky has contributed to the development of contemporary linguistics more than any other linguist, which is evidenced by the fact that generative grammar is still one of the prevalent theories of language.

Key words: Noam Chomsky, linguistic theory, generative grammar.

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INTEGRATION OF THE LOCAL LITERARY CULTS INTO LITERATURE TEACHING

The revival of literature teaching means one of its big challenges for the 21st century school. The literature lesson to function as a hermeneutical situation with appropriate environmental enrichment, it has to be made true to life, and on account of this, the teachers have to infiltrate digital devices into teaching, creative writing, contemporary literature, popular register, gamification, opportunities of experience based on literary acquisition. Performativity is one way of reform of literature teaching, making literature near to body and communal, experience-like encounter with literature (visiting places of cult, museums). By integrating the results of cult research and literary museology into education new perspectives open in the field of literature teaching. The study exemplifies through an actual example, that of the example of the Gion Nándor Memorial House in Srbobran, how can museum attendance and literature teaching be connected, and how does a Hungarian lesson become experience, activity and problem centric by visiting places of cult.

Key words: experience based literature teaching, performativity, festivalisation, local cult, literature museology.

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MEANING LAYERS OF THE ACACIA IN THE VOJVODINAN HUNGARIAN AND THE HOMELAND CULTURE

The acacia planted in Europe from North America with French interposals appears in Hungary for the first time at the beginning of the 18th century. Soon takes place its military, economic use. This persistent and rapidly adaptable, well utilizable plant infiltrates into the Hungarian culture as well. The aim of the study is the examination of “the Hungarian tree”, the acacia as culture creator occurrences with emphasis of its appearances in Vojvodinian Hungarian and Hungarian cultures. With regard to our former researches, we assume that the acacia’s Hungarian, global and Vojvodinian, local cultural, artistic presence reached its culmination in both cases at the turn of the 19th and 20th centuries. The acacia is an emphatic culture creator element both in the local and global Hungarian culture.

Key words: acacia, culture, literature, Vojvodina, Hungary

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MANIPULATION IN WORD AND PICTURE

For two decades, the whole mankind has been in the computer age, which refers to mass usage of information technologies and media interference in everyday communication. One should have expected better communication among people. Instead, unexpectedly, mass media have influenced users to “spontaneously rephrase” their thoughts and emotions in many ways.

Why is this easy redefining of reality, through media and society interaction, really happening? Noam Chomsky detects ten strategies of manipulation. Among them, only the third technique of manipulation (usage of children talk), refers to the way of addressing people. Furthermore, by this disclosure of visual means of communication, this study points out attractive and seductive means of media comprehension. The focus is on “narrative” picture telling, as more and more influencing means of manipulation, thus channeling a desirable public opinion.

Key words: media culture, visual language, manipulation.

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POLITICAL THINKING AND CULTURE IN KANT'S PHILOSOPHY

There are many reasons why it is considered difficult to talk about Kant's philosophy of politics, but there are many possibilities to investigate his understanding of conditions of political relevancy of thinking. According to Hannah Arendt, the way in which thinking gets its political function depends on its close relationship with faculty of judgment. Therefore, Kant's critique of faculty of judgment represents the proper context of dispute regarding practical consequences of thinking. These consequences cannot achieve objectivity proper, but they do achieve subjective generality, which has specific meaning within the realm of politics and culture. Thus, the inquiry begins with investigation of the structure and the process of judgment in Kant's third Critique, followed by analysis of his understanding of culture and man's societal character, and finally with the articulation of the way how judgment is singled out as adequate horizon of realization of political agency.

Key words: Kant, Hannah Arendt, Philosophy of Politics, Culture, Faculty of Judgment.

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THE IMPACT OF GLOBALIZATION ON LATIN AMERICAN LITERATURE

The work consists of three parts: in the first part, we consider the phenomenon of globalization in the context of culture, literature and humanity. The theoretical framework of the article is based on the views of N. Chomsky, M. Bakhtin, W. Mignolo and T. Adorno. In the second part, bearing in mind the geopolitical inequality of Spanish South, Central and North America, we will review the reflections on this phenomenon, from Borhes's "Aleph" (1949) to Sabato's memoirs "Before the End" (1998), in an effort to answer the question whether the world today can fit into a book, as it used to at the time of the Latin American literary Boom, when the so-called "complete novel" was created. The third part deals with different forms of globalization in the concrete works of contemporary writers (R. Bolaño, E. Paz Soldán, J. Volpi, C. Aira, M. Bellatín), who, except Roberto Bolaño, are present in the Serbian translation literature with only one novel. Finally, we shall point to narcoliterature as a particular socio-political, economic and cultural phenomenon, especially in the works of Mexican and Colombian writers (F. Vallejo, J. Franco, J. Herrera, J. P. Villalobos), and its relation to the problem of globalization.

Key words: Literature and globalization, Latin America, Spanish American Literature, Narcoliterature.

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THE ROLE OF RELIGION IN WAR AND PEACE BUILDING IN BOSNIA AND HERZEGOVINA

A qualitative analysis of the content of the interview with the representatives of three traditional religious communities in Bosnia and Herzegovina was done in the framework of a joint research of the Center for Empirical Research of Religion in Sarajevo and the University of Edinburgh. The interview was conducted in the summer of 2018 with 76 people who are prominent in their public role in society in the educational, political, religious and non-governmental sector. In this paper, I analyze the results of interviews with sixteen religious leaders, professors of religious universities, religious school directors and religious teachers who were part of this sample, patrons of Orthodox, Islamic and Roman Catholic religions.

Key words: religion, peace, reconciliation, Bosnia and Herzegovina.

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A CONTRIBUTION TO THE STUDY OF THERMAE: ARCHITECTURAL MULTIFUNCTIONAL SPACE

As a perfect junction of the architectural-functional and esthetic-decorative components, thermae represent one of the dominant types of objects of Roman civilization. Thousands of the surviving Roman baths testify to the importance they enjoyed in the architecture of settlements and villas. Already Vitruvius mentions over 170 baths in the city of Rome. They were not only the places for bathing and hygiene but also the centers of physical and spiritual elevation, ambiances for gathering and socializing. In this way the social role of thermae is emphasized, while a combination of physical and intellectual activities is a postulate to which modern humanity also aspires.

The paper deals with the multiple significance of the Roman thermae as a complex architectural-decorative compound with special attention to well preserved and conserved examples in Sremska Mitrovica (Sirmium), Gamzigrad (Felix Romuliana), Čačak. Additionally, the paper reviews the continuity of social view of this type of objects.

Key words: Roman thermae, architecture, function, antiquity.

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COLLECTIVE IDENTITY AND INTERCULTURALITY IN LIFE AND WORK OF JOHANNES WEIDENHEIM

The collective identity of the Danube Swabians and their intercultural experience with people of other nations left strong traces in the life and work of the writer Johannes Weidenheim who was born exactly 100 years before in Bačka Topola. This article will not only consider new findings about his life, which formed him from a NS ideology sympathizer to a social critic socialist and molded his work, but will also be based on his novel "Treffpunkt jenseits der Schuld" and other novels, analyse his representation of the coexistence of different cultures and stereotyped collective images. Through plasticity of the description and critic self-representation and representation of other nations in Pannonia Weidenheim tried to initiate intercultural dialog, which should have led to better understanding and social justice between nations. Weidenheim was a literal chronicler of Bačka and a conciliator ahead of his time who wasn't really understood or appreciated in either of his two homelands.

Key words: Johannes Weidenheim, Danube Swabians, collective identity, interculturality, *Treffpunkt jenseits der Schuld*.

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PRIMARY PREPOSITIONS IN THE SLOVAK LANGUAGE AND INFLUENCE OF THE SERBIAN LANGUAGE

In this work we will analyse the primary prepositions o, od, po, za in the literary Slovak language. Most of the above mentioned prepositions are associated with the cases like Accusative (o, po, za), Locative (o, po), Instrumental (za) and Genitive (od). These prepositions in conjunction with a name in the case indicate the direction, time, purpose, destination, location or cause.

For each of the prepositions, we will point out to their improper use in the Slovak language of Vojvodina under the influence of the Serbian language (po zákone → podľa zákona; lístok za Nový Sad → lístok do Nového Sadu; dieťa od šesť rokov → šesťročné dieťa; za mesiac bude mať osemnásť rokov → o mesiac bude mať osemnásť rokov; báť sa za niekoho → báť sa o niekoho).

Key words: preposition, Slovak language, interference, Slovak language of Vojvodina, Serbian language.

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EPIC HEROES AS A NATIONAL BRAND

The research is based on the study of the "second existence" of an oral epic, or "folklorization" of epic and legendary heroes, initiated by various commercial or ideological impulses. We will also deal with the relationship between national history and epic, the processes of reconstructing the historical and epic past in order to commercialize the epic character, and transposing national values into consumer culture, and then by branding them (through certain tourist destinations, souvenirs, organization of knight tournaments and events under the label the names of the epic hero). The aim of the research is to demonstrate the characteristics of the epic personality in the foreground and how much the branding of epic heroes contributes to cultural identification. Along with the previous question, the relationship between national and global is also considered, ie, whether epic heroes are subject to the process of globalization at the same time.

Key words: epic hero, folklore, folklorization, brand, national.

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HISTORICAL AND CULTURAL CONTEXT OF VUK'S EPOCH

The historical and cultural context of Vuk's epoch will be examined from a sociolinguistic perspective. After the Great Migrations of 1690, a part of the Serbs also moved to the south of Hungary, which made the linguistic situation even more complex from the cultural perspective: the majority of Serbs was under the Ottoman rule and under the constant influence of the Turkish language through the centuries; the Serbs in the far west were under the cultural influence of the Italian language, and now their spoken and written language north of the Sava and the Danube was strongly influenced by the German and Hungarian languages as well.

Torn between the Slavic Orthodox spheres and *Slavia Romana / Latina*, between Cyrillic and Latin, and between Russian and Latin as liturgical languages, during the 18th and 19th century, Serbs sought to solve key cultural problems that had prevented prosperity, primarily, the absence of schools and printing houses, a very small number of printed media. All this affected the standard language activities of two opposing

philological currents: the romantic one, advocating for the creation of a standard language at the national base, and the classicist-sentimentalistic, which sought to standardize the Slavonic-Serbian language. Starting from different views on the cultural needs of the Serbs in the entire linguistic area, in the first half of the 19th century, several concepts of the standard Serbian language were created, and the aim of this paper is to determine their ranks by placing them in the appropriate historical and cultural context.

Key words: Vuk Stefanović Karadžić, *Slavia Orthodoxa* and *Slavia Romana/Latina*, sociolinguistics.

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THE ROLE OF THE UNIVERSITY IN THE DEVELOPMENT OF CRITICAL THINKING AND DEMOCRATIC VALUES

Higher education system in the context of Bologna reform and post-socialist transformation has a delicate role to link the values of liberal democratic culture and declarative tolerance for differences, with the legacy of egalitarianism and communitarianism from the previous period. Current strategies for the development of higher education are subordinate to the ideology of liberalism, which must not jeopardize the autonomy of the university and an individual, in a critical attitude towards the institutions of social order. By curricula oriented to education for democratic values, higher education institutions are also obliged to recommend and develop critical thinking, examine mechanisms for challenging manipulation and instrumentalization in the public social space, direct individual stakeholders into institutional ways of defending the values of personal integrity, and the importance of resistance to any form of symbolic violence.

Key words: higher education, liberalism, neoliberalism, critical thinking, autonomy.

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CONTRASTING FAKE RESULTATIVES IN ENGLISH AND SERBIAN

The aim of the paper is twofold: we provide a brief theoretical retrospective regarding the issue of idioms in order to shed light on how idioms are defined and treated in dominant traditional and non-traditional linguistic approaches; secondly, we present a contrastive account of a specific idiomatic construction, the fake resultative (Jackendoff 1997, 2002; Mateu 2010), in English and Serbian.

The starting point of the presented contrastive research is the distinction between idiomatically combining expressions (ICE) and idiomatic phrases (IP) (Nunberg, Sag & Wasow, 1994). We argue that fake resultatives cannot be adequately accounted for within this division. Further, we demonstrate that despite generative claims to the contrary, a number of generalizations do follow from the semantics of the idiom itself, where both the syntactic argument structure and the aspect of the idiomatic construction are based on a set of well-defined general principles relevant in a contrastive perspective.

Key words: idiom, generative linguistics, fake resultative, construction.

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ANGLICISM *SORI* IN SERBIAN: PRAGMATIC ADAPTATION OF DISCOURSE-FUNCTIONAL CHARACTERISTICS

Pragmatic approach to linguistic borrowing focuses on the use of loanwords and cultural, social, communicative and cognitive factors that affect it. In a qualitative corpus-based analysis, this paper examines the anglicism *sori* (and the orthographically non-adapted *sorry*) in Serbian, following the theoretical framework of pragmatic adaptation (Andersen 2014). In the process of functional adaptation, *sori* loses and changes some of the grammatical and illocutionary potential of English *sorry*, but also develops some new discourse functions in Serbian, primarily related to the discourse type, register and style, sociolinguistic characteristics and motivations of the speakers, and specific communicative nuances. Compared to Serbian *izvini(te)*, as the most general pragmatic marker of the apology speech act, *sori* has not only a narrower range of pragmatic meaning but a more restricted use, limited to colloquial urban style and the medium of spoken language, social networks and tabloid media.

Key words: anglicism, pragmatic borrowing, functional adaptation.

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THE INFLUENCE OF MYTH ON ROMANIAN LITERARY WORKS - FOUR FUNDAMENTAL MYTHS OF ROMANIAN CULTURE

Myth explains the genesis of the world or the phenomenon of nature, motivates human aspirations and ideals; it is a product of the spirit that is constantly renewed. Romanian literary folklore presents a significant variety of genres and motives; songs, ballads, legends, riddles or tales are the chief exemplary genres. Secondly, one should undeniably take a closer look at the beauty and diversity of Romanian fairy-tales and legends with their universal and timeless messages. Four “constitutive myths” of Romania originate from folk literature. These myths are the one about Trajan and Dochia, the Roman emperor and the daughter of king Decebal, which can be called the myth of Romanian ethno genesis, the second is the myth about the Ewe Lamb Miorita, being considered the quintessence of the Romanian spirituality, this folk creation actually brings out the fact that Romania is truly a pastoral society, very attached to its traditions; the myth based on the legend of the Goblin or Incubus known as Zburatorul and finally the myth about the Monastery of Arges teaching about the value of individual sacrifice, known under the title “Manastirea Argesului” or in another version “Mesterul Manole”. The four myths are crucial because they confront fundamental questions for Romanian people-these connected to the origin of the Romanian people, as well as, their culture and sexuality. In this paper we try to link the myth and literature analyzing the most important Romanian literary works which are inspired by the four fundamental myths of Romanian culture.

Key words: myth, Romanian literature, Romanian literary folklore, ballads.

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TEACHING ABOUT NEOLOGISMS IN ENGLISH WITH THE AID OF WORD SPY

This paper deals with sensitizing EFL university students to neologisms, a multiply important linguistic phenomenon, still receiving unduly scant attention in most course syllabuses. The term ‘neologisms’ is taken here to mean newly created or imported words, or newly created or imported senses of existing words, none older than 20 years. In English, today arguably the most dynamic language in lexical innovation, neologisms can be viewed from several angles, of which nine attract special interest: semasiological, onomasiological, pragmatic, stylistic, sociocultural, translational, contact-contrastive, etymological and lexicographic. The aims of this paper are twofold: firstly, to elaborate on the nine points mentioned; and secondly, to put forward a teaching method focused on covering neology in English and based on students’

exploration of the Word Spy website, a highly accurate, reliable and searchable online dictisaurus of new words.

Key words: neologisms, neology, English, EFL university students, teaching method, Word Spy.

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CULTURAL CONCEPTUALISATIONS IN ENGLISH AND SERBIAN PROVERBS

The main aim of the paper was to present the results of a contrastive analysis of a selected number of proverbs in English and Serbian that contain the concept of good and evil. The analysis was done in the theoretical framework of cultural and cognitive linguistics as the aim was to get a better insight into the cultural conceptualisations and cultural metaphors and metonymies in these two languages. Language plays an important role in the process of creation and development of cultural conceptualisations as it provides space for speakers to construct meanings related to different concepts and at the same time it helps speakers of a given language store the collective experience and knowledge they have about certain topics. For that reason the results of this analysis will indicate culture-specific and universal patterns typical of these two languages and cultures.

Key words: proverbs, cultural conceptualisations, cultural metaphors, English, Serbian.

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OBJECTIVE ETHNOLINGUISTIC VITALITY OF SERBIAN IMMIGRANTS IN HOLLAND

Ethnolinguistic vitality concerns the survival of a minority language in a multilingual context. Although the model developed by Allard and Landry (1987) includes the notions of objective ethnolinguistic vitality (sociological level) and subjective ethnolinguistic vitality (psychological level), this paper will focus only on the former type among first- and second-generation immigrants in Holland. The aim of the research is to assess the degree of ethnolinguistic vitality of a minority group and to predict the future of their language, i.e. if Serbian will continue being used or if it will completely disappear and give way for Dutch as the majority language. This research included 20 respondents between the ages of 25 and 40, 10 first generation and 10 second generation immigrants. The instrument that was used is BEVQ and comprises

four exocentric and four egocentric scales for measuring ethnolinguistic vitality, but only the former part of the questionnaire was analyzed in this paper.

Key words: ethnolinguistic vitality, minority language, objective vitality, questionnaire, immigrants.

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TRAVELING ACROSS GENRES – DAVID BYRNE’S "AMERICAN CITIES" AND SOME OF THEIR REFLECTIONS IN LITERATURE AND URBAN PLANNING

Accepting the premise that travel book is ‘a collective term for a variety of texts both fictional and non-fictional whose main theme is travel’, rather than adopting rigid taxonomies of exclusion, the paper explores ideas joining insiders’ perspectives on the material features of American culture as embodied in American cities. Looking into the defining features of the genre, the paper addresses cultural perspective of a travelogue written by David Byrne, *Bicycle Diaries* (2008) and overlaps its key points with literary representations of American cities in Don DeLillo’s novels *Underworld* (1999) and *Cosmopolis* (2003), as well as with the ideas about the “city of signs” and the city as a product of culture laid out in *Learning from Las Vegas* (1966 and 1977) by Robert Venturi and Denise Scott-Brown.

Key words: travelogue, genre, city of signs, Byrne, Venturi, DeLillo.

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FASHION AND ZEITGEIST: AN INQUIRY IN PHILOSOPHY OF CULTURE

The author investigates fashion as an authentic manifestation of *Zeitgeist*, and therefore as one of important concepts of philosophy of culture. Fashion is regarded as a concept with twofold meaning: first meaning is concerned with clothing as an anthropological – cultural expression of man, while second is concerned with it in a sense of one’s life attitude and notion of novel, questioning fashion’s relationship with *Zeitgeist* and historical context. Philosophy of culture is not obliged to deal with all individual forms through which culture expresses and manifests itself, but it has a task of articulating the meaning of those figures that are permanent and constantly present. In this article, the author intends to illuminate key philosophical notions

regarding fashion and, on that basis, to determine whether fashion represents consistent concept of philosophy of culture.

Key words: culture, fashion, philosophy of culture, philosophy of fashion, Zeitgeist.

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RUTHENIAN-SLOVAK LITERARY CONNECTIONS IN THE SECOND HALF OF THE 20TH CENTURY

In the political and social life in Yugoslavia after World War II, special attention is given to socialist development of the country. Brotherhood and unity were cherished as a cohesive force for strengthening ties between nations and nationalities in the country. In the multinational Vojvodina, especially cherished was the cultural and literary cooperation between individual national communities. First contacts between Ruthenians and Slovaks in Vojvodina in the cultural sector were made in the period between the two world wars. In the second half of the 20th century, the two national communities were establishing intensive literary collaboration, partly in the spirit of the asserted cultural politics, but we consider, also because of their linguistic and ethnic closeness. The goal of this paper is to examine the Ruthenian-Slovak literary connections in greater details, which reflect in reciprocal translations and publishing of literary works, literary criticism and anthologies; and to analyse which type of literary works is translated the most, which authors are translated most often to both languages and who are the most frequent translators.

Key words: Ruthenians, Slovaks, Vojvodina, literature, translation of literary works.

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MULTI- AND INTERCULTURALITY: (IR) RELEVANCE OF CULTURAL PLURALITY FOR THE CONSTITUTION OF SOCIAL SUBJECTS

Critical reflections on culture and cultural plurality for their purpose have the marking of points in which multiculturalism and interculturalism not only overlap, but also diverge, and for the purpose of pointing out the relevance of intercultural

communication and practices. Bearing in mind that the leading political, economic, religious and other groups often use culture in order to carry out their limited interests, this paper seeks to draw attention to the negative influences on culture, the social context and social subjects by the above-mentioned practices. Various interest interventions aimed at the reconstruction and reduction of culture not only that make it impossible for the potentials of culture and cultural plurality to be expressed in the proper way, but as such contribute to the constitution of social subjects with questionable identities. Also, the critical reflection of the current predicaments that have affected culture is taken as the starting point for finding possible solutions for dealing with the current degradation of culture.

Key words: cultural plurality, interculturalism, individuality, diversity of identity.

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URBAN SPACE, VALUES AND MULTICULTURALISM IN REPUBLIC OF MACEDONIA

The Balkans are recognizable by their multiculturalism, but the question is to what extent it contributes to the development of key moments such as dialogue, tolerance and understanding. Throughout the mentioned moments, the presence of the other should definitely be recognized, as well as its integration into the urban space. Living in the city, we create and build our identity in a certain urban space and in a certain environment. Soja is right when he says that the space increasingly is becoming a place where the interaction between different social groups is recognizable. The subject of the paper is the real perception of the multiculturalism in the city of Skopje and the definition of cultural differences and social relations, essential for integrating and achieving social cohesion. The findings from the empirical research confirmed the thesis that multiculturalism in Skopje and Macedonia is a reality, and not a political manipulation.

Key words: globalization, dialogue, multiculturalism, postmodern, urban space.

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SERBIA THROUGH THE EYES OF CONTEMPORARY WESTERN TRAVELERS IN THE AGE OF NEMANJIĆ DYNASTY (1166–1371)

In the area of Rascia (Raška), eastern part of what is now Serbia, at the beginning of the second half of XII century, new Serbian dynasty came to power. This dynasty has been established by a Grand Prince Stefan Nemanja (1166-1196), and has been named after him as the Nemanjić dynasty. Under the Nemanjić (Nemanjid) dynasty Serbia was able to free itself from direct political domination of Byzantium and to gain independence. Although Serbia politically gravitated towards the West, concerning the cultural and religious issues, it has permanently left in the Byzantine sphere of influence. In this paper, we will try to present how Serbia was viewed in the eyes of western travelers and historians.

Key words: Medieval Serbia, Nemanjić Dynasty, Western Travelers.

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SLOVAK THEORY OF LITERATURE: FROM THEORY TO ITS APPLICATION

In this paper, we analyze the reception of Slovak theory of literature in a Serbian context, especially the theory of Peter Zajac in the book *Pulsiranje književnosti* (2015). The original theory of Peter Zajac came from the work of the Cabinet of Literary Communication and Experimental Methodology from Nitra where Zajac was an associate. The Cabinet, also known outside of Slovakia, was founded by literary theoreticians František Miko and Anton Popovič whose studies were also translated into Serbian. The aim of the paper is to point out the development of Zajac's original theory of the so-called pulsating aesthetics based on structuralism, through the incentives of semiology and the theory of literary communication, applicable in literary interpretation and translation. Publishing these studies not only provides insights into theoretical processes in Slovak literature but also draws attention to the context of Slovaks in Serbia, from which the translator and editor of this work, Mihal Harpáň, originates.

Key words: Slovak literary theory, Peter Zajac, pulsation aesthetics, Mihal Harpáň.

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SIMMEL'S CONFLICT THEORY AND HERMAN-CHOMSKY PROPAGANDA MODEL

The views of the German sociologist Georg Simmel (1858-1918), who thought that conflict is one of social forms, occupies a prominent place among sociological theories on social conflict. Simmel's understanding of conflict has got a great potential for explanation of this social phenomenon. More than eighty years after Simmel, E. Herman and N. Chomsky developed a propaganda model, trying to explain how mass media in the USA work. Since propaganda regularly goes together with social conflicts (especially with wars), the authors of this paper are trying to find out whether the propaganda model is compatible with Simmel's views. The main goal is to enlarge the possibilities of explanation of social conflicts.

Key words: conflict, mass media, propaganda, society.

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VUK KARADŽIĆ AND LUDOVÍT ŠTÚR - CODIFIERS OF TWO SLAV LANGUAGES

In this paper, we will compare the two great linguists in the Serbian and Slovakian history: Vuk Karadžić and Ľudovít Štúr and the codifications of two small Slav languages (Serbian and Slovak). Despite some differences (Karadžić was born in 1787 and Štúr in 1815), these two linguists had similar language views (both considered the language to be a means of democratization of culture). We can conclude that the struggle for the literary Slovak and the literary Serbian language was completed in 1947. That year, the Slovak language was formally received, and after a long struggle, Vuk's language was accepted in linguistic practice when Njegoš's Gorski vijenac finally came out. Štúr and Karadžić met several times and communicated, we will present these findings and make conclusions based on historical material. The aim of our research is to show that cooperation between Slovak and Serbian linguists existed before, and that the preservation of small languages lies in cooperation.

Key words: Vuk Karadžić, Ľudovít Štúr, Serbian language, Slovak language, codification of languages.

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LITERARY MULTILINGUALISM – TRADITION OR INNOVATION?

Multilingualism in the Hungarian literature of Vojvodina has been studied by the researchers as an innovation of the neo-avantgarde aspirations in the 1960s. According to the paper, the phenomenon appeared much earlier in the texts of the authors who, in their childhood remembrances, evoked the world of the Monarchy. The focal point of this study is the language of János Herceg (1909-1995) and his novel *Módosulások* in which the interference of languages culminates. The paper examines the types of German, Serbian and Croatian "guest texts", and it explores the stylistic functions that one can associate with them. It also seeks the answer to the question why the reception of the novel overlooked the almost chaotic mix-up of languages. Using the results of Michaela Wolf's multilingualism research, it concludes that in Herceg's case multilingualism is primarily in the service of recalling the *colour locale* and this overshadows the unusual and novel nature of his poetic techniques.

Key words: multilingualism, cultural context, style, interculturality.

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TOWARDS THE NEW HUNGARIAN-SERBIAN DICTIONARY. DEVELOPMENT OF ECONOMIC TERMINOLOGY IN SERBIAN-HUNGARIAN LEXICOGRAPHY

Bilingual dictionaries have a special place in lexicography. Their purpose, goal and aim are to perform a special task in approaching different cultures and languages, and they are most often used dictionaries as well. In the Hungarian-Serbian lexicography, due to political, economic and other reasons, we notice huge deficiencies in both the number of bilingual vocabularies and their quality, size, and purpose. No great Hungarian-Serbian dictionary was compiled, and the last more serious dictionary was issued in 1968. We plan to fill this void with the new "Hungarian-Serbian big dictionary" which is currently under construction in Budapest. The paper will be about the structure of the new dictionary with special emphasis on terminology in the field of economics. The development of the economic terminology and the methods of its marking in the more important Hungarian-Serbian dictionaries will be analysed.

Key words: bilingual dictionaries, lexicography, terminology of economy.

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TO WRITE WITH EASE – TO TRANSLATE WITH EASE (THE CHILDREN’S BOOKS OF ÉVA JANIKOVSZKY IN DIFFERENT TARGET LANGUAGES)

This paper deals with the language of Éva Janikovszky’s children’s prose. Although the author had written for both adults and children, she gained worldwide recognition thanks to the illustrated books from her collaboration with László Réber, a distinguished Hungarian graphic artist. The author compares the texts of the *Velem mindig történik valami* [Something’s Always Happening to Me] and *Te is tudod?* [Did You Know, Too?] with their English, Croatian, German, and Serbian translations. In addition to the comparative analysis, the development of the intermediate relationship of the target language text and illustration is explored, as the books are always published with the original drawings.

Key words: translation, children’s literature, picture book, Éva Janikovszky, László Réber, intermediality.

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AN EXAMPLE OF EARLY MODERN TRANSLATION, LUKÁCS PÉCHI: AZ KERESZTÉNY SZÜZEKNEK TISZTESSÉGES KOSZORÓJA [AN HONEST WREATH FOR CHRISTIAN VIRGINS] (NAGYSZOMBAT, 1591)

In the second half of the 16th century, the most prominent literary-theological space of Hungary developed around the Archdiocese and Chaplain of Esztergom that moved to Nagyszombat (present-day Trnava) fleeing from the Ottoman conquest. Lukács Péchi, working as the lawyer of the Chaplain and Diocese of Esztergom, became a member of this group in 1578. Miklós Telegdi, the diocesan bishop, appointed him to lead the Nagyszombat press in 1578. Péchi published his works in Hungarian, among others the pseudo-Augustinian meditations, in the press in Nagyszombat. In 1591, he published *Az keresztény szüzeknek tisztességes koszorója* [An Honest Wreath for Christian Virgins]. This book, the first work of literature for the education of women in Hungarian, was based on the work of the German evangelical preacher Lukas Martini titled *Der christlichen Jungfrauen Ehrenkränzlein*. The virginal virtues are symbolized by flowers and herbs both in the original work and in the Hungarian translation. Both books are richly illustrated. Martini drew his botanical knowledge from the first German translation of the commentary of Andrea Pierto Mattioli (1501–1577) on the work of Dioscorides of Anazarbus, a botanist from late antiquity. The author explores the divergence of the Hungarian work from the original source,

and concludes that Péchi introduced changes of dogmatic nature on one hand, and on the other, he adapted the work to the domestic environment.

Key words: Lukács Péchi, Martini Lukas, literature for the education of women, botanical engravings, moralistic botany.

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VUK STEFANOVIĆ KARADŽIĆ AND OLD DUBROVNIK

The time of the centuries-old life of the Dubrovnik Republic was marked by literature and art that were created during the Renaissance and Baroque era. This literature is distinguished by its specific topics and motives, as well as in the language that has frightened it with specific nuances. In the Serbian dictionary of Vuk Stefanović Karadžić, several hundred words were recorded specifically for Old Dubrovnik. Some words, Vuk Karadžić just quoted and translated into Latin and German. Other words he explained, citing the cultural context in which they were created and in which they were used. The subject of the work will be the words from the Dubrovnik past, which already slowly disappeared in Vuk's time, and which are exactly its Dictionary, can be freely said - preserved. The aim of the paper is to determine the way in which these written words interact with one another in a verbal and written tradition. During the development of this work, we will use the comparative and cultural method.

Key words: Serbian dictionary, Dubrovnik literature, oral literature, culture, Old Dubrovnik.

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ROADTRIPPING THROUGH TIME AND THOUGHT IN NEIL GAIMAN'S *AMERICAN GODS*: MYTHOLOGY, FOLKLORE, AND POPULAR CULTURE

Cultural expression does not necessarily mean high art, which is particularly important today, when popular culture often reaches the same, if not greater heights, as its esteemed institutional counterpart (McRobbie). All art, it can be argued, stems from the same mythological and folkloric thought, which still shapes mass culture and its

products to this day. Contemporary British author Neil Gaiman often tackles these cultural issues in his works, starting with the iconic comic *The Sandman*. Gaiman's interest is metatheoretical, and he explores it both thematically and formally. In his critically acclaimed novel *American Gods*, he leads his reader through the Baudrillardian Americana, a simulacrum made of mythologies old and new, folklore and media, trying to discover what shapes our reality. The authors of this paper join his endeavours, exploring at the same time the meta ways in which popular and high culture meet in this novel and why this unique combination works so impressively.

Key words: mythology, Neil Gaiman, popular culture, postmodernism.

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AN ANALYSIS OF ELEMENTS OF INTERCULTURAL COMMUNICATIVE COMPETENCE IN THE MANUALS FOR LEARNING SERBIAN AS L2

Contemporary second/ foreign (L2) language pedagogy defends that L2 language learning exceeds the development of linguistic system in L2, as well as the mastery of communicative functions, and that it implies a development of intercultural communicative competence. There are different interpretations of what represents intercultural communicative competence, but it is generally accepted that it includes cognitive, affective, and behavioral component: a development of sociocultural competence, a reconsideration of one's personal cultural models together with a reconsideration of attitudes toward the Other, and an inclination toward ethnographic and critical approach in observing and analyzing cultural phenomena. The way these aspects are approached in L2 education is strongly influenced by the previous knowledge, experience and educational cultural model of the learner. At the same time, these elements of ICC are addressed differently by the creators of teaching materials, which has direct repercussions for the learning/teaching process. Here, we propose to explore the elements of ICC in the manuals for Serbian as L2. We analyze the manuals of Serbian as L2 that are currently used in different centers for teaching Serbian as L2 and we engage in a contrastive analysis of the content and activities proposed by the selected manuals.

Key words: foreign language teaching, intercultural competence, sociocultural competence, sociolinguistic competence, Serbian language, textbooks.

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EVERYDAY LIFE OF CHILDREN IN DRAMATIC FAIRY TALES BY ALEKSANDAR POPOVIĆ

Aleksandar Popović is one of the most important Serbian drama writers of 20th century, and was proclaimed as a living classic. His creative opus is very voluminous and also includes plays for the youngest ones. In this paper, the author researches three dramatic fairy tales – Cinderella, Little Red Riding Hood and Snow White and the Seven Dwarfs. These fairy tales are perceived as kind of a trilogy, as they are unified with the topic (“un-fairyteling” the fairy tale and its remaking). In the previous studies, the processes of dramatization of these fairy tales were considered, such as processes in their “un-fairyteling”, as well as, to a certain extent, the language that Popović used. One of the theses is that it is precisely the language close to children, as is based more on sound than on meaning, and that being the main reason why these plays are popular among its audience. In our opinion, however, Popović has brought these texts closer to children by using, among other things, the elements of their everyday life, both what is pleasing to children (unlimited consumption of sweets and treats) and what is not (different lectures and lessons). Therefore the aim of this paper is to show how Aleksandar Popović used elements of children’s life both in the process of “un-fairyteling” the fairy tale and in order to bring the text closer to the youngest recipients.

Key words: Aleksandar Popović, dramatic fairy tales, everyday life of children, children literature language.

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