

Faculty of Philosophy
University of Novi Sad
1-2 December 2014

*For 60 years
spreading knowledge!*

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*For 60 years
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**Second International Interdisciplinary Conference
for Young Scholars in Social Sciences and Humanities**

CONTEXTS

Faculty of Philosophy
University of Novi Sad
4 December 2014

**PROGRAMME AND BOOK OF
ABSTRACTS**

This conference is organized to mark the 60th anniversary of the Faculty
of Philosophy

For 60 years spreading knowledge!

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Vukašin Živaljević
MA Mile Živković

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PROGRAMME

The Second International Interdisciplinary Conference for Young Scholars in Social Sciences and Humanities

CONTEXTS

- 9.00–10.00 Reception and registration of the participants (Hall)
- 10.00–10.30 The opening of the symposium (Cinema Hall)
 - Short musical performance by students of the Academy of Arts, University of Novi Sad
 - *Bounce* for three female voices, two violins and viola
Milan Perišić, fourth year of Music Composition Studies
Class: professor Zoran Mulić
Nataša Vasić, Milica Kosanović and Isidora Šakota - voices
(fourth, second and third year of Musical pedagogy studies)
Jovan Cincar Kostić, and Ivan Brković – violins (IV year)
Dimitrije Zagorac – viola (MA student)
Class: professor Timea Kalmar
 - Welcoming address:
 - Prof. Dr. Ivana Živančević Sekeruš, Dean, Faculty of Philosophy
 - Prof. Dr. Pavle Sekeruš, Vice-Rector, University of Novi Sad
 - Representative of the Secretary for Education, Science and Technological Development, Autonomous Province of Vojvodina
 - Stefan Ninković, the best young researcher at the Faculty of Philosophy,
 - Awards for best students of the Faculty
- 10.30–11.30 Film about the Faculty of Philosophy (Cinema Hall)
- 11.30–12.00 Break
- 12.00–14.00 Work in sessions / Presentations of papers
- 14.00–15.00 Lunch
- 15.00–17.30 Work in sessions / Presentations of papers
- 17.30–18.00 Break / Poster presentations
- 18.00–19.00 Open Space Event and closing (Hall)
- 19.00–20.00 Cocktail Reception (Room 2)

TIMETABLE

CULTURE AND EDUCATION

Session 1			12.00-14.00	Chairperson: Lela Vuković	Room: 97/ III
Jasna Kapelan	University of Novi Sad, Serbia	Through imagination towards conception of tolerance and nonviolent solving conflicts among pupils	Serbian		
Maja Bosanac	University of Novi Sad, Serbia	Educational importance of intercultural sensitivity through the stages of personal development by the model of Milton J. Bennett	Serbian		
Larisa Kasumagić-Kafedžić, Lejla Hodžić, Emina Dedić Bukvić	University of Sarajevo, Bosnia and Herzegovina	Teacher education in the context of interculturalism- Identifying educational requirements of pre-service and in-service teachers	Croatian		
Karlo Bala, Zoltan Geler	University of Novi Sad, Serbia	Analysis of utilization of resources in order to improve the process of teaching	Serbian		
Zoltan Geler, Karlo Bala, Ilija Lalović	University of Novi Sad, Serbia	Software support to the preparation of timetables within higher education institutions	Serbian		
Lela Vuković	University of Novi Sad, Serbia	Intercultural education as a challenge within a new cultural diversity	Serbian		

POSTER

Floor: III

Bojana Perić Prkosovački, Gordana Švanja Parezanović	University of Novi Sad, Serbia	Youth culture and health behaviour of the young people - Information about health eating habits of young people	Serbian		
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CULTURAL CONTEXTS AND MEDIAS

Session 1	12.00-14.00	Chairperson: Sofija Perović	Room: 25/1
Csilla Horváth	Research Institute for Linguistics, HAS, Hungary	The Mansi in the news: The representation of a Siberian indigenous people in the local media	English
Milica Ružičić-Novković	University of Novi Sad, Serbia	How are disabled people identified by the printed media in the Serbian language	Serbian
Andrea Ratković	University of Novi Sad, Serbia	Media's (re)interpretation of the cultural context and its impact on the homogenization of social relations	Serbian
Smiljana Milinkov	University of Novi Sad, Serbia	The impact of formal education on gender and professional identity of female journalists	Serbian
Sofija Perović	University of Belgrade, Serbia, Université Paris 8, France	Opera in the media age	Serbian

15.00-17.30

Chairperson: Jelena Kleut

Vlasta Sikimić	University of Belgrade, Serbia	Virtual knowledge in a scientific context	Serbian
Biljana Mitrović	University of Belgrade, Serbia	Participatory culture and MMORPG video games	Serbian
Tanja Antić	University of Belgrade, Serbia	The fusion of the various and the fission of the same in the film "The Parade" by Srđan Dragojević	Serbian
Jelena Kleut	University of Novi Sad, Serbia	Ideal users in web spaces	Serbian
Mirna Vidaković	University of Novi Sad, Serbia	Implicit content in advertising slogans in English - The use of entailments, presuppositions and expectations	Serbian

LINGUISTIC CONTEXTS

Session 1		12.00-14.00	Chairperson: Danka Rabota	Room: 26/I
Ana Mršić Zdilar	University of Zagreb, Croatia	Political discourse: rhetorical (un) persuasiveness		Croatian
Marina Šafer	University of Novi Sad, Serbia	Expression of conditionality in Serbian and Hungarian language		Serbian
Jovana Marčeta	University of Novi Sad, Serbia	Fruit in French, Italian and Serbian phraseology		Serbian
Danka Rabota	University of Belgrade, Serbia	Is it easy to be a bad mother? Conceptualization of Serbian cultural model of motherhood/ maternity		Serbian
Nina Manojlović, Stefan Todorović, Milica Kočović	University of Kragujevac, Serbia	Nominalisations as markers of language bureaucratization exemplified in the statutes of higher education institutions established by the Republic of Serbia		Serbian
		15.00-17.30	Chairperson: Zuzana Tirova	
Ivana Mitić	University of Kragujevac, Serbia	Characteristics of the Serbian language as non-mother tongue in multicultural context		Serbian
Beata Grabovac	University of Novi Sad, Serbia	Early bilingualism and ability to inhibit irrelevant information		Serbian
Joža Horvat	University of Rijeka, Croatia	Insight into the anthroponymy of Sveti Đurd: Personal names		Croatian
Zuzana Tirova	University of Novi Sad, Serbia	Knowledge of communication languages and inter-generation relations of lingual behaviour of Slovak youth in Vojvodina		Serbian

Session 2	12.00-14.00	Chairperson: Jovana Bandić	Room: 28/I
Maruška Agrež	University of Ljubljana, Slovenia	Translational and functional view of the word 'pa' in Slovene conversations and drama of the 18th and 19th Centuries	Slovenian
Jovana Bandić	University of Novi Sad, Serbia	Lexis of foreign origin in Slobodan Selenić's novel „Fathers and Forefathers”	Serbian
Stefan Pajović	University of Novi Sad, Serbia	Seamus Heaney's birthplace toponymy	Serbian
Nina Ditmajer	University of Maribor, Slovenia	Vocabulary in manuscript sermons of Jožef Muršec	Slovenian
Ivana Janjić	University of Novi Sad, Serbia	Final „U” in some Balkan languages	Serbian
Session 3	12.00-14.00	Chairperson: Maja Stanojević Gocić	Room: 72/II
Marijana Matić	University of Kragujevac, Serbia	The level of information and attitudes of students at the Faculty of Philology and Arts towards the language and English speaking countries	Serbian
Maja Stanojević Gocić	University of Kragujevac, Serbia	Cultural contexts in teaching English for Specific Purposes: guessing the meaning of words from the context	Serbian
Ana Halas	University of Novi Sad, Serbia	Sense identification in lexicographic practice of English and Serbian – Cognitive linguistic approach	English
Vilma Tiškei	University of Novi Sad, Serbia	Hungarian prefix meg- and its English equivalents	Serbian
Mila Dragić	University of Novi Sad, Serbia	Phraseologisms with lexemes 'language' ('tongue') in Serbian and English	Serbian
Snežana Kljakić	University of Novi Sad, Serbia	Agent in English and Serbian	Serbian

15.00-17.30

Chairperson: Aleksandar Kavgić

Jovana Rugar	University of Novi Sad, Serbia	Fixed binomials in English and their translation into Serbian	Serbian
Valentina Rapajić	University of Defence, Serbia	Discourse and metadiscourse in medical case reports authored by foreign users of English	English
Aleksandar Kavgić	University of Novi Sad, Serbia	How vulgar should vulgar be? Transfer of English vulgarisms in Croatian and Serbian fan subtitles of breaking bad	Serbian
Marina Vasić, Katarina Držajić	University Singidunum, Serbia	Understanding, identifying and overcoming blocks to communication in the English language in Japanese world	Serbian
Jelena Josijević	University of Kragujevac, Serbia	The Americanization of spelling in former British colonies: Corpus analysis of spelling doublets ending in -our/-or and -re/-er	Serbian
Gabriella Tóth	Eötvös Loránd University (ELTE), Hungary	The problematics of translating grammatical gender	English

LITERARY CONTEXTS

Session 1	12.00-14.00	Chairperson: Snežana Tucaković	58/II
Panagiotis Asimopoulos	Hellenic Army Academy, Greece/ University of Novi Sad, Serbia	Aeschylus and Euripides about Cassandra	Serbian
Ljiljana Bajac	University of Novi Sad, Serbia	The motive of alienation in the novel 'Mountain emperor' by Svetolik Rankovic	Serbian
Snežana Tucaković	University of Novi Sad, Serbia	Conflict between Venetian and Montenegrin culture in Đura Jakšić's 'Jelisaveta, princess of Montenegro'	Serbian
Bojana Anđelić	University of Novi Sad, Serbia	The Masfer changes, but the scourge remains, and will remain forever... – On life of a teacher in Ivan Cankar's drama „The Servants”	Serbian
Maja Medan	University of Novi Sad, Serbia	The Legacy of the traditional culture in Milan Dedinac's Surrealism	Serbian

15.00-17.30

Chairperson: Dubravka Bogutovac

Kristina Stevanović	University of Novi Sad, Serbia	The work of Rastko Petrović: Hybrid cultural identity potentials	Serbian
Violeta Stojmenović	University of Belgrade, Serbia	The sixth day in the context of Petrović's criticism of literary representations of war	Serbian
Dušica Filipović	University of Belgrade, Serbia	From habitual to rhizomatic identity: Ethos of two literary figures in „The second book of migrations” of Milos Crnjanski	Serbian
Tamara Jovanović	University of Novi Sad, Serbia	The Image of the other in „Collection of letters from abroad” by Borislav Pekic	Serbian
Biljana Ristić	University of Novi Sad, Serbia	Serbian literary magazines at the beginning of the 20th century - Our meeting with French literature	Serbian
Dubravka Bogutovac, Sanja Šakić	University of Zagreb, Croatia	An uninvited guest: forms of cooperation between Croatian and Serbian literary and cultural magazines (1991-2010)	Croatian
Session 2	12.00-14.00	Chairperson: Minja Arslanagić-Tutić	Room: 109/III
Milica Rađenović	University of Novi Sad, Serbia	The culture of insatiable yearning in Zadie Smith's 'The autograph man'	Serbian
Goran Pavlović	University of Belgrade, Serbia	Hybrid identities in Zadie Smith's novel „White Teeth”	Serbian
Ilaria Sicari	University „Ca' Foscari” of Venice, Italy	A poetic of composition: Tarot and storytelling. „Il Castello deo Destini Incrociati” and „Poslednja ljubav u Carigradu” as cases in point	English
Srebrenka Mačković	University of Sarajevo, Bosnia and Herzegovina	Transgressing boundaries of belonging in Hanif Kureishi's 'The black album'	English
Gordana Todorčić	University of Novi Sad, Serbia	Meaning construction on the occasion of the Erih Koš's novel „U potrazi za mesijom”	Serbian
Minja Arslanagić-Tutić	University of Sarajevo, Bosnia and Herzegovina	The sense of non belonging as an identity: „Nigdje, niotkuda”, Bekim Sejranović	Croatian

15.00-17.30

Chairperson: Miloš Jocić

Olivera Miok	University „Ca’ Foscari” of Venice, Italy	Defamiliarization as a method for reading of „everyday(ness)” in Aleksandar Hemon’s book ‘The question of Bruno’	Serbian
Nataša Delač	University of Belgrade, Serbia	Status of female character in female drama. Case study: „Orange Peel” by Maja Pelevic	Serbian
Tonja Jelen	University of Ljubljana, Slovenia	Slovene modern prose and images of literary characters through a cross-section of locality and globality	Slovenian
Miloš Jocić	University of Novi Sad, Serbia	Waste books* (On gray literature and the culture of forgetting in the novel „Mi, izbrisani” by Slobodan Vladošić)	Serbian
László Patócs	University of Novi Sad, Serbia	Narrative emotional meanings in László Darvasi’s novelism	Hungarian
Renata Romoda	University of Novi Sad, Serbia	The short history of the genre of the Hungarian novella in Vojvodina between the two world wars	Hungarian
Gabor Crnković	University of Novi Sad, Serbia	Analysis of the economic discursive position in contemporary Hungarian novels from Vojvodina	Hungarian

THE INDIVIDUAL, CULTURE, SOCIETY

Session 1	12.00-14.00	Chairperson: Goran Koletić	Room: 89/II
Jelena Vojinović-Kostić	University of Belgrade, Serbia	The role of language in the cultural identification of groups or individuals	Serbian
Slobodan Vuletić, Vojislav Todorović	Megatrend University of Applied Sciences, Serbia	The formation of cultural identity through social interaction in groups	Serbian
Slobodan Vasić	University of Novi Sad, Serbian	The intersection of gender, ethnic and religious identities: Banat Bulgarians (Paulicians) in the intercultural contexts of Serbia, Romania, Bulgaria	English
Mihajlo Manić	University of Priština, Serbia	Characteristics of the process of communication (mass communication) – sociocultural model	Serbian

Goran Koletić	University of Zagreb, Croatia	Medicalization of the human security - importance of pharmaceuticalisation and securitization	Croatian
15.00-17.30		Chairperson: Slobodan Vasić	
Snežana Štrangarić	University of Novi Sad, Serbia	Cultural capital and educational inequalities: Problems in measuring	Serbian
Dijana Subotički	University of Novi Sad, Serbia	Formation of the Feminist identity of female politicians in Serbia: From their earliest childhood to the collectivism of political parties	Serbian
Nastasja Pisarev	University of Novi Sad, Serbia	Between reality and fiction: The space of the city under the sign of the labyrinth	Serbian
Kristina Krstić	University of Novi Sad, Serbia	Intercultural communication form socially constructive point of view	Serbian
Dejan Đorđić, Vanja Škrbić	University of Novi Sad, Serbia	Social constructivism in education - Introduction to multicultural education	Serbian

PSYCHOLOGY

Session 1	12.00-14.20	Chairperson: Filip Nenadić	Room: 49/I
Sara Raković, Slobodan Golušin, Bojana Branovački	University of Novi Sad, Serbia	Intelligence and school achievement in the light of genetic and environmental factors	Serbian
Ilija Milovanović, Selka Sadiković, Dina Fesl	University of Novi Sad, Serbia	Perception of family environment and school achievement in the light of hereditary and environmental factors	Serbian
Milan Oljača, Milan Jordanov, Dragan Đunda	University of Novi Sad, Serbia	Is aggression hereditary or acquired?	Serbian
Milana Jovanov, Jelena Laketić, Marija Ćirić	University of Novi Sad, Serbia	Sensation seeking and risky behaviours	Serbian

Biljana Otašević, Jovana Trbojević	University of Novi Sad, Serbia	Who were the volunteers during the May floods? Social-demographic predictors of helping behaviours	Serbian
Jovana Trbojević, Biljana Otašević	University of Novi Sad, Serbia	Effects of prior volunteering and self-efficacy on the level of helping during the floods in Serbia	Serbian

POSTER

Floor: I

Bojana Dinić, Biljana Lungulov, Tanja Jevremov	University of Novi Sad, Serbia	Students evaluation of quality and conditions of studying at the Faculty of Philosophy in Novi Sad	Serbian
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CULTURE AND LANGUAGE IN THE CONTEXT OF PHILOSOPHY

Session 1	12.00-14.20	Chairperson: Davor Lazić	Room: 29/1
Stanko Vlaški	University of Novi Sad, Serbia	Culture and identity in Fichte's philosophy	Serbian
Lazar Atanasković	University of Novi Sad, Serbia	Nietzsche's notion of culture	Serbian
Nikola Tatalović	University of Novi Sad, Serbia	Nietzsche: non-identical subject	Serbian
Davor Lazić	University of Vienna, Austria	Language and subversively. Language as repetitive-performative praxis and strategies of subversion	Serbian
Stevan Bradić	University of Novi Sad, Serbia	The relation of sensory and literature in the thought of Foucault, Deleuze and Ranciere	Serbian
Marina Goreta	University of Zagreb, Croatia	Marinovich by Tommaseo - Discourse of Tommaseo on its own projections	Croatian
Jasmina Radojičić	University of Belgrade, Serbia	What good is a doctorate in humanistic sciences? Humanistic sciences in a knowledge-based society	Serbian

HISTORY AND CULTURE - CONTEXTS AND PERMEATIONS

Session 1		12.00-14.00	Chairperson: Nikola Milivojević	Room: 48/1
Nebojša Kartalija	University of Novi Sad, Serbia	Serbian-Hungarian relations in the context of Byzantium foreign policy in the end of 11th and in the beginning of 12th century	Serbian	
Nikola Milivojević	University of Novi Sad, Serbia	The Austrian Chronicles on the subject Serbs as allies of the Hungarian King Bella IV in the war for the Austrian inheritance of the Babenberg Dynasty	Serbian	
Milan Čabrilo	University of Novi Sad, Serbia	Serbian King Stephen Dragutin and his family in the conflict on the issue of Hungarian throne in the period of the Arpad dynasty extinction	Serbian	
Valentina Pavlič	University of Ljubljana, Slovenia	The former high altar from the Maribor Cathedral	English	
Livia Szedmina	Polytechnical School for Vocational Studies, Subotica, Serbia	Influencing independence: The role of the Irish-American community in late-19th-century Irish history	English	
		15.00-17.30	Chairperson: Vicko Fisković	
Ljubo Škiljević	University of East Sarajevo, Bosnia and Herzegovina	Accordion-Musical identity of Sevdalinka?	Serbian	
Milan Gromović	University of Novi Sad, Serbia	Milos Crnjanski on Saint Sava: A view on history „TODAY”, essays, nonfiction, politics	Serbian	
Jasmina Novaković, Marija Vasiljević, Mina Lukić	University of Belgrade, Serbia	The Hero's death and life. Case study: Ivo Lola Ribar's busts	Serbian	
Marko Fuček	University of Zagreb, Croatia	Generational transition and revolutionary tradition in Yugoslavia, 1945-1960	English	
Aleksandar M. Gajić	University of Novi Sad, Serbia	Anachronisms in historical context, the example of „The Sleepwalkers”	Serbian	

Vicko Fisković	University of Zagreb, Croatia	The natural disasters in the region of south and south-east Europe in the seventh decade of the 20th century	Croatian
POSTER			Floor: II
Attila Pfeiffer	University of Novi Sad, Serbia	The localization issues of the Banate of Mačva and the Fortress of Mačva	Serbian

ABSTRACTS

(Abstracts are listed in the alphabetical order)

Agrež Maruška, University of Ljubljana, Slovenia
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THE TRANSLATIONAL AND FUNCTIONAL VIEW OF THE WORD *PA* IN SLOVENE CONVERSATIONS AND DRAMA OF THE 18TH AND 19TH CENTURIES

The polyfunctional word *pa* is a very common word in all historical periods of Standard Slovene, including the present. It usually expresses either contrast or addition and performs either as a conjunction or as a particle. It has different German translations, e.g. aber, denn, allein, und etc. Since it is typical of spoken language, it is analyzed in text patterns of conversations used for learning Slovene as a foreign language (Šmigoc 1812, Primic 1813, Murko 1843, Premru 1850) and in Linhart's *Županova Micka* (1790), the translation of Richter's comedy *Die Feldmühle* (1777). The places where *pa* appears are compared with suitable places in German texts. The paper also discusses functions of the word *pa*, including similarities, textual, spatial and temporal differences.

Key words: Linhart, conversations, 18th and 19th centuries, functional words

Andelić Bojana, University of Novi Sad, Serbia
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„THE MASTER CHANGES, BUT THE SCOURGE REMAINS, AND WILL REMAIN FOREVER...” – ON LIFE OF A TEACHER IN IVAN CANKAR'S DRAMA „THE SERVANTS”

The purpose of this paper is to analyze the life of a teacher in the drama „The Servants” (1910) by Ivan Cankar. Cankar counterposed advanced understanding intellectuals to those who rule over them – representatives of economic, political, spiritual and every other kind of violence. The character Jerman is particularly interesting since he is a representative of the oppressed, educated and intelligent, who had managed to fight clergy, but finally gave up. The conclusion is that we should not fall into despair and give up, but fight for our own freedom and the freedom of all people – social, political and cultural.

Key words: teacher, education, school, village, government

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THE FUSION OF THE VARIOUS AND THE FISSION OF THE SAME IN THE FILM „THE PARADE” BY SRĐAN DRAGOJEVIĆ

The movie questions the series of ongoing socio-psychological, cultural, anthropological and political issues. The main topic is their point of intersection as it could be any other condition unquestionable humanity. The characters symbolize the diversity in a wide range of human identity: class, sex, gender, religious, ethnic, ideological, generational and cultural. The idea of awakening and nurturing of human rights as well as the imperatives of modern society in general combines them into a focus of social engagement striving toward re-establishing a basic value system, that a citizen puts at the center. The author of the text will seek the confirmation of the thesis related to the need to respect human rights as a prerequisite to overcoming structural conflicts caused by the existing diversity and finding multiple advantages. It can be concluded that the man's needs are based on the same background-valid value, regardless of belonging to certain categories.

Key words: identity, diversity, sameness, basic human rights, engaged art

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THE SENSE OF NONBELONGING AS AN IDENTITY: „NIGDJE, NIOTKUDA”, BEKIM SEJRANOVIĆ

The paper deals with the novel, that is, the narrator with whom the author, according to his own words and to a great number of autobiographical facts, has much in common, so much so that it is impossible (and unnecessary) to make a distinction between facts and fiction. The absence of the sense of belonging is actually both a cause and a consequence within a vicious circle: it is the result of objective circumstances, but it is also the only circumstance that keeps the narrator running away from the sense of belonging, which he both craves and despises.

Key words: nowhere, from nowhere, belonging, identity, narrator

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AESCHYLUS AND EURIPIDES ABOUT CASSANDRA

Based on the unquestionable fact with diachronic domain according to which the ancient Greek myth as a vector of original and simultaneously intertextual parameters has functioned as a trustworthy source for incomparable inspirations, this paper aims at an extensive research of Cassandra's enigmatic and tragic personality. More specifically, there is performed a search of the adventurous course concerning that controversial female figure in the unique poetic works of leading tragedians, Aeschylus and Euripides, in which the theoretic mythological background is interwoven with the multifaceted manifestations of the ecstatic prophetess.

Key words: tragedy, Cassandra, Aeschylus, Euripides

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NIETZSCHE'S NOTION OF CULTURE

One of the crucial problems of Nietzsche's thought is the problem of culture. The answer to the question: How was Nietzsche's notion of culture shaped - is necessary in understanding of his thought. To comprehend what Nietzsche understands as culture, we should not follow only his works, but we need to take into account much wider historical context, where his notion of culture is showing itself as extreme sharpening of the notion formed in Germany at the end of the 18th century, and which – as it is shown by Norbert Elias – includes in itself the idea of internal development and formation, contrasted against the notion of civilization which gains negative connotation as something external. Nietzsche surely belongs to this tradition, while he sharpens the notion of culture as something which represents the consequence of development and modification. Thus, we should be cautious before we call Nietzsche a culture critic – firstly, we should be clear about his notion of culture.

Key words: Nietzsche, elias, culture

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THE MOTIVE OF ALIENATION IN THE NOVEL „MOUNTAIN EMPEROR” BY SVETOLIK RANKOVIĆ

In the paper, the novel of Ranković's „Mountain emperor” is approached by using an interpretative and analytical method. By analyzing the relation between the individual and the collective we come to the conclusion that the hero grows distant from his community due to them having their differences. On the other hand, he is rejected and discarded by his. Observing the change of an individual who comes to unknown environment, we will conclude that the hero is becoming distant, because he is discovering himself in his own world, discovering his double which he is unfamiliar with. Based on the conclusions, it will be shown that Ranković's novel belongs to naturalism and that it introduces modern as an epoch because the problem of tragic in the sphere of eradicated existence is also studied by Milicevic, Uskoković etc. The aim is to question the periodisation of the Serbian literature and to establish how the Serbian modern in prose had already started by the end of the 19th century.

Key words: alienation, remarkable, individual, brigand, loneliness

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THE ANALYSIS OF UTILIZATION OF RESOURCES IN ORDER TO IMPROVE THE PROCESS OF TEACHING

In large higher education institutions it is not easy to organize the process of teaching so that institution resources would be optimally utilized. The teaching stuff and students overload, as well as irrational utilization of space and time are just one of many problems that can occur in practice. The goal of this work is to analyze and potentially optimize the utilization of human, space and technical resources for teaching process improvement at the Faculty of Philosophy in Novi Sad. The analysis is performed using database obtained by merging data gathered from the official timetables for the last few years. The analysis results showed that there is considerable room for optimizing the use of institution resources, as well as the process of teaching.

Key words: teaching process, resource analysis, optimisation

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LEXIS OF FOREIGN ORIGIN IN SLOBODAN SELENIĆ'S NOVEL „FATHERS AND FOREFATHERS”

Studying the lexis of Slobodan Selenić's novel „Fathers and Forefathers” by the method of total excerption of loanwords, 400 loanwords have been identified on 120 pages of the novel. Loanwords are largely a source of knowledge in different cultures, and since Slobodan Selenić in his novel „Fathers and Forefathers” thematizes the encounter of different cultures, the connection between culture and language becomes prominent in the lexical layer of the novel. A domination of lexis from classical languages has been noted as opposed to other foreign influences.

Key words: lexicology, linguoculturology, loanwords, cultural code

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AN UNINVITED GUEST: FORMS OF COOPERATION BETWEEN CROATIAN AND SERBIAN LITERARY AND CULTURAL MAGAZINES (1991-2010)

The paper explores different forms of cooperation between Croatian and Serbian literary and cultural magazines in the period from 1991 to 2010 with the emphasis on the editorial policy and guest editors' presentation. In the first part, a theoretical framework is established referring to the theory of cultural memory and recollection. The work starts from the thesis that the cultural memory is inseparable from different expressions in the text and the cultural heritage. In the second part, the concrete established connections between Croatian and Serbian culture are being detected and described while the focus of analysis is on the presentation of content within the context of the other magazine and on the presumed reception of the reading audience. The analysis of selected examples suggests the conclusion that the cooperation produced cultural products which, archived in the material form, strengthen in a long-term the seemingly broken cultural communication.

Key words: Croatian and Serbian literary magazines, cultural memory, reception, cultural communication

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EDUCATIONAL IMPORTANCE OF INTERCULTURAL SENSITIVITY
THROUGH
THE STAGES OF PERSONAL DEVELOPMENT BY MODEL OF MILTON J.
BENNETT

Intercultural learning is gaining importance, especially in institutions of non-formal education, but it is given more attention in formal education as well. One of the views on intercultural learning and development is the model of intercultural sensitivity by Milton J. Bennett. His development model represents a shift from ethnocentrism to stage of ethnorelativism and understanding of the personal view of the world according to the stage of intercultural mediation and the possibility of action in different cultures. The aim of this paper is, the phases that Bennett describes, to connect with the educational importance they have for individual, for his development of self-realization, while, on the other hand, we can make parallels with the social significance of the development of responsibility towards own, and other cultures. In conclusion, it can be stated that the existing educational facilities need to be innovated at all levels.

Key words: intercultural learning, non-formal education, formal education, personal development, social significance

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THE RELATION OF SENSORY AND LITERATURE IN THOUGHT OF
FOUCAULT, DELEUZE AND RANCIÈRE

In philosophical tradition from Baumgarten onwards, art and literature were understood as a specific intersection of sensory and intellectual. My paper concentrates on the reception and reinterpretation of this understanding by the philosophers such as M. Foucault, G. Deleuze and J. Rancière. What characterizes their thinking and what distinguishes them from the dominant tradition is the understanding of the sensory as both a priori and historical, and mediated by different linguistic strategies. Sensory for these thinkers is not a mere given but is rather produced by the relation of knowledge and power. Accordingly, literature for them exists in the esthetic space, being understood as the political space, as one of

the practices that can intervene in the general distribution of places, times and roles, the visible and the invisible. In this paper, I will show relations and differences in their opinions, as well as their broader philosophical and political implications.

Key words: distribution of the sensible, percept, affect, knowledge, power

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THE ANALYSIS OF THE ECONOMIC DISCURSIVE POSITION IN CONTEMPORARY HUNGARIAN NOVELS FROM VOJVODINA

The study scrutinizes the identity of characters or rather the changes and crises which lead to the alteration of their identity in contemporary Hungarian novels written in Vojvodina. A person does not live isolated from the surrounding world and is influenced by economic, cultural and anthropological effects. Therefore, there are many crucial points which bring the characters to identity crisis. In the novels that I analyzed, the characters usually live in epochal times and they are in financial straits. Their survival in the 20th century slump caused by political changes during the last years of Monarchy, during the First and Second world war, in the time of union and later breakup of Yugoslav countries had numerous effects on their personality and identity. In my opinion when it comes to a disintegration of a state, it necessarily brings sweeping economic changes which reflect on identity. From this point of view (the writer and the reader), we can talk about economic discourse.

Key words: monarchy, economic discourse, crisis, disintegration of a state, identity crises

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SERBIAN KING STEPHEN DRAGUTIN AND HIS FAMILY IN THE CONFLICT ON THE ISSUE OF HUNGARIAN THRONE IN THE PERIOD OF THE ARPAD DYNASTY EXTINCTION

This paper discusses Serbian-Hungarian relations after the death of the Hungarian king Ladislaus IV and the participation of Serbian ruling dynasty in the conflict for the Hungarian throne between the Anjou dynasty and Hungarian king Andrew III the Venetian. On the Serbian side, in the conflict there participated the former Serbian king Stephen Dragutin. After withdrawing from the throne, being the son-in-law and protégé of the Ladislaus IV, Dragutin held on to power in one part of Serbia and was entitled the Mačva region and some parts of Bosnia to govern by the Hungarians. After the death of Ladislaus IV, the family of the Serbian king started playing a significant role in internal affairs in Hungary. Both the Anjou and Andrew III tried to win round the Nemanjić. The author of the paper presents general biographical data about Stephen Dragutin and his connections with the Arpad dynasty and, based on diplomatic sources, analyzes the role of the Nemanjić in the aforementioned affairs.

Key words: Stephen Dragutin, Ladislaus IV, Hungarian throne

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STATUS OF FEMALE CHARACTER IN FEMALE DRAMA. CASE STUDY: „ORANGE PEEL” BY MAJA PELEVIĆ

The primary starting point comprises the theoretical problems of the position of female characters in contemporary Serbian drama, using the example of the drama „Orange Peel”. Through this drama we can see female characters that are created from a woman’s perspective. The subject of research is the drama „Orange Peel” that deals with the search for identity of a young woman who faces a number of obstacles arising from the law of androcentric world. The aim of this paper is to analyze examples of contemporary drama and point to a cause-and-effect relationship between fictional world (the status of female character) and contemporary social circumstances (the status of women). Maja Pelević creates a new array of characters (hero, anti-hero, the characters, not the characters) and

indicates the existence of new contradictory, wondrous characters, which provides a challenge in the analysis, categorization and attempted synthesis of the female characters in this drama.

Key words: „Orange Peel”, androcentrism, female character, identity, Serbian contemporary drama

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STUDENTS EVALUATION OF QUALITY AND CONDITIONS OF STUDYING AT THE FACULTY OF PHILOSOPHY IN NOVI SAD

The aim of the research was the examination of students satisfaction with quality and conditions of studying at the faculty. The participants were 537 students (74,7% of females) from various departments at the FFUNS. The principal component analysis was conducted on the students estimation about different aspects of studying conditions. Based on this analysis, three components were extracted: 1. organization and conditions, 2. informativeness and services, 3. the library and coordinator. The multivariate analysis of variance showed that doctoral students are the most satisfied with organization and conditions, as with informativeness and services. Students of bachelor degree are less satisfied with those aspects, and master students are the least satisfied. Female students were less satisfied with organization and conditions, in comparison to males, and students with higher achievements (8.5 to 10), just as self-financed students are more satisfied with the library and coordinator.

Key words: students evaluation, quality of studying, conditions of studying

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VOCABULARY IN MANUSCRIPT SERMONS OF JOŽEF MURŠEC

Jožef Muršec is an important representative of the Eastern Styrian literary language in the first half of the 19th century. His language was influenced by different factors: dialectal appurtenance of the Pannonian area, function of the grammarian Peter

Dajnko and Stanko Vraz, who favoured illyrism; later he was influenced by writers who drew their language near the Central Slovenian area. The vocabulary shows the specialties of the Pannonian dialectal area: most words have a Slavonic origin, e.g.: bog, deca, oča. Words derived from German are in the second place, considering their occurrence, e.g.: brumno, finkišti, Jogri. The next are words derived from Latin: angel, armada, cesar. There is also an influence from Hungary: jezero, betek, hasniti. Archaisms are derived from Croatian or are a part of the joint Pannonian area: pitati, plakati, jako, istina, svedočiti.

Key words: Jožef Muršec, sermons, Eastern Styrian literary language, Pannonian dialect

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PHRASEOLOGISMS WITH LEXEMES „LANGUAGE” (“TONGUE”) IN SERBIAN AND ENGLISH

In this paper, we analyzed phraseologisms that contain the lexem *tongue* (jezik) in Serbian and English. The method we used was conceptual analysis and the phraseologisms were primarily sorted by the criteria of target domains. The target domain for the largest group of expressions was linguistic action, and within this group phraseologisms were classified according to the concepts that enable their understanding. These expressions generally indicate certain aspects of linguistic action and very often they contain value judgments. Comparing the expressions and their meanings, structure, value judgments and metaphorical images, we can conclude that there is a high degree of correspondence between the two languages, which is probably a consequence of the universality of certain phenomena related to the basis of human functioning in the material world and human cognitive system.

Key words: phraseologisms, Serbian, English, jezik, tongue, conceptual analysis

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SOCIAL CONSTRUCTIVISM IN EDUCATION: INTRODUCTION TO MULTICULTURAL EDUCATION

Multicultural education is based on the premise that all children regardless of their race, gender, ethnicity, socioeconomic status or culture must have an equal opportunity to learn. In this paper, we try to shed light on how social constructivism can contribute to achieving the goals of multicultural education. According to Banks, one of the five dimensions of multicultural education is the construction of knowledge, or social constructivism perspective which allows students and teachers to see knowledge as socially, historically, and culturally constructed, to construct and reflect the point of view of multicultural education. A constructivist classroom is characterized by diffused authority, critical thinking, the creation of meaning and active participation of all stakeholders of education. Lately, we use term sociotransformative constructivism which unites social constructivism as a theory of knowledge with multiculturalism as a theory of social justice.

Key words: multicultural education, social constuctivism, constructivist pedagogy

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FROM HABITUAL TO RHIZOMATIC IDENTITY: ETHOS OF TWO LITERARY FIGURES IN „THE SECOND BOOK OF MIGRATION” BY MILOŠ CRNJANSKI

This paper analyzes the evolutionary trajectories of Tryphon and Đurđe Isaković, literary heroes of „The Second Book of Migration” by Miloš Crnjanski. It analyzes the transgression from fate to forced fate and the moment of transgression from forced into a choice-fate. The problem of the eclipse of habitual ethos and decomposing it into the maelstrom of war and migrations is focused on; the adaptivity of the hero through the prism of social and historical context from which they originated is monitored, in relation to the new, in which they found themselves. It analyzes the painful disappearance of authentic maternal-feminine tenderness of male as well as impotence of women to follow the identity of the man-warrior who shows abroad a turn off from functional sexuality to extrasexual aims. The infinite extension of

socius of literary figures by Crnjanski refers to the concept of a new, variable and non-hierarchical - rhizomatic identity of a modern man.

Key words: habitual ethos, rhizomatic identity, literary hero, male and female principle, the fate

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NATURAL DISASTERS IN THE REGION OF SOUTH AND SOUTH-EAST EUROPE IN THE SEVENTH DECADE OF THE 20TH CENTURY

Abstract: Natural disasters that have hit the region we live in this year, causing enormous material damage, present a starting point for my research, with the survey on the similar events from the 1960s, according to press clippings. The events cover the earthquake in Skopje, Macedonia in 1963, floods in Zagreb, Croatia in 1964 and in Slavonija and Vojvodina in 1965, as well as the flooding of the river Po, Italy in 1966, when a third of the Apennine peninsula was under water. The insight into the events was reached through examining the newspapers of the time; hence, I point out to the periodical repetition of the unwanted behaviour of the nature towards the environment and the residence of a large number of people. Out of that base, I report the key moments of each individual case for the thorough historiographic research. This multiple developed factography is supplemented by an extensive photo-documentation in order to prevent forgetfulness, including the comparison to present-day disasters.

Key words: floods, earthquakes, 20th century, periodicals, documentation

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GENERATIONAL TRANSITION AND REVOLUTIONARY TRADITION IN YUGOSLAVIA, 1945-1960

Transition of Yugoslav socialism from the revolutionary phase to mature socialism was accompanied by transition between youth generations. Both transitions provide key contexts in which revolutionary traditions were created and modified.

For youth in immediate postwar years, the revolutionary generation, the experience of war and liberation provided central constitutive experiences. By the late 1950s, with new generations of youth, revolutionary traditions attained qualitatively new meanings. On one hand, official revolutionary narrative obtained the mythological status, in the process becoming ossified. On the other, moral ambiguities and uncertain loyalties of wartime were becoming topics in the works of popular and literary culture, largely created by members of revolutionary generation. This paper examines that bifurcation of revolutionary narrative as both an element of intergenerational transmission and as a shifting role of performative and constative dimensions of revolutionary discourse.

Key words: revolutionary tradition, youth, culture, generational transition

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ANACHRONISMS IN HISTORICAL CONTEXT: THE EXAMPLE OF „THE SLEEPWALKERS”

The paper will present an analysis of anachronisms used in a historical context having a negative connotation with the aim of manipulating historical events and their causes and consequences. The work that will be analyzed is „The Sleepwalkers - How Europe went to war in 1914” by an established author and historian Christopher Clark. The intention to unfounded pursuit revision history using terms that do not comply with the time context is actually the most important research motive. The terminological analysis is framed in the main part of the study, and the results will be a consideration of anachronisms in the context of real-time and their description and explanation. At the end, the conclusion of the work will represent a synthesis of the personal aspects of perception aspirations by the author K. Clark and the research results.

Key words: Anachronism, Christopher Clark, World War I, the context, the term

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SOFTWARE SUPPORT TO THE PREPARATION OF TIMETABLES WITHIN HIGHER EDUCATION INSTITUTIONS

The preparation of timetables within higher education institutions is a very demanding task, which depends on many factors, including the spatial capacity and organizational structure of the institution, the number of professors and teaching assistants, and the number of students. Careful planning of the timetable is one of the prerequisites of a quality teaching process. In this paper a functional prototype of a software solution to support the preparation of timetable within higher education institutions is presented. The goal of its implementation is to facilitate the process of timetable preparation and to allow a more rational use of available classrooms with the ability to monitor the workload of students and the teaching staff.

Key words: timetable, software support, higher education

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MARINOVICH BY TOMMASEO – DISCOURSE OF TOMMASEO ON ITS OWN PROJECTIONS

The present paper analyses a work of complex structure, which arose from impressions of the 19th century thirties. The book *The mind and spirit of Antonio Marinovich*, written by Niccolo Tommaseo, was first published in 1840, and it was included in Critical studies in 1843. The place and time encompassed within this work are precisely enlisted, although the narration is not always linear. Within the period of 15 years, during the epistolary friendship between two intellectuals from the east coast of the Adriatic Sea, the correspondence was the most intense in 1828 and 1829, as the letters confirm. The location encompassed by the works is limited to Šibenik and Florence toponyms, even though thematically it surpasses the aforementioned cities. The narrative includes lyrical poems, thus compromising the boundaries of specific genres. The paper attempts to shed light on the construction of identity and parting with the possible forms of existence possessing the other.

Key words: discourse, identity, colonialism, naratological procedures, paternalism

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EARLY BILINGUALISM AND THE ABILITY TO INHIBIT IRRELEVANT INFORMATION

The research deals with the ability of attentional control in bilinguals. The native or first language of the subjects that participated in the study was Hungarian, whereas in the case of the second language, Serbian acquisition began prior to the age of seven. The ability to inhibit irrelevant information is connected to the functioning of the central executive, and studies so far have shown that bilinguals often exhibit an advantage in this field. Twenty subjects took part in the research and the tasks used were the emotional Stroop task and the classic Stroop task. The results have not shown a significant emotional Stroop-effect, nor were there language differences in the processing of emotionally valenced information. In the classic task, there was a heightened processing of incongruent and congruent stimuli relative to the control condition, whereas language differences again have not appeared.

Key words: early bilingualism, attention, classic Stroop task, emotional Stroop task

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MILOŠ CRNJANSKI ON SAINT SAVA: A VIEW ON HISTORY „TODAY”, ESSAYS, NONFICTION POLITICS

The paper gives an analysis of Crnjanski's apprehension: of spiritual and secular deed of St. Sava, Serbian statehood, nation and national culture, depicted in the book *Saint Sava* and in the nonfiction texts: *Our millennial culture*, *Burning St. Sava's relics* and *Saint Sava* by the university professor and Academy member Stanoje Stanojević. Given in the form of essays, attitudes have universal meaning, at all times and for every nation, which is why the emphasis in the paper is given on the authors' method of surfacing historical problems and their perspective in the context of the history „today”. The paper underlines the importance of reading Crnjanski's nationally flavoured essays and nonfiction liberated from the limiting factor in perception i.e. the burden of the time of origin. The paper includes the critical portrayal of the author's essayistic narration about cultural-historical and geo-political alterations in the entire Serbian culture.

Key words: Saint Sava, Miloš Crnjanski, history „today”, „svetosavlje”, spiritual renaissance.

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SENSE IDENTIFICATION IN LEXICOGRAPHIC PRACTICE OF ENGLISH AND SERBIAN: COGNITIVE LINGUISTIC APPROACH

The subject of the paper involves the determination of strategies and criteria for sense identification applied in the selected representative monolingual dictionaries of the contemporary English and Serbian language as well as the determination of the extent to which the given strategies are founded on the principles of the contemporary lexicological theory, in particular, the cognitive-linguistic theoretical framework. The research is aimed at establishing similarities and differences between the lexicographic practice of English and Serbian with regard to the solidity of their scientific foundation. In addition to the comparison of the two practices, the results of the analysis are also expected to provide the possibility of outlining the strategies of good and modern lexicographic practice or to pinpoint areas for improvement in the two practices aiming at the more effective interplay between theory and practice, which leads to the complete fulfilment of users' needs.

Key words: cognitive linguistics, lexicology, lexicography, prototype theory, sense identification

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INSIGHT INTO ANTHROPONYMY OF ST. ĐURĐ: PERSONAL NAMES

Field research was used to collect onymic data in St. Đurđ, located near the city of Ludbreg, Croatia. In the introductory part of the paper, it has been illustrated how the use of anthroponyms depends on the communicative context. The central part of the paper provides an analysis of verified male and female first names. First, there was presented their inventory and origin (i.e. if they are part of the aloglotic or idioglotic stratum), and later determined dialectological methods were applied to verify how they fit (on different levels) into the system of the local speech that belongs to the Kajkavian „Varaždin-Ludbre” dialect or in the sociocultural context. The next part of the study was dedicated to the analysis of the particularities of shortened and derived names, and their stylistic values. The author also indicates

the difference between first names in unofficial and official communication and explains the relation between first names and other onymic categories.

Key words: kajkavian group of dialects, onymy, anthroponymy, first names, Sveti Đurd

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THE MANSI IN THE NEWS: THE REPRESENTATION OF A SIBERIAN INDIGENOUS PEOPLE IN THE LOCAL MEDIA

Mansi is a severely endangered Finno-Ugric language, spoken by less than a thousand people in Western-Siberia. More than half of the Mansi live in towns and cities, thus, besides traditional life style (fishing, hunting, reindeer-breeding), the Mansi language and culture are now present in urban domains as well. In my presentation, I focus on the main characteristics of Mansi identification and self-identification, the Mansi identity represented in the local television and radio channels, press, and in the social media. I discuss the way Mansi identity affects its appearance in the media, as well as the role of media in shaping Mansi identity. The analysis is based on fieldwork experiences, acquired during semi-structured interviews with approximately 20 urban Mansi living in Khanty-Mansiysk city, as well as the qualitative analysis of Luima Seripos newspaper, Yugra and Yugoria TV channels and Yugra radio channel, all published and broadcasted in the Khanty-Mansi Autonomous Okrug, Russia.

Key words: indigenous, identity, press, social media

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FINAL „U” IN SOME BALKAN LANGUAGES

In this paper, the author provides some details of the ending -U in the Present Tense (the first person singular) and the status of these grammatical morphemes within the context of the Balkan verb system and its geographical distribution. For all the compared languages it is common that they have general endings-U.

Geographically observed, continuation is preserved in Serbia, Macedonia, Greece, Romania, Albania i.e. in their dialects or in dialects spoken in their territories.

Key words: Balkanology, dialectology, endings -U, languages in contact

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SLOVENE MODERN PROSE AND IMAGES OF LITERARY CHARACTERS THROUGH A CROSS-SECTION OF LOCALITY AND GLOBALITY

The concepts of local and global in culture increasingly find themselves either at the intersection or on the opposite sides. In this paper, literary characters that act in modern Slovene novels and short prose will be presented. They act in central Slovene towns, villages or other countries. The paper is focused on local and global views of Slovene authors and a foreign (now Slovene) author, who write about farmers, proletarians and intellectuals. The research exposes questions such as: how chronotope can mark literary character that was born in the city or came into it from a larger country or continent and vice versa. Is the use of dialect and town speech and the use of foreign words in expressing also affecting that? How does he experience crossings, customs and diversities in the given environment and several changes through time that arose in a given place of events?

Key words: local, global, literary characters, literary language

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VEJST BUKS [WASTE BOOKS]: ON GRAY LITERATURE AND THE CULTURE OF FORGETTING IN THE NOVEL „MI, IZBRISANI“ BY SLOBODAN VLADUŠIĆ

In this paper, we will provide an attempt of a specific interpretation of Slobodan Vladušić's neo-noir „cybernovel“ „Mi, izbrisani“. The core element being examined in this essay will be the author's prosaic utilization of the so called „gray literature“ (written material that is not published commercially or is not generally accessible - as defined by Merriam-Webster Dictionary), both in the context of traditional,

physical texts, as well as in the context of online blogs, social networks and the communicative phenomenon of „Web 2.0”. Further on, we will try to explain the influence of gray literature on the author’s postmodern treatment of the selective historicity, tradition and the culture of forgetting. Secondary themes in this paper, all of which will branch out from the already mentioned ones, will deal with Vladušić’s equally postmodern treatment of the city, genre, communicativity and the contemporary Serbian and pop-global culture.

Key words: gray literature, culture of forgetting, city, web, noir

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THE AMERICANIZATION OF SPELLING IN FORMER BRITISH COLONIES: THE CORPUS ANALYSIS OF SPELLING DOUBLETS ENDING IN -OUR/-OR AND -RE/-ER

USA global domination in all different spheres of life is reflected in the language of English speakers’ use all over the globe. There are certain observations claiming that English-speaking world is increasingly preferring American forms over the British ones, but systematic studies, on all different language levels, have not been conducted yet. This paper analyzes the influence of American spelling on spelling choices being made between spelling variants with -our/-or and -re/-er. The electronic corpus GloWbe (Corpus of Global Web-Based English), containing language material from 20 English-speaking countries, was used to conduct the analysis. The paper focuses on 17 English language varieties used in former British colonies. The result have shown that American spelling variants are used to a considerable extent, with percentage ranging from 55% in Bangladesh and Hong Kong to about 20% in Australia, Ireland and New Zealand.

Key words: spelling, americanization, English language varieties

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SENSATION SEEKING AND RISKY BEHAVIOURS

The aims of this study are a) to examine the effect of genetic and environmental factors on individual differences in sensation seeking, and b) to identify etiological factors of smoking and binge drinking. The relations between sensation seeking and risky behaviours were further explored through examination of their common genetic and environmental factors. The sample consisted of 170 twin pairs (both sexes), aged 18 to 44. The Sensation Seeking Scale (SSS-V) was applied in the study, along with participants' responses regarding the frequency of smoking and binge drinking. The results indicate that the genetic influence is the most important etiological factor of smoking habit, while environmental factors are crucial for binge drinking and sensation seeking. There were no significant effects of common genetic and environmental factors.

Key words: behavioral genetic, twin study, sensation seeking, smoking, drinking

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THE IMAGE OF THE OTHER IN „COLLECTION OF LETTERS FROM ABROAD” BY BORISLAV PEKIĆ

The work titled „The image of the Other in *Collection of letters from abroad* by Borislav Pekić” sheds the light on the semantic layer of the denoted novel with the help of imagological interpretation, but also intends to codify fundamental regularities of Pekić's poetics. This text differentiates two thematic circles of Pekić's opus: the one that represents the explicit and the one that represents the implicit presence of English culture. In this imagological study, a significant research apparatus will be an intertextual method, since in order to understand Pekić's individual work one has to glance back at his entire opus. This way Pekić places the image of the Other in opposition to the image of us, while placing himself equally distanced from both images. This research aims at noting such a novelist's position – a position from which all distinctions gain the value of paradox.

Key words: Other, auto-image, hetero-image, identity, poetics.

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THROUGH IMAGINATION TOWARDS CONCEPTION OF TOLERANCE AND NONVIOLENT SOLVING CONFLICTS AMONG PUPILS

This paper is about the analysis of the story which represents the new end of the story „The Bully” written by Ian McEwan. This new end of the story is written by a group of pupils of the fifth grade of a primary school in head teacher’s classes. The basic aim of the paper is the development of tolerance and tendency that conflicts among children should be solved in a peaceful way, without violence. On the basis of the pupils’ story, it can be concluded that they realized that every conflict could be solved by conversation.

Key words: pupils, violence, tolerance, culture

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SERBIAN-HUNGARIAN RELATIONS IN THE CONTEXT OF BYZANTIAN FOREING POLICY AT THE END OF THE 11TH AND IN THE BEGINNING OF THE 12TH CENTURY

Serbian-hungarian relations in the transition from the 11th to the 12th century were characterized by the tendency of opposition against aggressive Byzantine foreign policy. The aim of this paper is to show how Byzantine foreign policy influenced closer relations between Serbia and Hungary in the period of the grand prince of Rascia Vukan and up to the reign of Stefan Nemanja.

Key words: Serbia, Hungary, Byzantine Empire, Rascia grand princes, Stefan Nemanja

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TEACHER EDUCATION IN THE CONTEXT OF INTERCULTURALISM: IDENTIFYING EDUCATIONAL REQUIREMENTS OF PRE-SERVICE AND IN-SERVICE TEACHERS

Heterogeneous and contemporary social groups offer opportunities for learning and as such they enable the processes of mutual encounters, understanding and establishing of positive relations amongst different cultures. Intercultural education in the 21st century emphasizes rights to be different as well as rights of equality which prepare the youth for shared life in heterogeneous groups. In the context of Bosnia and Herzegovina, a post-conflict country, such competences should maintain the leading positions in teacher education programs of all subjects. This paper will try to provide answers to the following questions: When it comes to interculturalism, is there a suitable matching of the teacher education program and the educational requirements expressed through in-service teaching practice? Does pre-service teacher education prepare future teachers for teaching within the intercultural context?

Key words: intercultural education, competences, heterogeneous groups, educational requirements

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HOW VULGAR SHOULD VULGAR BE? TRANSFER OF ENGLISH VULGARISMS IN CROATIAN AND SERBIAN FAN SUBTITLES OF „BREAKING BAD”

This research uses a multilingual, English-Serbian-Croatian, corpus of subtitles from the five seasons of the series „Breaking Bad” to investigate adaptation strategies used in rendering vulgar English words into Croatian and Serbian. The research is narrowed to the 20 most common English vulgarisms, as identified by Facebook’s 2013 list of the most common slang words. The analysis focuses on semantic and pragmatic aspects of adaptation: whether a vulgarism was translated with its closest translation equivalent in terms of its meaning and pragmatic implications, or it was amplified or neutralized. The observed differences in adaptation strategies are

used as indicators of different cultural norms in the Serbian and Croatian language community. The corpus is based entirely on fan subtitles, as they offer insight into real preferences of speakers of Croatian and Serbian; official subtitles are subject to review and revision by moderators of translation agencies.

Key words: corpus linguistics, translation, vulgarisms, English, Croatian, Serbian, fan subtitles

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IDEAL USERS IN WEB SPACES

In semiotic reception studies the term „ideal reader” is used for explaining that authors have some readers in mind and that understanding of readers is integrated in a text. Readers are offered textual clues for interpretation, and following these clues can be called „ideal reading”. Every text creates its own ideal readers. The aim of this paper is to examine the possibilities of application of semiotic reception framework in web communication. Web sites are texts with two elements: messages exchanged between users and interface as a space of exchange. Interfaces are being created by designers who combine technical and cultural codes, and thus they can be viewed as authors who use semiotic resources to construct ideal users. Using the methods of visual analysis developed in social semiotics, in this paper we will examine construction of ideal users on web pages of Youtube.

Key words: reception, reader, user, web site, Youtube

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AGENT IN ENGLISH AND SERBIAN

The present paper gives an account of structures with agentive roles by taking into consideration both different agentive types and predicates which make a specific realization and interpretation. The corpus analysis is based on the material taken from the novel *The Lord of Flies* by William Golding. It is important to specify all the characteristics of agent in general along with its subclasses and to establish how

different types of verbs combine with different types of agent. This study attempts to define the prototypical agent by comparing the presence of several semantic types of agent.

Key words: agent, contrastive analysis, English, Serbian

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MEDICALIZATION OF THE HUMAN SECURITY - IMPORTANCE OF PHARMACEUTICALISATION AND SECURITIZATION

Human security is one of recent concepts that questions a prevailing state-centric conception of security. Medicalization, being one of the oldest theme in medical sociology, is upgraded with the concept of pharmaceuticalisation which became necessary for explaining and understanding the complexities of contemporary pharmaceutical domain. Besides pharmaceuticalisation, the analysis includes securitization, an important constructivist concept used in Security studies. The aim of this paper is an analysis of the human security in relation to contemporary forms of medicalization. The paper begins with the short elaboration of aforementioned concepts. The central part deals with the analysis of the human security through processes of pharmaceuticalisation and securitization. The paper ends with two examples of given conceptual relations: health policy of AIDS in Brazil and epidemics of ebola in West Africa.

Key words: human security, medicalization, pharmaceuticalisation, securitization

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LANGUAGE OF COLOURS IN ENGLISH AND SERBIAN

Saxon world (cf. that's a lot of green, that's a lot of money), similar to golden-yellow in the Serbian culture - cf. ŽUTI DUKATI, gold coins, and ŽUT KA' CEKIN, as yellow as gold. Nevertheless, globalisation has already had its impact on Serbian, hence the use of the polymorphemic lexeme ZELEMBAĆ (lit. colloq. a greenee) referring to a five thousand dinar bill.-The paper sheds light on the practice of colour

symbols being used as a metalanguage both in English and Serbian. Based on a corpus study of the two languages, the following is illuminated: (1) the originally non-verbal signals can turn into powerful linguistic tools, e.g. the black tie dress code; and (2) different cultures associate different symbolic (associative) meanings with different colours.

Key words: colour, English, Serbian, cross-cultural differences

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INTERCULTURAL COMMUNICATION FROM SOCIALLY CONSTRUCTIVE POINT OF VIEW

Social changes are present in all aspects of human life. They require that an individual develop new skills and knowledge, i.e. development of new competences. Intercultural competence which can be achieved through intercultural communication is important, as well as simultaneous development of sensitivity and intercultural identity. This works indicates terminology-based notions of constructivism and constructionism in order to gain basic knowledge of brand new theory in social studies – social constructionism. Moreover, it brings to light new starting points of this course, which is, above all, directed towards roles of social processes in composing a meaning. In that case, language has a creative power, whereas words we use are not images of the world, but represent practical actions inside that world. The world viewed from another perspective represents product of the culture in present social relations and complete reality is determined through communication and language.

Key words: culture, communication, language, social constructionism, intercultural communication

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LANGUAGE AND SUBVERSIVITY: LANGUAGE AS REPETITIVE- PERFORMATIVE PRAXIS AND STRATEGIES OF SUBVERSION

In this paper, I will try to lay out a certain notion of language and its compulsory character and possibilities of subversion of language. I will try to unfold the aim of the paper through three steps. In the first step, I will point out to significance of appearance of language paradigm in the 20th century philosophy (so-called linguistic turn) and consequences that emerged within such an event, considering the ontological paradigm. Through this step, I will offer a notion of language with the background in concepts performative or constative statements and repetition. In the second step, I will show the place of critique inside the language as a discourse and I will try to lay out certain logic of subversion. In the third step, I will try to point out concrete possibilities of subversion of discourse within its compulsory character, on behalf of constitution of subjectivity.

Key words: language, performative, repetition, simulacrum, subversivity

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TRANSGRESSING BOUNDARIES OF BELONGING IN HANIF KUREISHI'S „THE BLACK ALBUM”

The paper tries to trace divided selves of characters of Shahid and Deedee within the context of their respective interior and exterior personal and social/political identities in the changing conditions of British society in late 1980s as presented in Kureishi's novel „The Black Album”. Torn between their unseemly love affair and personal aspirations and confronted with the clash of liberal and fundamentalist issues under the shadow of fatwa, Shahid and Deedee cross various kinds of class, sexual, racial and religious boundaries in order to find answers to the possible survival of their relationship. The paper deals with ways in which the two of them struggle to shape their respective lives in view of their peculiar understanding of belonging to multiple sides of their individual troubled inner selves and larger social environment.

Key words: identity, fundamentalism, liberalism, boundaries, belonging

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CHARACTERISTICS OF THE PROCESS OF COMMUNICATION (MASS COMMUNICATION): SOCIOCULTURAL MODEL

In the communication theory and sociology of mass communication, it is known that communication enables people to understand, collaborate and co-exist, thus representing a condition for establishing and existing of a society. Without mutual understanding of people and without that possibility, social life would be impossible. This paper analyses the process of communication as the essential element in the area of social interaction, especially in the process of socialisation during which an individual forms his own world of perceptions, opinions, beliefs and values. People's communication is a communicative action which is a part of a larger context of social functioning. In the process of communication, one interacts with others, that is, one „happens” in a society being consciously goal-oriented. That is why, within social interaction, it is possible to have physical, communication and other interpersonal contacts.

Key words: communication process, media, control, audience

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NOMINALISATIONS AS MARKERS OF LANGUAGE BUREAUCRATIZATION EXEMPLIFIED IN STATUTES OF HIGHER EDUCATION INSTITUTIONS ESTABLISHED BY REPUBLIC OF SERBIA

The focus of the paper is the language of statutes of higher education institutions established by the Republic of Serbia. Syntactic constructions characteristic of this functional style enable different information manipulation, such as not stating the agent, limiting the rights of the text recipient (Klikovac 2008), which in turn causes, depending on the context, text economy, euphemisation, stereotyping etc. The main task is to examine the nominalization processes, such as decomposition and explicit categorisation (Radovanović 1990, 2004, 2006; Klikovac 2008; Ivić 1988) that are a part of contextually conditioned characteristics of these texts. Since the corpus comprises the statutes of different higher education institutions in Serbia, a portion of the paper shall deal with comparative reading of these texts. Our hypothesis is

that these texts exhibit a high level of unification in terms of nominalisation leading to language bureaucratization.

Key words: administrative style, statutes, nominalization, context, language of bureaucracy

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FRUIT IN FRENCH, ITALIAN AND SERBIAN PHRASEOLOGY

The subject of this paper are French, Italian and Serbian idioms comprising the names of fruits as their component. The aim of this study is to observe the semantic and lexical similarities and differences of the analysed idioms as well as to classify them in semantic fields according to the concept that they denote. Furthermore, we will try to determine in which way the fruits lexemes motivate the phraseological meaning. It is assumed that there will be identical phrases due to common features of European culture and similarities in the metaphorical way of thinking of the three nations. On the other hand, the paper assumes that there will be a large number of lexical and semantic differences as a result of particularities of national cultures. The corpus for this study was drawn from various general and phraseological vocabularies of the three languages.

Key words: idiom, fruit, French language, Italian language, Serbian language

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THE LEVEL OF INFORMATION AND ATTITUDES OF STUDENTS OF THE FACULTY OF PHILOLOGY AND ARTS TOWARDS THE LANGUAGE AND ENGLISH SPEAKING COUNTRIES

The paper is based on the research done among students at the Art Departments (music and applied arts) and Department of Philology of the Faculty of Philology and Arts, University of Kragujevac Serbia. The aim of the research was to find out to what extent the abovementioned students are informed about English speaking cultures and the English language, what their attitudes towards the cultures, getting

more information and language learning are. The research is by character mixed-method research and it included questionnaires and focus-group interviews.

Key words: the culture, teaching and learning EFL, stereotypes, mixed-method research, globalization

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THE LEGACY OF THE TRADITIONAL CULTURE IN MILAN DEDINAC'S SURREALISM

The paper aims to examine the relationship between avant-garde, surrealist poetic specifically, towards Serbian folk literature and traditional culture, using Milan Dedinac's poems as examples. Although the status of the artwork in the context of the folk literature differs significantly from the avant-garde text, the amount of the analogies that indicate the common features of these two distant literary productions is substantial. Theoretical conclusions about the nature of this relationship will be applied to the Milan Dedinac's surrealist text, which integrates the legacy of the folk traditions at different levels by employing resemantization and reconceptualization. Language, symbolism and the melodies of Milan Dedinac's poems use the original and collective to democratize the literature, giving the priority to the activism of the present and not to the mythologizing and re-mythologizing of the past.

Key words: avant-garde, surrealism, traditional culture, folk literature

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THE IMPACT OF FORMAL EDUCATION ON GENDER AND PROFESSIONAL IDENTITY OF FEMALE JOURNALISTS

During the second half of the 20th century, more common women's education contributed to their entry into institutions and professions that were previously dominated by men among whom were reporting as well. Women entering journalism profession were labeled as „other”. Today's research shows that, despite

the growing number of women in the media, the management structure belongs to men. Research on the position of female journalists shows that, among female journalists over time, especially if they have had success in the profession, there is a negation of gender inequality in journalism. The aim of this paper is to show how non-formal education influences the formation of gender identity and how this could be related to professional identity of female journalists and how this can contribute to the changing stereotypical awareness of women in media content indirectly affecting the equal status of women in society.

Key words: female journalists, media, gender identity, professional identity, non-formal education

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THE AUSTRIAN CHRONICLES ON THE SUBJECT OF SERBS AS ALLIES OF THE HUNGARIAN KING BELLA IV IN THE WAR FOR THE AUSTRIAN INHERITANCE OF THE BABENBERG DYNASTY

Analysing the narration of medieval Austrian Chronicles of Ottokar from Steiermark- „Ottokars österreichische Reimchronik” and Leopold Stainreuter – „Österreichische Chronik von den 95 Herrschaften”, as well as the views of historiography, the author of the paper tries to answer the question of the participation of Serbs in the war among the Hungarian King Bela IV and the Czech King Ottokar II Přemysl for Austrian Provinces, which happened after the extinction of the male branch of the Babenberg dynasty in the mid-thirteenth century. The author of the paper considers the possible involvement of the Serbian ruler Stefan Uroš Nemanjić as an ally to King Bela IV in military and diplomatic developments related to the struggle for the succession of the Babenberg dynasty while putting them in a wider context of thirteenth century’s Serbian-Hungarian relations.

Key words: Serbia, Hungary, Austria, Stefan Uroš I, Bela IV

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PERCEPTION OF FAMILY ENVIRONMENT AND SCHOOL ACHIEVEMENT IN LIGHT OF HEREDITARY AND ENVIRONMENTAL FACTORS

The basic assumption of the behavioral genetic paradigm is that genetic and environmental factors affect the manifestation of behavioral characteristics. This study aims to explain the effect of these factors on the perception of family environment and school achievement. Block's Environmental Questionnaire was used for the assessment of the perception of family environment, whereas the grade averages in elementary and high school were used as an assessment of school achievement on a sample of 170 twin pairs of the both sexes, aged 18 to 44. The proportion of variance in the examined phenotypes was tested by a multivariate biometric method. Elementary school achievement is largely explained by genetic factors (62%), while high school achievement is largely explained by shared environment (38%). Shared environment largely contributed to the explanation of perception of family support (57%), while the perception of family organization is largely explained by non-shared environment (43%).

Key words: behavioral genetic, twins, perception of family environment, school achievement

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DEFAMILIARIZATION AS A METHOD FOR READING OF „EVERYDAY(NESS)” IN ALEKSANDAR HEMON’S BOOK *THE QUESTION OF BRUNO*

During the last decade, the „everyday(ness)” has begun to occupy the attention of numerous writers and scholars in humanities as a „site of all possible signification” (Blanchot), where tragic and sublime become visible (Gospodinov). Aleksandar Hemon, an American writer of Bosnian origin, thanks to his double perspective of an immigrant author, manages to render visible the anonymous everydayness, which usually remains outside of our automatic perception. The aim of this paper is to explain how Aleksandar Hemon, by using the double perspective, complicated form and different postmodernist games, manages to bring closer the American capitalistic everydayness to readers in ex-Yugoslavia, and simultaneously, how he

manages to present the life in socialism to readers in USA. Thanks to irony and innovative language, each of these „everydaynesses” becomes visible also to those who lived it without noting its ridiculous, scary and absurd aspects.

Key words: everydayness, defamiliarization, Aleksandar Hemon, socialism, capitalism

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CHARACTERISTICS OF SERBIAN LANGUAGE AS NON-MOTHER TONGUE IN MULTICULTURAL CONTEXT

In this paper we analyze the characteristics of the Serbian language used by students of Albanian nationality in the high school „Sezai Suroi” in Bujanovac. Students, who are in contact with Serbian people whose speech is of Prizren-Timok dialect and standard Serbian, adopt the Serbian language with many dialectal characteristics. As in learning a second language (in this case Serbian), there is a possibility of interference with the mother language (Albanian). Speakers use parameters of their language (absence of agreement of nouns and verbs, noun gender, pronunciation of phonemes of the Serbian language influenced by Albanian). Our goal is to analyze which are the most important things (phonetic, morphological, syntactical) that can be found in Albanians’ speech using the contrastive method (comparing dialects’ features, standard Serbian and Albanian language), and the analytical method (giving examples we reached after work at school „Sezai Suroi”).

Key words: the Serbian language as non-mother tongue, the Albanian language, Prizren-Timok dialect

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PARTICIPATORY CULTURE AND MMORPG VIDEO GAMES

The aim of this paper is to provide an overview of theoretical approaches to the participatory culture (Henry Jenkins) and their application on MMORPGs (a large number of players access the game at the same time via the Internet), related

phenomena (internet forums, fan sites, conventions) and the establishment of virtual and knowledge communities. Consideration follows the two-way cultural flow: while the video games content is designed to be recognizable and familiar to different cultures (i.e. special editions designed for the Asian or Anglo-Saxon area), participants-players add additional elements of their cultures in the game itself (linguistic elements, visual characteristics, holidays and celebrations), creating a series of interwoven elements of different cultures. This creates content that is recognizable to users in specific cultures and also localized contents, while on the other hand, local elements are connected and placed globally.

Key words: participatory culture, MMORPG, virtual communities, knowledge community

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POLITICAL DISCOURSE: RHETORICAL (UN)PERSUASIVENESS

Political speech is a link between the speaker (politician) and his/her target audience (voters); its function is to ensure the support of the electoral body, therefore linguistic analysis of such a speech serves to reveal potential hidden messages of a certain politician or ideology he/she advocates. Since we are in a recession/post-recession period characterised by socio-economic turmoil, the corpus includes a selection of the most important speeches of Zoran Milanović, the current Prime Minister of Croatia, from his appointment onwards. This paper will rely on the Fairclough's model of Critical Discourse Analysis (CAD); the linguistic analysis of the text will tend to extract the formal features of the text, and the discourse analysis will attempt to determine the interrelation between those features and the socio-cultural and political context. Political discourse belongs to the micro level of analysis, and cannot be adequately explained and interpreted unless contextualised.

Key words: political discourse, critical discourse analysis, language manipulation, ideology

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THE HERO'S DEATH AND LIFE. CASE STUDY: IVO LOLA RIBAR'S BUSTS

In the presentation we will discuss the research done for the exhibition „Life and death of a hero”. The exhibition also includes a case study of Ivo Lola Ribar's busts, which were originally within Belgrade's institutions: Elementary School „Ribar Brothers”, Technical School, The Institute and the ILR Factory. Besides monuments, street names, schools and factories, busts were in the position of creating an official memory of his character and life. Some were removed from the public space, and deposited at the same but renamed institutions, in closed sheds or in the collection of collectors. With the disappearance of the primary context, busts start their second life. Factory ILR kept the name and the bust, but the significance and meaning of the hero faded. The bust in the context of the Center for recycling INOS collection is emptied of accumulated meaning, because the reasons for its keeping are motivated by aesthetic criteria of collectors.

Key words: Ivo Lola Ribar; bust; memory culture; collecting

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IS AGGRESSION HEREDITARY OR ACQUIRED?

The aim of this study was to examine the proportion of additive genetic, shared and non-shared environmental influences in explaining different aspects of aggression. On the sample of 96 monozygotic and 88 dizygotic twin pairs Buss-Perry Aggression Questionnaire was applied. The biggest contribution of non-shared environmental variance was obtained in the case of Anger (66%), then Hostility (56%), Verbal aggression (52%), and finally Physical aggression (42%). The biggest contribution of additive genetic factors was for Physical aggression (53%), then for Hostility (43%), Anger (34%) and Verbal aggression (36%). The results suggest the biggest importance of environment in explaining affective and cognitive aspects of aggression – anger and hostility, as well as the manifest aspect which refers to verbal aggression, while the manifest aspect referring to physical aggression is more under the influence of heritability.

Key words: twin study, aggression, verbal aggression, physical aggression anger, hostility

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WHO WERE THE VOLUNTEERS DURING THE MAY FLOODS? SOCIAL- DEMOGRAPHIC PREDICTORS OF HELPING BEHAVIORS

In the process of dealing with of huge material and non-material damage inflicted by floods in Serbia in May 2014, the role of its citizens was of particular importance. This study aims to answer the question of who were the volunteers in the May floods, and to identify social-demographic characteristics associated with the providing of assistance. Questionnaire of Helping Behaviors designed to assess individual differences in the level of helping, was applied to a sample of 204 people (61.3% female). The results of analysis of covariance indicated that men and women equally helped, regardless of age and education, and that the higher economic status and prior acquaintance with flood victims represent significant predictors of the quantity of the provided help. The analysis of variance indicated that students helped more than the employed and unemployed participants. Practical implications of the results are related to the selection of helpers in the time of crisis.

Key words: the May floods, the helping behavior, social-demographic characteristics

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SEAMUS HEANEY'S BIRTHPLACE TOPONYMY

The paper focuses on Seamus Heaney's birthplace toponymy found not only in poetry, but his essays as well. The relevant toponyms in county Derry in Northern Ireland are: the villages of Mossbawn and Anahorish, the townships of Toome, Belaghy, Castledawson, and Magherafelt, Loch Beg and Loch Neigh, and the rivers Moyola and Bann. Alongside the symbolism of the listed geographical terms present in the poetry of the Irish Nobel laureate, his relationship toward language and potential mythological meaning of his birthplace toponymy is studied, i.e. the bond between language and culture as depicted by poetry. Having spent the latter part of his life in Dublin, Heaney wrote about Derry from his memory, so an important segment of the paper is the examination of the verisimilitude of the image of the poet's birthplace toponymy. The paper concludes that the bond between poetry and the complex experience of a birthplace is extremely important in the poetic output of Seamus Heaney.

Key words: Seamus Heaney, toponym, birthplace, Northern Ireland, poetry

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NARRATIVE EMOTIONAL MEANINGS IN LÁSZLÓ DARVASI'S NOVELISM

This paper tries to find out what role can be attributed to emotions in László Darvasi's textual poetics. My hypothesis is based on Jean-Paul Sartre's idea in emotional phenomenology, according to which an emotion as a psychic reality has its own meaning, and it cannot be grasped in itself without understanding this meaning first. Therefore, the semantic essence of an emotion is a special relationship formed with the world. During the creation of each intensive emotion, there is also a shift in the subject's situation – his relationship with the world suffers a crisis. The emotional-theoretical interpretation of László Darvasi's collection of novellas *Vándorló sírok* pays special attention to the elimination of borders between emotions, to blur the lines between opposing emotions. The most important poetical feature of emotional discourse will be the relativization of emotions, and the textual world will be organized based on the meanings clustered around emotions.

Key words: Emotionality, emotional phenomenology, emotional theories, contemporary Hungarian literature

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THE FORMER HIGH ALTAR FROM THE MARIBOR CATHEDRAL

In my paper, I focus on the former high altar from the Maribor Cathedral, which is believed to be the most significant baroque masterpiece of its kind from the 17th century in Lower Styria. In the first part of my paper, I focus on a description of the altar and its iconography. From this point of view, I go on to discuss its dating. Sergej Vrišer dated the altar as from the middle of the 17th century, while Austrian colleagues Rabensteiner and Bidermann placed it in the third quarter of the 17th century. In my opinion, Vrišer's dating is appropriate because there are distinctive likenesses between the Maribor altar and the altar of St. Ana near Teharje. The latter can be dated precisely, as the year 1651 is written out on the altar plate. I also raise the question of the altar's authorship. Finally, I point out some overlooked likenesses between both altars and suggest new authorship and dating for the former high altar from the Maribor Cathedral.

Key words: baroque sculpture, high altar, Maribor Cathedral, 17th century

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HYBRID IDENTITIES IN ZADIE SMITH'S NOVEL *WHITE TEETH*

Contrary to distinctly negative meaning hybridity had in modernist discourse, in the field of postcolonial theory, this concept becomes crucial because it implies the reality of migration, racial and ethnic mixing and crossing cultures in global world. This paper reveals a literary world of Zadie Smith in her first novel, *White Teeth* (2000), in suburban, multicultural London, which was presented as a carnival space where hybridity dominates as a legacy of colonial migration. This essay is going to show the hybridity's influence on immigrants, as well as on the former imperial cultures. Special attention will be payed to the lives of the ordinary, marginalized Londoners, where hybridization is most visible.

Key words: postcolonialism, hybridity, identity, London, case

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YOUTH CULTURE AND HEALTH BEHAVIOR OF THE YOUNG PEOPLE: INFORMATION ABOUT HEALTH EATING HABITS OF YOUNG PEOPLE

Health behavior of young people defines forms of human behavior in order to improve and preserve their health. Maintaining health can only be achieved with proper health eating habits and those are tasks of health education. Monitoring of children's and adolescents' eating habits indicate the development process of a young person and can serve as a prognostic factor for their future health. The purpose of this paper was to assess adolescents' awareness of health eating habits according to gender and students school-age, and to improve health education in schools. The study was conducted in an anonymous survey. The total sample included 307 students of secondary medical school. The information in this paper is useful for further research and as a starting point for solving the problem of unhealthy eating habits of young people.

Key words: health behavior, eating habits, youth

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OPERA IN THE MEDIA AGE

The relation between opera and modern media culture is very complex and thus particularly interesting for the study. In this paper, in addition to opera and media relations, we will also investigate the influence of popular culture on contemporary opera productions and vice versa. If the modern media society, where art and culture are treated as products, contributed to the transformation of opera, the process is not one-sided and the opera has made its impact on popular culture too and it is now an integral part of television shows, series and movies. Opera is now more accessible and closer to a wider audience than ever before, but it was changed under the influence of the media. Opera is no longer reserved for the social elite because in the world of mass media opera can be sold out as long as it corresponds to the expectations and tastes of the audience. These changes and reciprocal influences of opera and media culture will be the topic of our research.

Key words: opera, media culture, popular culture, media

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THE LOCALIZATION ISSUES OF THE BANATE OF MAČVA AND THE FORTRESS OF MAČVA

The Banate of Mačva as a historical territory was placed in the southern borders of the medieval kingdom of Hungary. The banate existed from the 13th century. The aim of this study is to solve the localization question of the banate and the fortress. In order to get the most reliable answer to this question in this study the Hungarian and Serbian historiography will be compared. The most significant „problem” represents the localization of the fortress and the borders of the banate which were changing. As the result of Hungarian historians of the 19th century, the territory of the banate was between the Drina, Sava and Kolubara rivers. They located the fortress near Valjevo. Hungarian historians of the 20th century agree with the location of the banate, however they are placing the fortress elsewhere. Serbian historians agree on the whole, but in one question they have another idea. They say that the fortress was not located near Valjevo, but somewhere near the Sava river.

Key words: Kingdom of Hungary, Banate of Mačva, fortress of Mačva, Sava, Drina

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BETWEEN REALITY AND FICTION: THE SPACE OF THE CITY UNDER THE SIGN OF THE LABYRINTH

In this paper, we aim to show distinctive poetics of space mainly of Moscow and Saint Petersburg, but also of other European cities (Warsaw, Gdansk, Torun etc.) Our aim is to discover cultural narratives in urban spaces which allow poetical re-reading of real cities. We will focus on urban spaces laden with various cultural heritage, and try to use them as an example of how mixture of reality, fiction and history can form specific view of such places. Following the model of Labyrinth, the ancient archetype which arguably corresponds with the model of (post)modern city, we will try to mark some mechanisms of modern myth-making which enable this overlapping of real and fictional space of the cities.

Key words: city, labyrinth, poetics of space, Moscow, Saint Petersburg, urban culture

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IS IT EASY TO BE A BAD MOTHER? CONCEPTUALIZATION OF SERBIAN CULTURAL MODEL OF MOTHERHOOD/MATERNITY

Motherhood / MATERNITY has so far been the object of research in Serbian linguistics. The stimulus to research from the perspective of the theory of conceptual metaphor is first given in a number of works in the Russian language involving the aforementioned as well as other theoretical frameworks exploring the core concepts of culture and cultural models, and secondly, the research itself is a scientific challenge in the research of the theoretical framework of concepts of culture. The aim of this paper is to analyze the topics from a different forum: How easy it becomes not to be a mother, or to answer the question of how mothers do not conceptualize maternity/motherhood due to the fact that they find themselves not being mothers or bad mothers, and whether, in fact, the lexemes „bad mother” covered one of the meanings which implies a conscious negation of motherhood.

Key words: motherhood, bad mother, cultural model, conceptualization, conceptual metaphor

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WHAT GOOD IS A DOCTORATE IN HUMANISTIC SCIENCES? HUMANISTIC SCIENCES IN A KNOWLEDGE BASED SOCIETY

In a time when the crisis in humanities has been so noted that it has begun to be experienced and treated as a normal state in society, the essayist and professor of English literature Thomas H. Benton published an article named: „Graduate School in the Humanities: Just Don’t Go”. This article only verified the well-known tale of the emperor’s new clothes that have for several decades been a metaphor for the existing situation in the sphere of humanistic sciences. The position that humanistic sciences have found themselves in could have been expected considering that education has more and more become a commodity valued by its economic viability. This work, based on a critical position against the modern tendencies in directing humanistic studies, will attempt to offer one possible solution to the question of what the meaning of humanistic sciences is in modern democratic society, and the question of the role of a PhD graduate in the field of humanities in the development of such society.

Key words: Humanities, knowledge based society, Phd

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THE CULTURE OF INSATIABLE YEARNING IN ZADIE SMITH’S THE AUTOGRAPH MAN

The Autograph Man captures perfectly the state of modern society at the beginning of the 21st century. This paper analyses how living in the society which is underpinned by insatiable yearning shapes the identity of the individual. Always wanting what the individual does not have and does not necessarily need blurs the border between fantasy and reality, authentic and fake, important and trivial. The culture of consumerism has transcended the world of material things and governs Alex’s private life. His most intimate relationships are strongly influenced by the culture which glorifies symbols as the ultimate value.

Key words: individual, consumerism, modern culture, society

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INTELLIGENCE AND SCHOOL ACHIEVEMENT IN LIGHT OF THE GENETIC AND ENVIRONMENTAL FACTORS

The main goal of this research was to examine the influence of genetic and environmental factors on covariation between the measure of general intellectual ability and elementary and high school achievement. There were tested 168 monozygotic twins and 172 dizygotic twins of both sexes, aged from 18 to 44. The multivariate biometric method was tested. It was shown that the examined constructs are in moderate correlations (.326 - .525), wherein most of their covariance was explained by a general genetic factor, which proves that the same set of genes determines the etiology of individual differences in the given variables. The correlation between elementary school achievement and high school achievement are partially explained by the measures of general shared environment. In addition, the impacts of specific genetic factors that are unique to each construct also distinguish the tested variables.

Key words: multivariate biometric method, school achievement, general intellectual ability

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DISCOURSE AND METADISOURSE IN MEDICAL CASE REPORTS AUTHORED BY FOREIGN USERS OF ENGLISH

Even when language standards at the level of the sentence are met, features of discourse and metadiscourse show differences when texts by native and foreign users of English are compared. Since the discourse of the medical case report (MCR) has been thoroughly analysed by Helan whose model has been used to establish discursal features in the texts analyzed, and Hyland's approach to metatext has been applied with the purpose of determining the patterns of self-reference. The MCRs by native and Serbian speakers of English, compared in the study, are topic-related. As a result, types and degrees of variation are identified and described.

Key words: medical case report, discourse, metadiscourse, native English, Serbian speaker English

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MEDIA'S (RE)INTERPRETATION OF THE CULTURAL CONTEXT AND ITS IMPACT ON THE HOMOGENIZATION OF SOCIAL RELATIONS

The author of this text, starting from the specific cultural context characteristic for Vojvodina and interculturality as its essential characteristic, attempts to rethink the way in which the media deal with this phenomenon. In addition, special attention is paid to the analysis of media's responsibility for inadequate representations of representatives of certain communities because of their national, ethnic and religious orientation, and thus to the creation of social climate that is intolerant towards anything that is different from the majority and its system of values. Having that in mind it is quite justified to talk about the responsibilities of some media for the open promotion of homogenized social relations. Guided by the attitude about the necessity of putting an end to such practices, the author of this text tries to emphasize the importance of cultural diversity and intercultural relations, as well as the role of the media in their promotion.

Key words: media, cultural diversity, interculturality

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SERBIAN LITERARY MAGAZINES AT THE BEGINNING OF THE TWENTIETH CENTURY – OUR MEETING WITH FRENCH LITERATURE AND CULTURE

This work discusses the reception of the literature and culture in the literary newspaper in the Serbian language area from the beginning of the twentieth century to 1914. The presence of French literature and culture was presented in „Letopis Matise Srpske”, „Serbian Literary Gazette”, „Delo”, „Brankovo kolo”, „Zvezda”, „Bosanska vila” „Serbian Literary Gazette” that paid special attention to the popularization of French culture and literature in Serbia, whose editors at that time were Bogdan Popović and Jovan Skerlić, great Francophiles, the ambassadors of French culture and literature in Serbia. This work will attempt to answer the literary-cultural issue of our relationship towards French literature and culture, which at that time represented a model for the development of the Serbian literature.

Key words: French literature and culture, Serbian literary magazines, readership, literary and cultural relations of the French and Serbian

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THE SHORT HISTORY OF THE GENRE OF THE HUNGARIAN NOVELLA IN VOJVODINA BETWEEN THE TWO WORLD WARS

One of the most defining genres of Hungarian literature in Vojvodina between the two world wars is the genre of the novella. I study the evolution of Hungarian literature in Vojvodina and the reception of the novella based upon not only genre monographs and literary papers but by examining it on a genre level, as well. The novellas of our literature published during that period are scattered, their sources are numerous. In my essay, I examine the differences between a story, a short story and a novella; speak of the first Hungarian anthologies and press releases in Vojvodina; and inspect the avant-garde movement of the era. I also include a few lifeworks (without being comprehensive) while maintaining the focus on the zeitgeist and the major events of the period.

Key words: novella, media, world war

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FIXED BINOMIALS IN ENGLISH AND THEIR TRANSLATION INTO SERBIAN

The aim of the paper was to determine (1) formal correspondents of fixed binomials in English and (2) the degree of the functional-communicative equivalence between fixed binomials in English and their Serbian equivalents. On the basis of the previously compiled corpus, which consists of 325 fixed binomials in English, we attempted to analyse their translation in three bilingual phraseological dictionaries (Vilijams-Milosavljević 1997; Gerzić 2000; Kovačević 2000). The results of the analysis showed that the most common linguistic expressions in determining functional-communicative equivalents are: (a) nominal phrases (izveštačeno ponašanje, brzim skokovima); (b) derivatives, compounds and phrasal words (špijunski, skokovito, nepošten, tamo-amo), parallel constructions (radosti i razočaranja, bogati i siromašni).

Key words: contrastive lexicology, fixed binomial, formal correspondents, functional-communicative equivalents

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HOW ARE DISABLED PEOPLE IDENTIFIED BY THE PRINTED MEDIA IN THE SERBIAN LANGUAGE?

The paper analyzes media content on disabled people in the Serbian language from 2006 till now with the aim to determine whether linguistic means, used to identify agents, the source of information or those who are the subjects of the text, are influenced by the dominant ideological framework and attitudes resulting from it. The usage of terms by which disabled people are identified with only one of their identities was established. They are classified as vulnerable social categories so the whole group is identified with one of the potential characteristics of the individual. By the usage of the demonstrative pronouns in distal/medial forms, the distance towards a person/group is expressed, as well as the personal superiority and higher social power by emphasizing the terms in the contexts in which other relationships with the person can be presented. By the usage of masculine gender in titles, profession, membership etc. other aspects of identity remain invisible.

Key words: disabled people, identity, identification, (sub)culture, heterogenic community (group)

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POETICS OF COMPOSITION: TARIT ABD STORYTELLING. „IL CASTELLO DEI DESTINI INCROCIATI” AND „POSLEDNJA LJUBAV U CARIGRADU” AS CASES IN POINT.

In 1962, Boris Uspenskij and Maria Lekomceva released a study entitled „Gadanie na igral'nyh kartah kak semiotičeskaja sistema”(Divination with fortune-telling cards as a semiotic system) in which they analyzed the divination with tarot cards in a semiotic perspective. Starting from this contribution, the aim of this paper is to propose an analysis of two postmodernist novels whose narrative structure is based on the use of tarot. With this purpose I will compare Italo Calvino's „Il castello dei destini incrociati” (1973) with Milorad Pavić's „Poslednja ljubav u Carigradu” (1994), for demonstrating how and through which modalities the tarot has been

used for creating a complex and multifaceted narrative plot in which the semantic value of tarot cards plays an essential role.

Key words: Italo Calvino, Milorad Pavic, tarot, semiotic system, postmodernism

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VIRTUAL KNOWLEDGE IN SCIENTIFIC CONTEXT

After a shift in applied epistemology from single-agent knowledge to the examination of group knowledge acquisition, the interest in the research of multi-agent dynamics ensued. Virtual knowledge is knowledge distributed within a group. It is always wider than individual knowledge and agents are usually not explicitly aware of it. In the pioneering attempt of incorporating this notion from social epistemology in research within the field of philosophy of science, Zollman (Zollman, 2010) demonstrates that cognitive diversity of individuals is advantageous in optimizing the structure of an epistemic network for maximising virtual knowledge. In the paper, we will first analyse the concept of virtual knowledge; then we will briefly reflect upon existing approaches of maximising group knowledge in a scientific context and present our novel approach of employing data mining techniques in order to predict the most efficient way of maximising group knowledge in a concrete scientific laboratory.

Key words: virtual knowledge, philosophy of science, cognitive diversity, maximization

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CULTURAL CONTEXTS IN TEACHING ENGLISH FOR SPECIFIC PURPOSES: GUESSING THE MEANING OF WORDS FROM THE CONTEXT

Guessing the meanings of unknown words can also refer to culture-specific terms. In this sense, guessing the meaning of words from the general context is different from the specific and cultural context. One such context is the legal context, since

law belongs to the culture of a country. This paper examines whether students of English for Specific Purposes use this strategy and to what extent they are successful in its implementation. The population of subjects will consist of Law students who study English for Legal Purposes. This strategy also affects the understanding of the text, because it is a reading strategy used by successful readers. The objective of our research is, therefore, guessing the meanings of unknown words from the cultural context.

Key words: context, culture, learning strategies, English for Specific Purposes

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THE WORK OF RASTKO PETROVIĆ: HYBRID CULTURAL IDENTITY POTENTIALS

The methodological basis of this paper is found in the ideas of de Sousa Santos, stating that globalization should not be considered one spontaneous, inevitable and irreversible process, and that the core of globalization lies in the desire of global culture for the yet undiscovered cultural potential of others. The paper will focus on the example of Serbian intellectual, Rastko Petrović, whose life and work demonstrated the cultural openness and the ability to expose and present a marginal/local culture matrix as a global one. The subject of our research is centered around the construction of hybrid cultural identity, as well as around the exploration of strategies that Petrović used for enabling the participants in the cultural dialog to be equal. The analysis of Petrović's work shows how his explorations of the cultural heritage and his sense for contemporaneity, provides the position of an agent in the construction of the cultural national identity model.

Key words: globalization, global culture, Rastko Petrović, hybrid identity, ambivalent ethnocentricity, the power of the margin.

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THE SIXTH DAY IN THE CONTEXT OF PETROVIĆ'S CRITICISM OF LITERARY REPRESENTATIONS OF WAR

At the beginning of the nineteen-thirties, as he was writing a novel that should have been published as *The Eight Weeks*, but appeared posthumously as the first part of *The Sixth Day*, Petrovic was writing about representations of war in the works by Krleza, Crnjanski, Vasic, Krakov and several foreign writers, especially Tolstoy. How and why did Petrovic assess the works written immediately after the First World War, ten years or so after their publishing, and how did he estimate narrative devices that some older writers had introduced in the war literature? What did he adopt from his predecessors and what did he critique and dismiss? How innovative is his representation of war experiences in comparison with works that served as his starting point in his treatment of the war theme? In order to answer these and similar questions, a comparative reading of *The Sixth Day*, the feuilleton *World War in Foreign and Domestic Literature* and the works he deals with will be attempted.

Key words: Rastko Petrovic, The Sixth Day, War motif, Historical novel, Bildungsroman

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FORMATION OF THE FEMINIST IDENTITY OF FEMALE POLITICIANS IN SERBIA: FROM THEIR EARLIEST CHILDHOOD TO THE COLLECTIVITY OF POLITICAL PARTIES

This article explores how the feminist identity of Serbian female politicians is formed in the media. Using the stories of women whom I interviewed while compiling material for my books „Life stories of female politicians in Vojvodina” and „Silent majority: Life stories of female politicians in Serbia”, I try to show how their attitudes towards life, culture and feminism are constructed from their earliest age spent in their family surroundings and in a multiethnic and intercultural setting until the later period of life when they assume the identity of a collective (a political party). Within the multidisciplinary approach I combine social, cognitive and discursive components.

Key words: feminism, identity, female politicians, life story

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INFLUENCING INDEPENDENCE: THE ROLE OF THE IRISH-AMERICAN COMMUNITY IN LATE-19TH-CENTURY IRISH HISTORY

By the end of the 19th century in the USA, the Irish-American community became a powerful nationalist community to be reckoned with. They provided moral, financial support for Ireland, which enabled and shaped crucial events in Irish history, including the Home Rule movement, the Easter Rising, and eventually, the foundation of the Irish Free State. This paper discusses direct, as well as indirect influences of Irish-American individuals (John Devoy) and organizations (Clan na Gael) on Irish history. These influences will be traced through the author's research into John Devoy's correspondence with prominent Irish politicians, as well as through Clan na Gael's political lobbying activities, leading up to the recognition of Ireland as an independent state at the Paris Peace Treaty of 1919. It will be shown how, in critical moments, the Irish nationalist community looked towards Clan na Gael, and specifically Devoy for donations as well as moral guidance.

Key words: Irish history, Irish-American community, John Devoy, Clan na Gael, political influence

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EXPRESSION OF CONDITIONALITY IN SERBIAN AND HUNGARIAN LANGUAGE

This paper examines the conditional sentences in the Serbian and Hungarian language. When analyzing examples, the technique of translation equivalents is applied; it starts from the elements of one language (Serbian) and its equivalents are being observed in another language (Hungarian). Formal features (the use of conjunctions, verb forms), the use of modal particles and modal verb meaning, lead to the semantics plan. The results of such contrasting can provide more information and deeper insight into a complex semantic category, such as conditionality, and partly understand the differences in perception of this phenomenon in minds of speakers of two different languages.

Key words: conditionality, Serbian language, Hungarian language

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ACCORDION-MUSICAL IDENTITY OF SEVDALINKA?

One of the most representative points of intersection of language, literature and music is definitely sevdalinka, which can be viewed from any of these three perspectives. The paper refers only to its vocal-instrumental context and the role of the accordion in the same context. Ever since the first appearance of accordeon in this region, we have recognized its connection with sevdalinka which is held today and it is almost impossible to imagine the previously mentioned context of sevdalinka without the participation of the instrument. The musical identity of sevdalinka throughout history has changed and is directly dependent, among others, on the cultural currents of the epoch, but also on performers and instruments they use, i.e, their professional skills on an instrument. The topic of the work is „provoked” by the statement from the mid-twentieth century that the accordion was not adequate to sevdalinka and that it influenced decreasing of the singing skill (Maglajlić, 1977, p. 159).

Key words: accordion, sevdalinka, cultural context, folk literature.

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CULTURAL CAPITAL AND EDUCATIONAL INEQUALITIES: PROBLEMS IN MEASURING

The concept of cultural capital, which was proposed by the French sociologist Pierre Bourdieu, is still highly influential in research on educational inequalities and its reproduction in contemporary societies. In this paper, some of the methodological concerns over the measuring cultural capital will be presented. The main problems are indicators and contextualization of cultural capital. Unlike cultural capital in its objectified and its institutionalized state, which are easy to measure, measuring cultural capital in its embodied state is highly problematic. We will argue that taste, which represents preferences and attitudes, and participation, which represents behavior, are two distinct dimensions of embodied cultural capital, but both should be included in empirical research due to the complexity of the phenomenon. Nevertheless, in contemporary conditions, we find that indicators of participation are more reliable.

Key words: cultural capital, taste, participation, education

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NIETZSCHE: NON-IDENTICAL SUBJECT

Nietzsche's effort to abandon techniques of constitution of the subject inherent to Western culture means first of all abandonment of the concept of identity, of what Nietzsche calls „atomism”. At the heart of Nietzsche's project is a thought of non-identical subject, divided subject which „becomes what it is”. The articulation of the concept of a divided subject means explicating conditions related to the impossibility of correspondence of the subject with itself. A subject that „becomes what it is” is a subject that does not recognize or can be recognized in what it is. This impossibility shows constitutive non-correspondence as the very possibility of becoming of the subject.

Key words: Nietzsche, subject, identity, other, becoming

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KNOWLEDGE OF COMMUNICATION LANGUAGES AND INTER-GENERATION RELATIONS OF LINGUAL BEHAVIOUR OF SLOVAK YOUTH IN VOJVODINA

An intention of this paper is to present results of the empirical research into the lingual-communication behaviour of the Slovak youth in Vojvodina. This research was conducted during 2014. The investigation was focused on spoken expressions of the Slovak language in surroundings and on the written language as a form of a social contact at school – with friends, peers and within the family. The referential framework of this article consists of three analytical levels: 1. The analysis of a knowledge degree of the Slovak and Serbian language (in the case of the Slovak language its lingual appearances are analysed), 2. Inter-generation relations of the lingual communication, the analysis of mutual contexts (dependence on identification signs), 3. Communication knowledge of languages (the Slovak language and the Serbian language).

Key words: Slovak language, Serbian language, bilingvism, lingual behavior

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HUNGARIAN PREFIX *MEG*- AND ITS ENGLISH EQUIVALENTS

The meaning of the prefix in Hungarian and English is different, so that this is the reason why English equivalents rarely contain prefixes. In this paper we examined the prefix *meg*-. In the first group, we can find those (rare) verbs in which *meg*- has its original spacial meaning (behind). The second group is the largest, and it contains all those verbs in which *meg*- adds meaning of some result (end of action). In the English language, we then use verbs without any prefix (*megáll* / to stop). The third group contains those verbs in which *meg*- ad an object to the intransitive verb. In Hungarian, meanings of these objects are incorporated into the meanings of these verbs, but in English (as in the Serbian language) we must specify them with pronouns. In all groups, verbs in the English language are not in the progressive form.

Key words: prefix, Aktionsart, resultativity, transitivity, equivalent

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THE PROBLEMATICS OF TRANSLATING GRAMMATICAL GENDER

Differences in the grammatical systems of languages make the process of translation extremely difficult. Regarding the Hungarian and the English language, grammatical (pronominal) gender is such a difference: it is absent in the system of Hungarian, but present in that of English. If we translate a Hungarian text the context of which does not reveal the sex of the referred person or its author intentionally keeps it unrevealed, we meet a serious obstacle, since in English it is unavoidable to mark the sex of the referent. The aim of the current corpus-based study – consisting of both lyrical works (1374 Hungarian poems and their English translations) and a novel (written in Hungarian, translated into English) is to present what kind of difficulties arise due to the absence of grammatical gender in Hungarian, what strategies are used to solve these problems, and to highlight how the differences between the two cultures, their worldviews and gender stereotypes appear in translations.

Key words: translation, grammatical gender, culture, gender stereotypes

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Effects of prior volunteering and self-efficacy on the level of helping during the floods in Serbia

In May 2014, Serbia was affected with floods. During the period of emergence large number of people came to assistance of the flood victims. When it comes to prosocial behavior, researchers are interested in motivation of people who help. Individual characteristics have significant contribution to prosocial behavior, that is why this research deals with prior volunteering and self-efficacy and their effect on the level of helping behavior during the floods in Serbia. The sample consisted of 204 people, 61.2% females, who completed the Self-efficacy and Helping Behaviors Questionnaires. The results show that people who had experience of volunteering ($N=109$; $t(202)=5.87$, $p<.01$) and higher level of self-efficacy ($r=.22$, $p<.01$) to a greater extent help. The research contributes to the understanding of helping behaviors during crisis situations and the effects of prior volunteering and self-efficacy on the level of helping.

Key words: natural disasters, the helping behavior, prosocial behavior, self-efficacy, volunteering.

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CONFLICT BETWEEN VENETIAN AND MONTENEGRIN CULTURE IN ĐURA JAKŠIĆ'S JELISAVETA, THE PRINCESS OF MONTENEGRO

The main subject of interest in this paper is the contrast and conflict of two cultures, Venetian and Montenegrin. Special attention is focused on bringing to light the relationships between two different and irreconcilable worlds. It is shown, on adequate examples, in which way typical representatives of Venetian and Montenegrin people, create images about themselves, but also, what kind of images and national stereotypes they create about the Other. Through a precise analysis, it is determined that the Other, foreign and alien is always experienced as hostile and negative with emphasized distrust and fear. Nevertheless, we have tried to show to which extent the drama author was leaning on authentic historical data and traditional poetry during the process of shaping characters.

Key words: cultural identity, the Other, Venice, Montenegro, foreigner

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UNDERSTANDING, IDENTIFYING AND OVERCOMING BLOCKS TO COMMUNICATION IN ENGLISH LANGUAGE IN JAPANESE WORLD

Cross-cultural communication has recently become an essential issue in modern world – using English as a so-called world language is now not enough to communicate successfully in any country in the world. This leads us to the conclusion that cultural education is important for us in order to get by in a foreign country, especially one with a completely different culture from our own. Bearing in mind that Japanese communication is quite specific when it comes to the traditional, deeply-rooted etiquette which visitors are highly recommended to follow, in this paper we shall try to identify blocks to communication that we may encounter and come to the conclusion how we could overcome these barriers and communicate successfully in Japanese world.

Key words: culture, communication, English, Japanese

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THE INTERSECTION OF GENDER, ETHNIC AND RELIGIOUS IDENTITIES: BANAT BULGARIANS (PAULICIANS) IN THE INTERCULTURAL CONTEXTS OF SERBIA, ROMANIA, BULGARIA

The proposed paper will focus upon the construction of identities of members of the ethnic group Banat Bulgarians. What sets them apart from most of contemporary Bulgarians are the dialect, Catholicism and Latin alphabet. This study's aim is to analyse how gender identity is constructed in intersection with ethnicity and religion in different cultural contexts, following the changes that occurred after the collapse of the communist system. In collecting the data, a semi-structured interview is used. The sample contains 26 women who grew up in the socialist period, while the control group has a slightly smaller number of men. The results: gender inequality; preservation of ethnonym; the key role of religion in preserving identity. Contextual variations: Bulgaria – the use of the Cyrillic alphabet; Romania – the representation in the parliament; Serbia – in the Belo Blato village villagers created a local speech - a mix of 4 languages. Inside two models of multiculturalism, there is a high level of tolerance.

Key words: Banat Bulgarians, Gender, Ethnicity, Religion

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IMPLICIT CONTENT IN ADVERTISING SLOGANS IN ENGLISH: THE USE OF ENTAILMENTS, PRESUPPOSITIONS AND EXPECTATIONS

The advertisers have for decades used diverse linguistic strategies in advertising messages with the aim of affecting consumer behaviour. One of those strategies is realised through covert communication, where the communicator „intends to achieve the fulfilment of his informative intention without the aid of communicative intention”. This paper analyses the implicit content in advertising slogans in English which takes form of entailments, presuppositions, and expectations. The corpus consists of 370 slogans belonging to the categories of food and drink, which have been in use from the 1980s to the present day. The analysis will show how the above mentioned linguistic devices create consumer behavioural patterns and thus help advertisers to achieve their goals. The paper also addresses the problem of recognition and interpretation of implicit messages in slogans by addressees, i.e. consumers, and therefore draws on Grice’s Co-operative Principle and Conversational Maxims.

Key words: advertising slogan, co-operative principle, entailment, expectation, presupposition

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CULTURE AND IDENTITY IN FICHTE’S PHILOSOPHY

Fichte’s *The Vocation of the Scholar* defines the relation between the notion of culture and the notion of identity by understanding culture as the means of the man’s identity. He there understands culture simultaneously as the process of man’s acquisition of the skill to subjugate to the mind everything that is not under its authority and as the acquired degree of that skill which is the factual situation of man’s historical moment. Man’s identity, as his complete harmony with himself, Fichte reflects as the moral acting. The philosopher’s notion of culture builds itself as the future-oriented culture of the act, not only as the assembly of historical facts. Fichte’s approach to the problem of the universalizability of the so understood notion of culture is the subject of recent discussions, while the author emphasizes

the critical potential of Fichte's philosophy of culture regarding any form of the so-called cultural nationalism.

Key words: Fichte, culture, identity, freedom

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THE ROLE OF LANGUAGE IN THE CULTURAL IDENTIFICATION OF GROUPS OR INDIVIDUALS

Language is one of the primary mediums of the identity of individuals and groups. Through language, individuals indicate their membership in a particular social group, whether it is presenting the cultural, geographical, ethnic, national, professional, or some other type of identity. To emphasize their belonging or not belonging to a particular group speakers often use various linguistic resources, such as a second language, dialect, jargon, or just an accent. The choice of the particular language resource is influenced by many factors ranging from the goal, the theme, the ambience, the role of the individual within the group, and the like. This paper is a theoretical overview of the relationship between language and identity through the prism of language choices of Serbian language speakers of the ijakevian accent, who are originally from the Republic of Bosnia and Herzegovina and who live and work in the Republic of Serbia.

Key words: language, identity, individual, group, association

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INTERCULTURAL EDUCATION AS A CHALLENGE WITHIN A NEW CULTURAL DIVERSITY

In the theoretical aspect of the study, essential concepts defining the sphere of intercultural education, such as cultural identity, interculturality and multiculturalism are related. Interculturality is analyzed within school environment. Intercultural education is observed as a process of self-cultural awareness, and understanding of different cultural backgrounds. As an indispensable prerequisite for intercultural

goals to be accomplished, intercultural sensitivity is perceived as a subject of the research. In the methodological aspect of the study, empirical research, analyzed by the descriptive method, was presented with the aim to determine how and to what extent students at the secondary school level perceive intercultural sensitivity between majority and minority groups. The study results show highly developed intercultural awareness of the respondents, which contributes to the importance of intercultural education and relevant contents they acquired.

Key words: intercultural education, intercultural sensitivity, multiculturalism, cultural identity

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THE FORMATION OF CULTURAL IDENTITY THROUGH SOCIAL INTERACTION IN GROUPS

In the first part of the paper, we define and critically analyze the concept of cultural identity as contradictory categories. We have made a critical review of the contextual plane in which identity is formed. We analyzed the personal characteristics that are built within the primary and secondary groups, and group norms which are forms of mediation in the process of identity formation. In the second part, cultural identity is considered in terms of socio-anthropological communicational paradigm. We started from the theory of social interaction and communication, by considering the social interaction within and between groups, which highlighted the importance of socio-historical context, frame of reference, behavior patterns and value systems that influence the formation of cultural identity. In the end, we looked at the relationship between individuals and groups, through a model of social interaction and communication that includes influential social media context.

Key words: cultural identity, communication, interaction, social groups