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BOOK OF ABSTRACTS X

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Virtual Reality in Education and CPD: Resources and Future Directions

Digital media technologies are rapidly changing the way we see and experience the world. Virtual reality technologies, as creative platforms for learners of all ages and subjects, provide an opportunity for a new level of immersion to cultures, spaces and places students and teachers have never been before, or places and events in the past, present and future they would otherwise be unable to go. Therefore, they are providing opportunities for immersion into a world where students can create, consume and connect with the curriculum on a completely new level. This paper examines more closely many examples of VR content in the form of Virtual Reality (VR) videos and 360° videos in open access that can be applied in teaching and learning of many different subjects and levels of study. Even though virtual reality is in many cases still seen as supplemental in formal education, the increasing volume of diverse augmented, mixed and virtual reality content is influencing the way of approaching learning through these immersive technologies, as these experiences can generate more questions and engagement from students and teachers in both using and creating (learning) content.

KEY WORDS: 360° videos/VR videos, interactive learning environments, pedagogical issues, teaching/learning strategies, virtual reality

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Current Challenges Of Public Service Media – A Comparative Perspective

Given the role and functions of public broadcasting service under UNESCO's definition and recommendations of the European authorities, the study examines current performance of representative European public service media organizations (PSMs) using a comparative and analytical method. The paper aims to identify and systematize key challenges facing this media model in contemporary Europe. The study analyses different aspects of PSM crisis arising from its value and conceptual review in the context of intense media sector deregulation. Proponents of market liberalism erode public service legitimacy claiming that its services are redundant and detrimental as they deform free media market, since states enable their privileged position. The opposite set of arguments arises from the belief that the PSM fosters the concept of media's social responsibility, as governments have the capacity to guarantee the continuity of financing and independence of public media. Among these narratives, major challenges facing modern PSMs were identified: 1) financial difficulties and pressures by commercial actors; 2) (in)dependence from political authority; 3) technological – competitiveness on digital platforms. Within the Council of Europe and European Union, there remains a broad political consensus on the need for PSM, justified by its specific objectives. However, diversity is noted in practice, in both management and editorial policies of public media in national arenas, affecting trust in the commitment to the original concept of concept of PSM and future integrated European approach. Conclusion is that these issues require stronger alignment of this media model with the "established, financed and controlled by public" matrix, with particular focus on formulating strategies for online presence.

KEY WORDS: Public service media (PSM), financing, (in)dependence, online competitiveness, Europe

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Migrant Crisis and Artivism in Contemporary Serbian fiction

In her recent novel The Gorgons (Gorgone, 2017) Mira Otašević discusses the history of Europe from Nazism and Holocaust up to European migrant crisis which began in 2015, using the avant-garde techniques of radical and unorthodox contrasting biographical records of famous 20th century artists with the partly fictionalized testimonies of the authentic figures who inspired their work. The paper will discuss various ways in which literature and visual arts tackle the migrant crisis. Being a powerful tool for activism, art can grapple with the world and bring about change with the help of artivism, a technique and strategy used to gather people who are marginalized, ignored or silenced by society. Artivism is not simply a communication device or a campaign tool, but a way of understanding the world we live in. Otašević discusses the ways art can confront war, injustice and racism. Her novel describes and analyses the life and work of artists such as Bertolt Brecht, Ai Weiwei (the Berlin-based Chinese dissident who directed "Human Flow", a film about the global migrant crisis) and Ellsworth Kelly, American painter who requested to be assigned to the 603rd Engineers Camouflage Battalion, which took many artists trained in deception techniques during the Second World War. The battalion became part of the Ghost Army, the tactical deception unit whose inflatable tanks and cannons, as well as airplanes that could be pumped up with air compressors engaged in successful war operations which became an epitome of powerful artistic practices.

KEY WORDS: migrant crisis, artivism, Serbian fiction, visual arts

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Unconventional Advertising Methods and Interaction with Fans in Polish Football Clubs

Colorful billboards, banners, posters, leaflets, promotion on traffic buses are so common that many of us don't pay attention to these traditional ads. Many of us are also annoyed by their presence that spoils natural wonders of our cities architecture. To grab our attention corporations and companies are forced to use new models of advertising. So today we live among hidden and native advertising and a lot of sponsored articles. In my presentation I am going to show unconventional advertising methods in football teams. The purpose of my presentation is to demonstrate that new ways in interaction and advertising are definitely better than traditional banners, billboards or leaflets. I am going to compare Polish ads with new advertising technology from football clubs in other countries of Europe and determine who had first used atypical advertising models in this field. In this presentation I would also like to raise issue of how much unconventional advertising methods impact the amount of followers in social media like Facebook, Instagram and Twitter. I will research ads of soccer clubs: Lech Poznan, Legia Warsaw, Lechia Gdansk and some less famous ones from Poland. I will also compare ads of Polish and foreign clubs: FC Barcelona, Real Madrid, Chelsea London and other. I will present this topic in unusual way and will try to make a great interaction with audience.

KEY WORDS: advertising methods, ads, football clubs

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The Interplays between Artificial Intelligence and Information Disorder

Information disorder is a term that is increasingly being used as an umbrella for the concepts of disinformation, misinformation and malinformation. It proliferated as a novel and useful term to describe the unwanted state of information pollution online, which has sparked an intensive academic and political debates. In the efforts to address this issue, there is an increasing recognition of the interdependence between information disorder and the advancements in Artificial Intelligence (AI). However, little attention is given to analyzing the issue from both perspectives within a single interdisciplinary effort. This article is a contribution in that direction: on the one hand, it investigates how AI can help in addressing information disorder stemming from the massive use of social media; on the other hand, it examines how AI and other information and communication technologies contribute to the rise of information disorder. At the intersection of the two, the study will also analyze how the pure nature of human behaviour online can be a crucial factor driving the processes that lead to information disorder. In other words, the way people normally behave online is also leading to consequences that may be prescribed to information disorder e.g. biased behavior (caused by no one in particular) when rating or recommending items. In that context, it is important to differentiate between unintended consequences, which may be brought about by any new technology, and strategic abuse (for political and military purposes as digital weapons in cyber wars) of the new scientific advances. In addition to summarizing and critically examining up-to-date scientific findings, the meta-analytical approach employed as the main methodological apparatus of the study leads to the extraction of a set of policy recommendations divided into stakeholder-specific categories.

KEY WORDS: fake news, artificial intelligence, information disorder

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Fighting Fake News and Hoaxes in the Age of Convergence: Performance Evaluation and Policies Against Information Disorder

With the proliferation of the new information and communications technologies, the quality of the information environment is a question that becomes of paramount importance for every person and society. The veracity of the disseminated information is a big challenge nowadays, both for those that disseminate it, as well as for those that consume it. As the spreading of fake news is on the rise, false stories and perverted information on the Internet have become a powerful factor for disrupting the information order and turning it into information disorder. However, the efficient counteracting of the negative consequences of this phenomenon requires not only a careful study of its nature and impact but the possible paths and instruments for fighting it.

The fight against fake news will be at the center of our discussion and the presentation is going to summarize the key findings from an up-to-date performance analyses of European organizations and initiatives combating fake news and hoaxes. Besides recommendations addressing key stakeholders that can influence the process and regain the trust of the public in social media and in freedom of expression in general will also be formulated. These findings and recommendations represent the direct outcome of the piloting of an entirely novel methodology for defining key indicators for performance evaluation of factchecking oganizations based on the comparison of indicators applied in the governmental and non-governmental sectors and answers to a specially devised questionnaire.

The research and the policy proposals represent a side result of the activities taken in the COMPACT Project which is a Cooperation and Support Action under the EC H2020 umbrella dealing with the broader issues of social media and convergence.

KEY WORDS: Fake news, hoaxes, information disorder, factchecking organizations, performance indicators

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Radio Television of Serbia in Front of Challenges of Digital Age

Radio Television of Serbia (RTS) has been facing for almost two decades with the challenges of the digital age at the same time going through the transformation from formerly state television into a public media service with clearly defined commitments and expectations. This paper maps the challenges in the technological sphere to which the RTS was exposed, as well as the ways and strategies on which the RTS reacted to these challenges. The subject of the analysis is the three major processes: the process of digitizing television and radio programs, the online edition of RTS and the new RTS Planet platform, an internet platform that allows users to watch all television and listen to all public service broadcasts live or delayed, launched in March 2018. The aim is to determine whether and in what ways RTS meets one of the obligations of the public media service. The requirement that will be examined here is that the public media service is tasked with being the first to apply technological advancements and, accordingly, to the widest area, and thus to the greater number of viewers and listeners, provide distribution and reception of content using the new digital technology. This task becomes further complicated by the conflict of interest in the economic sphere in the commercial media system. The goal is also to determine how much RTS is going to meet the changing role of the public service traditionally defined through the phrase that the public service informs, educates and entertains (author John Reith) into the role that new needs of users define as education, entertainment and participation (Enli, 2008).

> KEY WORDS: Radio Television of Serbia, digitization, media, digital platforms, online edition

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Media Education as a Factor of Prevention from Manipulation and Misuse of Data on Social Networks

The digital era and modern technologies have succeeded in changing the foundation of people's lives all over the planet Earth in a very short period of time. Abrupt and rapid growth, development and (mis)use of increasingly advanced media communication devices, along with manufacturers' race in which they try to defeat their rivals by using innovations, are dominant trends of today. The basic goal of progress ""to facilitate and improve human life"", which actually means that a machine serves a man, and not the other way around, unfortunately gets lost in an attempt to achieve more and be better than others.

People are almost unconscious of dangers and consequences of a negligent use of the Internet, particularly upon sharing personal data and photos on social networks. The development of predictive media analytics has provided a set of indicators that show how internet services, without users' knowledge, collect and use their personal data for different purposes. This should encourage the scientific and critical public to be louder in expressing their opinions and thus contribute to the general development of the awareness of various possibilities of a dishonest use of virtual networks, the consequences of which may be devastating.

In this paper, we present the results of the research in which we have tried to establish the connection between the media education and the awareness of abuses on social networks. At the same time, the paper emphasizes the need to introduce media literacy into education programs at schools for students of all ages, starting from pre-school up to higher school education. The graduates of all secondary schools in Nis have been included in this research.

KEY WORDS: social networks, media education, manipulations, graduates.

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Terrorism as a Form of Crises Situation in Digital Media World

In a digital media world there is a significant number of crises situations that we can characterize as an act of terrorism. This paper analyses advantages digitalization offers while reporting on terrorism attacks. Digitalization offers great benefits for reporters covering terrorism attacks and it is certainly a huge factor on rapid reporting, thanks to the internet platforms and other digital era advantages.

Media reporting on terrorism has been intensified in the last decade due to a sharp increase in the activities of different terrorist organizations and groups. In order for journalists to understand the problem of terrorism, it is needed to define this phenomenon from the media aspect and explain the division of terrorist organizations as well as the basic causes of their existence and expansion. This paper has set forth the first attacks that can be regarded as terrorist ones reported by the media. Then, there have been determined the basic elements for the preparation of a journalist who is due to report on the given type of crisis situation. The basic elements include fundamental background knowledge and information that can affect the safety of the reporter and their media team, which suggests that professional knowledge and skills need to be theoretically formulated before visiting the scene of the crisis situation. There have been listed methodological advantages that a journalist of a local or a national broadcasting company has in a hypothetical situation when reporting on a terrorist attack. It has been proved that a journalist of local media is not necessarily inferior to larger media in their reporting. What is more, there are a number of advantages that should be skillfully used by journalists of local media in their reporting.

KEY WORDS: digitalization, media, internet, reporting, terrorism

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Blended Learning With Edmodo: Potentials and Drawbacks

In the digital world of the 21st century learners seem to live a great part of their life online, so it is only natural to use these habits for the benefit of the learning process. However, several research studies have established that for many learners the digital world seems to be merely a source of entertainment and they are, therefore, not prone to utilizing it for the learning purposes. On the other hand, many educators increasingly rely on the digital world as an aid, resource, or learning environment, trying to "piggyback" on the learners' digital habits. However, it seems that the best results are actually achieved through the blended approach, where part of the teaching process is done face-to-face and part of it is conducted via an online platform. To illustrate this, the paper presents a case of blended learning with the Edmodo social network, which is currently being used are part of the teaching process at the Faculty of Philosophy in Novi Sad in the preparatory classes for the entrance exam at the Department of English Studies. Namely, this department organizes classes where candidates who want to study English are prepared for the entrance exam, but due to heavy workload and lack of face-to-face hours, part of teaching and practice is done online. The author of the paper has done extensive critical analysis of this platform, its potentials as well as drawbacks, which will be described in the paper alongside suggestions for improvement and ideas for a more efficient teaching process.

KEY WORDS: blended learning, Edmodo, entrance exam, preparatory classes, potentials, drawbacks

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Information Needs of the New Media Audience

C hanges in the media as a result of the development of technology have significantly changed the way we think about ourselves and our needs. It is extremely important that we no longer have to be passive observers and can be users and active creators of media forms and content, but the question is how much we are ready and able to take advantage of these opportunities.

Until the 1970s, theories that studied the media were directed exclusively to the power of the media, which significantly influenced the opinions and actions of the audience, viewed as the recipient of messages, and which, as such, was manipulated and passive. After that, we have the approach of the so-called active audience, where the focus shifted to the audience, which completely rejected the old paradigm.

In this paper we will try to show how and in what way the audience of the new media is active and how far it made a step backward to the theories that we thought we overcomed and what caused it. What impacts our information needs and the level of critical thinking about received messages and how to choose quality content in the abundance of information provided? Through consideration of the specific characteristics of the audience of the new media content, their demands and interests, we will try to offer an answer to the ever-present dilemma: does the audience get what they want or start to want what they receive?

KEY WORDS: audience, new media, mass media, needs, media literacy

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The Credibility of the Media in the Republic of Srpska - Creating the Agenda and Highlighting the Importance of Events as Instruments of Influence on the Audience

In Bosnia and Herzegovina, there is 187 electronic media registered, by the data of the Communications Regulatory Agency of BiH, of which 47 are television and 140 radio stations.This fact about electronic media in the country, which has slightly less than 3.3 million inhabitants, already indicates the diversity of the media scene. In the Republic of Srpska there is two media, which according to all relevant research have the highest rating, Public Service RS / RTRS / and commercial Radio-Television BN / RTV BN /. The editorial policy of these two media is diametrical; RTRS, although the public service, strongly advocates the views of the ruling political structure in Republic of Srpska, while BN TV is favourable to the views of the opposition. By analyzing the content of the central news programs, from the aspect of setting the agenda and ranking the importance of the event, RTRS and BN TV dictate topics to the audience to be considered and to "significantly influence what they think" (Cohen, 1963: 13). The central news program of these two media are broadcast at the same time, at 7:30 pm, which polarizes the audience, so apart from establishing the agenda that influences the choice of content, RTRS and BN TV, each for their audience, influence the perception of the importance of the events.

KEY WORDS: television, agenda setting, framing and amplification, importance of events, audience

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Sensationalism, Catastrophism, Fight Paradigm and Clickbait Journalism in Romanian On-line media January – April 2018

In traditional journalism, sensationalism was a characteristic of tabloid press. The main instruments used in sensationalistic headlines were bombastic epithets (awesome, amazing, greatest etc), and exagerations used to increase the impact by curiosity. In the last decade, the development of online press with its large quantities of information among which the reader must choose rapidly, have arisen new means for eye-catching based more on commercial reasons than informative values. Besides sensationalism, other persuasive tactics became dominant, such as catastrophism, creating the impression of imminent events and fight paradigm in which false conflicts are being created.

Thus, our attention went towards a new concept in the theory of journalism: clickbait, which reflects the need to have as much views and shares, because based on the numbers of clicks, publications often increase their income from straight, hidden or pop-up advertising. In online media, the headline and link is the equivalent of the lead in traditional press having as aim catching readers' interest and making them click and read. In the context of a huge news feed overloaded with information, in the purpose of increasing the number of views, the journalistic discourse has transformed radically and switched from informative to a sensationalistic approach. Clickbait journalism uses dramatic or exaggerated headlines for describing even the most trivial of facts, leading to a discrepancy between what a headline promises and what the content delivers to readers. In the present study we assessed online press in Romania in the beginning of 2018 considering more hashtags and keywords connected with the above-mentioned concepts. We used professional instruments of monitoring the press and made quantitative and qualitative analyses of the selected items and their dynamics. The phenomenon of tabloidization of news, deliberately ignoring deontological rules in online media is confirmed by this study.

KEY WORDS: sensationalism, clickbait journalism, catastrophism, fight paradigm, press monitoring

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Participation of Young People in Digital Marketing in Serbia

With its ease of connectivity, networking and exchange, Internet has caused the development of a phenomenon characterized by the term virality - the specific appearance of new media: the massive sharing of multimedia content among a large number of Internet users. Viral potentials are reflected today in modern marketing through the emergence of a new marketing paradigm and in the context of the phenomenon labeled as marketing 2.0. Viral marketing and virality are based on modern social behavior theories, and rely on interaction of individuals within the social media that generally shape marketing. The subject of this research is to examine participation of young people in digital marketing and the relations that new media have in marketing with young people in Serbia. The aim is to examine how young people generally use social networks and for what purposes, i.e. how much they use online sites for trading and discounts, purchases, sales, finding information about discounts or special offers for products and services, and to which sources of advertisements are they mostly exposed and to which advertisements they pay most attention.

The survey was conducted in January 2018. The questionnaire was distributed in the form of paper-pen, and the target group of respondents was students of higher education institutions. For data collection, a questionnaire was used with the five-point Likert scale and the Chronbach reliability of 0.725. Statistical analyses used for processing and analysis of results were: frequencies, percentages, arithmetic mean, standard deviation and cross sectional data. The survey sample consisted of 111 respondents, 57% of which were female and 43% were male, 49% had humanities and social sciences field of education and 51% technical-technological field. A research instrument has been conceptualized for the purpose of this research, consisting of open and closed type questions.

In this research, the interaction of individuals from young educational community in Serbia within digital online communities was monitored in which media has become the dominant form of interaction that influences viral marketing, as well as marketing in general.

The results indicate that internet content is dominant and that Internet carries an extremely rich marketing potential for the target group of young people studying. In that sense, new media can be a potential focus of marketing activities for young educational community in Serbia. The results also indirectly point to the need for more intensive development of modern digital communication, which should take into account the cooperation and creative potentials of young people in the direct design of digital marketing promotion.

KEY WORDS: digital marketing, internet, virality, young people

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A Neurophilosophical Approach to Social Media Research

A neuroscientific progress during the last couple of decades has not only gradually revealed human brain as a "social organ" which evolved to connect with the other brains, but has also raised the possibilities of wider neurophilosophical approach to a sphere of contemporary social phenomena such as increasing human interaction on a social media enabled by new digital technologies. Not only that neurophilosophy could provide an empirical basis for more objective considerations of complex existential, cultural, political and ethical aspects of human society in the present stage of global interconnectedness, but even some of the newer approaches from the anti-reductionist end of the spectrum of "behavioral and brain sciences" (such as theories of chaotic or emergent dynamical systems) could be rendered useful in researching complex networks of social interaction, which may have a significant effect on strengthening democratic phenomena such as the "wisdom of crowds", grassroots initiatives or velvet revolutions.

KEY WORDS: neurophilosophy, social media, cognitive science, chaotic dynamical systems, wisdom of crowds

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Diversity Programming in the Portuguese Public Television: a Long Path to Run Towards the European Agenda

This communication will present data collected from two research projects in witch we are involved and complement each other: on the one hand, the study DIVinTV - Public television and cultural diversity in Portugal: a study on the programming of generalist channels Portuguese publics on the plurality of contents and cultural expression, diversity and inclusion; on the other hand, we will contextualize these data with the analysis done over the last years on the monitoring of pluralism in Portugal in the scope of the European project MPM - Media Pluralism Monitor (http: // http: // cmpf .eui.eu / media-pluralism-monitor / mpm-2016-results / portugal /). The main objective of these studies is to make a new contribution to a realignment of media content in the face of the major cultural and societal challenges included in the European agenda and the Global Agenda 2030. In broad terms, the consolidation of an inclusive and diversified knowledge society and a developed and sustainable global community. In particular, we intend to rethink the role of public media in a changing society, promoting inclusion, gender equality, the diversity of voices and the plurality of cultural expressions. The results collected from Portuguese public television informative programmes reveal major deficits regarding these agenda's goals and urge the community of media practitioners, journalists, activists and citizens towards a more engaged and critical role.

KEY WORDS: diversity, media pluralism, public television, cultural minorities

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The Use of Media Production as a Tool for Empowerment

The focus of this research project is on how encouraging youngsters with fewer opportunities to experiment with different media production methods can help establish social inclusion. Results of the used methods are twofold: the development of transferable social skills and the improvement or acquisition of new digital skills. The target groups are children and youngsters in vulnerable households, youngsters under legal custody, newcomers and refugees. Deeper analysis of this experimental methodology indicates that, aside from an efficient practice, this is a fairly unique approach.

Social skills are as such defined as attitudes that allow youngsters to fully participate in society, stimulating them to take responsibility, to work in groups, to reach out to others, to present themselves, etc. The eventual goal is the empowerment of youngsters as 'citizens that matter' through promotion of agency and ownership of their media products. Ideologically and scientifically, this practice stems from a strength-based practice and capability approach (REF).

The used media production practices involve various digital skills like sound- and video-recording and editing, smartphone reporting, interview and reporting techniques, live broadcasting, etc. These new abilities tend to provide the target group with an improved degree of media literacy and broadly applicable social and digital competences. An indispensable asset and added value in today's labor force, it more importantly has the potential to boost self-esteem and to foster social promotion.

Aforementioned projects are executed by NGO Quindo, a Belgian medialab. The organization has three objectives in its mission statement: primarily informing youngsters on relevant local news, secondly, educational (predominantly through a partnership with Howest University College, and lastly, social inclusion (as the presented project demonstrates). Supported by the Public Centres of Societal Wellbeing (PCSW's), Quindo researches various approaches and methods for social empowerment and e-inclusion involving media production, to strengthen youngsters with fewer opportunities.

KEY WORDS: social inclusion; empowerment; ownership; e-inclusion; digital skills

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The "Marvellous Thing": The only Mansi Newspaper on Online Presence and Social Media Practices

The aim of the paper is to introduce the role of online presence and social media practices as a topic in present day Mansi journalism. The presentation presents the situation of Mansi linguistic vitality, the presence of Mansi on the web2.0 domains, the history of the Mansi press. The paper concentrates on the journalists understanding of social media and the effects they understanding has on present day Mansi language use.

Mansi is an endangered Uralic language, spoken by less than one thousand people in Western Siberia. Although the prestige of the Mansi language and culture is apparently rising, the number of speakers compared to the total Mansi population is extremely small. Mansi plays a minor role in its Russian-dominated, multilingual environment, also is heavily affected by urbanisation. While until the 1950s the more general tendency was to create new Mansi words to describe the formerly unknown phenomena, later on the usage of Russian loanwords became more dominant. Since the 1990s the tendencies governing the planning of Mansi language use and language acquisition have become multidimensional, important differences and interferences may be observed between the different actors of language use, especially the leading specialists (mainly following the Soviet academic policy) and the journalists (using and promoting the language on a daily basis, with the largest active number of followers).

The data concerning the online presence and use of Mansi were collected via online observation and snowball sampling method on popular social networking sites, while the data on linguistics vitality and language attitudes were collected during fieldwork in the Khanty-Mansi Autonomous Okrug (six times between 2006 and 2015).

KEY WORDS: Mansi language, digital language use, online press, online media

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Machinima: Example of Fan Culture and Media Convergence Between Video Games and Films

Machinima films are an example of playing with video games and represent their creative transformation by active users, who use the game recording option to create short films. This option was primarily used by players who recorded their achievements through the game and later shared the results with other players on gaming forums. Popularity of these films has increased rapidly, resulting in many other companies deciding to introduce this option into their games.

The purpose of this paper is to underline two important aspects of Machinima films. The first is the fact that they developed in the domain of video game fan culture, but their use soon spread to media industries, which started exploiting them for commercial purposes. The second aspect refers to the fact that they resulted from media convergence between video games and film, and as such, by combining their aesthetic elements, they have become equally interesting to both, their devoted players and professional film makers.

Following the influence of the Frankfurt school and period of observing the media as the one-way communication channels addressing the passive audience, cultural studies shift their analyses towards the audience that actively interprets media contents, transforms and recycles them, creating new forms of expression. In works of authors such as Henry Jenkins and John Fiske, the "affirmative" strand of cultural studies focuses on the power of audience and its crucial role in establishing the popular culture. This "participatory culture" takes a significant part, as an important think-tank for development of modern capitalism. Machinima is an example of media convergence between video games and film that originated from the grassroots level, i.e. from players, but it soon started to be used for animatics in the professional film production. Commercial use of Machinima films is a confirmation of a well-known hypothesis of blurring the lines between production and consumption, public and private, author and audience and, emphasising the importance of innovations introduced by "prosumers" in modern media industries.

KEY WORDS: video games, Machinima, fans, media convergence

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Simulation or Social? Mediatized Spaces of Tahrir and Occupy

C an too much mediatization be bad? This paper will examine whether media technologies can create problems for political activists and audiences. Comparing two events will show that the "Twitter Revolution" happened only in New York. In Cairo, people got their information from television twice as more than in New York. Occupy activists were relying on Twitter twice as more than Egyptians. Tahrir was produced in a less mediated way. Occupy's thin narrative based on tweets and blogs couldn't provide a strong identity for its audience. Islam did that in Egypt.

Due to the multiethnic context, Occupy's "99%" was an empty signifier (Laclau 2005). Creative audience tried to attach different meanings to the 99% Tumblr blog, but the empty symbol hasn't brought a strong activist configuration. Different interests and values need a common subject to identify with, but Occupy insisted on being a leaderless, ideologically moderate, internet movement (Castells 2015). Zuccotti Park was less occupied and more mediatized. Belief that commercial platform's interactivity and openness will spontaneously produce change, without hierarchical organization or theoretical guidance, makes Occupy unaware of its neoliberal elements (Mirowski 2013).

Tahrir Square was less a media product than a social event. Instead of simulating togetherness on the internet, activists went to different neighbourhoods in Cairo, relied on the Muslim Brotherhood and visited mosques to attract not just Westernized youth but ordinary religious people (Gerbaudo 2012). Small fraction of digital activists were forgotten when Mubarak shut down the internet.

That is, Mubarak and Occupy believed in the illusion of social media's power, in simulacra, while the people of Tahrir relied on a more classic way of organization. It means they didn't imagine their space on Tumblr blog in order to integrate their audiences. Instead of simulation, it was a real, rough and unrefined social.

KEY WORDS: mediatization, social movements, audience, digital platforms, media

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The Story Behind the Story of the "Boys from Veles"

Releasing fake news is a powerful and high-impact tactic that can change public perception almost instantly, mainly due to the fast-paced news cycle. Fake news is impacting governments, organizations, and individuals alike, and in the current era of information overload, problems and distortions of information are becoming key issues of public interest, because of their influence on the representations and distortion of reality.

The term "fake news" was actualized with the US presidential election in 2016, where fake news is related to the campaigns of the two presidential candidates, Hillary Clinton and Donald Trump. In the final weeks of the US presidential election, the city of Veles, Macedonia, or the so called "fake news factory to the world", as revealed by investigative stories by The Guardian and on BuzzFeed, found that the Macedonian town of 55,000 inhabitants, was home to at least 100 registered pro-Trump websites, most of them filled with sensationalist and mainly fake news.

This paper will look at 'the story behind the story of the boys from Veles', since according to the '2018 Media Literacy Index of the Open Society Institute in Sofia', Balkan countries are the most vulnerable in Europe to the "fake" news. As the Media Literacy Index report states, the responsibility for this situations lies within the media that are highly controlled by the state or business interests, educational deficiencies, and low overall trust levels in society.

KEY WORDS: fake news, media literacy, Boys from Veles

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Article as a Journalistic Genre in Print Media and on the Internet

The transformation of the media in the advanced stage of the informational era of the 21st century had a negative impact on the objectivity and quality of the overall media sphere in Serbia. Centers of political and economic power control the flow of information and in all ways affect the objectivity, which in this way, under pressure, moves into independent media mostly exist on the Internet. In an effort to preserve objectivity, as well as the integrity of the journalistic profession, increasingly less analytical segments of journalism are getting more and more important. In keeping with the thesis that public opinion retains the need for a true, uncensored and uncontrolled approach to a realistic interpretation of social reality, the article as one of the basic genres of journalistic writing survives with a primary role in contemporary journalism (with the increasing influence of the column and blog as its counterpart in the internet domain). Analytical approach to the journalistic topic through the writing of the article with the idea of objectivity is reflected in the correct distribution of the presented angles of analysis, in which the selection of the relevant interlocutors on the principle of the "rules of the other side" is just the starting point. The attitude of objectivity is subsequently available through the interpretation of legal frameworks with the assistance of a relevant independent expert, along with all other necessary elements of the finalization.

KEY WORDS: print media, internet, journalistic genres, article

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The Digitization of Radio in the World and in Serbia

The aim of this paper is to show the problems of the radio digitization in the world and in Serbia. In December 2017, Norway ended the digitization of radio on its territory, becoming the first country in the world which switched off nationwide FM broadcasting. By 2020, the same will be done in Denmark, Switzerland and Great Britain. Test digital broadcasting started in Croatia in November 2017, in order to make popular new digital radio platforms. In the autumn of 2017, Serbian RATEL (Regulatory Agency for Electronic Communications and Postal Services) announced a call for public consultations for the /Rulebook on Radio Frequency/Location Allotment Plan for Terrestrial Digital FM Broadcasting Stations for the Territory of the Republic of Serbia/. Formally, it is possible to receive digital radio signal in Serbia via: terrestrial system of transmitters for digital radio broadcasting, satelite system and the Internet. In 2015 the Ministry of telecommunications announced the pilot project which would first digitized the radio stations by the motorway. According to the /WorldDAB/ data, four European countries almost entirely digitized radio by the motorways (Switzerland 99%, Denmark and Germany 98% and Norway 97%). The problem of the slow transfer from the analogue to the digital radio, compared to the same process in TV broadcasting which has been completed, is that the new plan of frequencies requires buying new (expensive) radio sets, incompatibility with the radio sets in automotive industry, as well as the financial capacity of a large number of radio stations to transfer to the digital broadcasting.

KEY WORDS: Digitization, frequency, digital radio, analog radio

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Analysis of Media Content in Relation to the Message Transmission Medium

In the paper titled „Analysis of media content in relation to the transmission medium of the message", the monitoring of the content of media messages, the way public information will be disseminated, as well as the audience's response to the placed media messages in relation to the media, whether the information is published in the basic form of media (television, press, radio) or on the Internet or a social network page (Facebook). The aim of the research is to show the importance of selecting media for placing media messages in relation to effects and their impact on public opinion. The context of the increasing influence of information technologies on all aspects of our lives certainly influences the very process and right of freedom of information in the communication process as one of the basic rights of every human being. The importance of media selection and how information is disseminated as one of the elements of public opinion influences this type of media content analysis. In the end, the scientific goal of the research is to contribute to the interpretation of available scientific material by explaining how placing media content in relation to the medium of transmission of the message has a different effect on the public and their relation to certain topics in order to contribute to this topic.

KEY WORDS: media, message, public opinion, information technology, social networks

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The Bilog: Filipino Irregular Migrants Engagement in Online Communities

With the advent of globalization, Filipinos have become more mobile than ever before. The introduction of low-cost carriers has prompted Filipinos to move around the globe. The advancement of technology and omnipresence of the Internet today have brought about Filipinos being interactive across time and space. Japan is one of the most preferred destinations among Filipino migrants. Because of the financial gains and rewards (as compared to the Philippines), Filipinos opt to stay and reside in Japan. Some, however, hang around illegally so that they can still continue to reap the economic bliss they are experiencing as well as maintaining the remittances being sent to their left behinds back home. These irregular Filipino migrants are referred by fellow countrymen as bilog, a Filipino term which means circle or round. This paper delves into how irregular migrants' appropriate online communities. Because they are undocumented workers, they live in the shadows of metropolitan life. They are invisible and muted in reality. The initiation of the Internet and online communities, however, have afforded irregular migrants the space to commune with fellow Filipinos; notwithstanding the fact, that these too offered a speaking voice for irregular migrants. Online communities have allowed migrants to form alliances in cyberspace that promote a sense of belongingness and cooperative spirit. With online communities, the bilog can now have a place where they can articulate their concerns. Fellow online members help and support them through information, advice, and guidance. They also serve as emotional and spiritual strength as well as an inspiration and hope for the bilog which is truly needed as they go through the stresses of being irregular migrant. This paper fortifies the Internet's utility to migrants, regular or irregular it may be.

KEY WORDS: irregular migrants, online communities, support online

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The Role of Media Literacy in Protection of Montenegrin citizens from Fake News

With the development of technology and emergence of new media, citizens gained access to a large amount of information on one hand, but on the other, the Internet proved to be an excellent distribution channel for publishing unreliable information, waging information wars, spreading rumours and conspiracy theories. Since the establishment of the first electronic outlets, theoreticians have constantly been warning Internet users not to be misled by thinking that the quantity of information would contribute to better social awareness, but that this rather represents the easiest way to misguide the public.

This claim is becoming more evident because the problems brought by new media are growing. In recent years, the public's focus has been on fake news that flooded the Internet as an epidemic. The gravity of the problem is confirmed by the fact that the European Commission recently started to take action against fake news on the Internet. Having regard to all the mentioned problems, in this Paper we will analyze the role of media literacy in protection of Montenegrin citizens from modern and more perfidious methods of manipulation such as fake news and post-truths.

KEY WORDS: media literacy, fake news, post-truth, protection of citizens, Montenegro

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Connectivism Theory and Foreign Language Learning

The development of digital technologies led to changes in the structure, sources and methods of acquiring knowledge, which led to the creation of new approaches in the adoption of foreign languages. Consequently, a new culture of language competence development is being developed, which is based on the theory of connectivism. Connectivism as a learning theory is based on the principles of a modern digital environment, which is informative and incentive for learning. With the intensive development of digital tools and their increasing application in foreign language learning, the current nature of Connectivism theory is growing, and therefore the interest of researchers in studying its implications.

The main goal of this paper is to point out the importance and implications of the use of the theory of Connectivism in the learning of foreign languages. In accordance with this, the paper presents an overview of a number of research that points to the implications of using modern digital tools in the development of language competencies. Special significance is dedicated to certain types of Internet tools such as social networks, blogs, Twitter, Youtube, podcasts, e-mails, mobile forums, discussion groups and other platforms.

Based on a research on the application of different digital tools review, the final part of the paper points to some of the important implications of using diverse sources of knowledge, greater opportunities for collaborative learning, development of autonomy in learning, decision-making independence, greater openness and interactivity. The paper concludes that the application of the theory of Connectivism in the foreign languages learning in our region is still underdeveloped, but will gain actuality in the future, especially given the ever-accelerated development of digital technologies.

KEY WORDS: connectivism, learning, foreign languages, digital tools, implications

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Possibilities of Applying "Constructive Journalism" in Serbian Television Practice: The Media Professional's Perspective

The development of new technologies and the Internet has imposed necessity for the re-examination of the new social role of the media as well as the overall functioning of media organizations. Significant changes have occurred in the digital era not only in the economic, organizational and production sphere of the media, but also in the domain of news selection and the approach to interpretation of the news. Rough market conditions, the impact of social networks, the dominance of spectacular and false news, as well as the general contamination of informative values of the news in the direction of the negativity, are increasingly moving journalism of the digital age away from classical journalism, and the sense of the new role of the journalist is becoming more and more unknown. One of the possible solutions could be the concept of the so-called "constructive journalism", which is not only aimed at pointing out the negative and non-functional aspects of society, but is also offering the solution by implementing techniques from positive psychology. The aim of this research is to use the method of semi-structured in-depth interviews with media professionals working on public and commercial television in Serbia in order to determine how they perceive the concept of "constructive journalism" and whether and to what extent it can be implemented in practice.

KEY WORDS: constructive journalism, news selection, news interpretation, television practice in Serbia

Protest and violence: Framing the protest "Against Dictatorship" in online media and user comments

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General tendency of the media to marginalize protestors, portray them negatively and delegitimize their claims, has been formulated as the protest paradigm. Frames and frame analysis have played central position in the protest paradigm and different marginalizing devices have been identified and well-studied. Lately, changes in the media and social environments have led scholars to revise the protest paradigm in attempt to assess its relevance in the digital media landscape that allows citizens interaction with news stories and makes institutional frames more volatile. Based on the larger study of the media framing of the protest "Against Dictatorship", in this paper we focus on the frequency and realizations of the violence frame in news (N=129) and user comments (N=3.288) published on Blic and Telegraf web sites during the 30 days of protest (3rd April-3rd May 2017). The results show that framing protests and protestors as violent is more salient in Telegraf news and the comments on this site echo the news portrayal. In Blic, the peacefulness frame in the news is more frequent than the violence frame, however it is not echoed in the user comments.

KEY WORDS: protests, protest paradigm, framing, media coverage, comments, violence, Serbia

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