12th International
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THE BRIDGES
OF MEDIA
EDUCATION

2022

Book of Abstracts

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Scientific Conference

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Novi Sad, May 2022

KEYNOTE SPEAKER

Bogusława Dobek-Ostrowska,
Institute of Political Science
at the University of Wrocław, Poland

Bogusława Dobek-Ostrowska is a professor of communication and chair of the Department of Communication and Journalism at the Institute of Political Science at the University of Wrocław in Poland. She is a founder of, and she was the first president of the Polish Communication Association (2007–2013). She was the President of International Federation of Communication Associations (2010–2012). She is a founder and she was an editor of *Central European Journal of Communication*, the official journal of Polish Communication Association. She is a founder and co-editor of Series Studies in Communication and Politics of Peter Lang Edition and editor of Series Communication and Media published by the University of Wrocław Press. She is or was a member of editorial boards of several prestigious international journals, and participated and was a chair of many international projects. Her research interests include the theory of mass communication, media systems, political communication, transformation of politics, media and journalism in Central and Eastern Europe. She has published several books – *Polish Media System in a Comparative Perspective, Media in Politics, Politics in Media* (2019), *Journalism in change. Journalistic Culture in Poland, Russia and Sweden* (2015), *Democracy and Media in Central and Eastern Europe* (2015), many chapters and articles.

HOW THE NEW TECHNOLOGY OF COMMUNICATION CHANGES USERS, JOURNALISTS AND THE MEDIA

The digitalization of the media and the development of new technologies, particularly social media, contribute to media fragmentation. It is already possible to distinguish, the different ways in which politics is covered. In Europe, the traditional public and commercial media still play a leading role in communication. However, as the example of USA shows, the social media – Facebook and later Twitter – constitute an increasingly important channel of political but also social communication. Thus, current communication studies in Europe should consider not two but three types of media - public, commercial, and social. The role of public media in politics in Central

and Eastern Europe countries is an ongoing question. On the one hand, it is unknown whether they can survive in the saturated market, and if so, in what form. We can presume that the politicians will lose their monopoly and control over them, which will cause politicization to disappear, as politicians will no longer be able to influence the media content. Such a perspective seems to be closest to the countries included in the Hybrid Liberal models. On the other hand, entrenched journalism in public media will not be eliminated, and strong political instrumentalization, partisanship, and structural bias will not only persist but will be strengthened.

Commercial media will distance themselves from politics, and the horse-race coverage and escapism will become their most convenient strategy. Maybe the public will take matters into their own hands and replace commercial media with their own teams open to the problems of the community. The social media have thoroughly transformed the nature of communication in the last decade. The public sphere has become open to every citizen, who wants to promote and circulate ideological values and political views, sympathies or antipathies toward political actors.   /////////////

KEYNOTE SPEAKER

Václav Štětka,
Loughborough University, UK

Václav Štětka is Senior Lecturer in Communication and Media Studies at, Loughborough University (UK), and Principal Investigator of "The Illiberal Turn" project. His research interests encompass political communication, the role of media in the rise of populism and polarization, and the relationship between media and democracy in Central and Eastern Europe. He is an active contributor to several international research projects and networks, including the Digital News Report (Oxford University), Media Pluralism Monitor (European University Institute in Florence), or the Network of European Political Communication Scholars (NEPOCS). Since 2019 he is member of the Committee for Editorial Independence of the Czech media house Economia.

FROM PLURALISM TO POLARIZATION? CENTRAL AND EASTERN EUROPEAN NEWS MEDIA AND THEIR AUDIENCES IN ILLIBERAL TIMES

Much like in many other parts of the world, media systems in Central and Eastern Europe have gone through significant changes over the course of the last decade, characterized by the rising importance of online communication channels, increasing power of global digital platforms and fragmentation of news consumption patterns. However, these changes – leading to the establishment of a what has often been referred to as a high-choice media environment – have in many countries been accompanied by a trend that runs counter to the nominal pluralization of information sources, namely significant decline of media freedom and independence, occurring alongside with general democratic backsliding and the rise of populism and illiberalism. As a result, and also in consequence of the spreading of "cultural wars" in this region (exacerbated by the pandemic and most recently by the Ukraine – Russia war), media landscapes in much part of Central and Eastern Europe are displaying notable signs of polarization between "liberal" and "illiberal" camps, with increasing gaps between them and their audiences over time.

In my talk, I will demonstrate these observations using empirical outcomes from our project "The Illiberal Turn" (2019-2022) that shed the light on the links between news media consumption and political attitudes in selected Central and Eastern European countries. After an initial mapping of the extent and nature of media polarization in each country, the talk will focus on how exposure to specific media types and brands relates to support for (il)liberal values. Finally, I will elaborate on the two-sided role of digital platforms, which might have played a significant role in bringing illiberal actors to power, however – as our data suggest – they might currently serve as an important channel for mobilizing democratic opposition, and facilitating resistance to the illiberal turn. ///

THINKING WITH PROXIES: CLUBHOUSE, VPNS, AND MEDIA PLURALISM IN JORDAN

Tariq Adely, George Washington University, USA

I n April 2021, as Jordan's Prince Hamzah sat under house arrest for an alleged coup plot and a gag order blocked coverage of the incident, the Amman-based outlet 7iber published an article entitled "Is Journalism Still Possible in Jordan?" The authors avoided commentary on the arrest, though they gestured to information exchanges on Clubhouse, a chatroom application only accessible through a virtual proxy network (VPN). The article instead decried the systematic stifling of the country's press, from the hobbling of journalistic institutions to state concealment of public information. From the authors' perspective, citizens could not depend on Jordan's hamstrung media institutions. Instead, they ought to look "outside"—whether diplomatic leaks to foreign news outlets or Clubhouse messages from activists abroad—for information on what was happening in their midst. Taking April 2021 as a launching point, this paper asks how certain devices and technologies reconfigure media ecologies and ideologies in the context of Jordan's media repression. Rather than add to existing documentation of this repression, I ask how technologies like Clubhouse and VPNs reshape orientations and attitudes about how and where one should seek information. Analyzing high-profile incursions on press freedom in Jordan, alongside online discussions via Clubhouse and other social media platforms, this paper proposes "the proxy" as a theoretical concept for understanding this shifting media terrain, the intentional rerouting of media flows outside of the country only to funnel them back across Jordan's borders. While new technologies and strategies open possibilities for media pluralism, they also generate new techniques of state repression, such as application bans, disinformation, and virtual infrastructure breakdowns (Larkin 2008). This paper draws on the proxy to ask how "devices" not only mediate access to information, but reassemble and rearrange media worlds in new and unexpected ways (Heemsbergen and Molnar 2020, Law and Ruppert 2013).

Keywords: *media, Jordan, technology, VPN, proxy.*

PERCEPTION OF IMPLICIT MARKETING MESSAGES AMONG YOUNG PEOPLE

Jasmina Arsenijević, Preschool Teacher Training College in Kikinda, Serbia
Milica Andevski, University of Novi Sad, Serbia

Implicit marketing messages (hidden advertisements) are intertwined with and hidden in media content (music, movies, photos, texts etc). They are difficult to ignore and dismiss than explicit ones, as users are usually unaware of being affected. As young people are potentially susceptible to media manipulation and indoctrination, given their limited critical capacities, the main topic of this paper is the perception of hidden advertisements of student population. The main aim of this paper is to examine the level of perception of hidden advertisements from traditional and digital media among student population. Paper also focuses on the assessment of the level of perception of hidden advertisements in relation to students' gender and field of education, of the source of these hidden messages (traditional vs. digital media), and on the impact of advertisements on students' purchase and the creation of their needs. The quantitative research was conducted in 2021 among the student population of Serbia on 292 respondents. The results indicate that the respondents partially recognize hidden advertisements, which is not a satisfactory finding, regarding the educational structure of the sample. Moreover, students in the field of humanities and social sciences observe hidden advertisements slightly higher than students with technical-technological education, but there are no differences in relation to gender. Digital media is a dominant source of hidden advertisements. According to respondents' answers, advertisements have no impact on their purchase and do not create their needs. Results indicate the importance of reconsideration of media competencies at the individual level in terms of a purposeful, functional acquisition and development of (new) media literacy of young people.

Keywords: *implicit marketing messages, advertisement, digital media, young people, perception.*

PERSPECTIVES AND CHALLENGES
OF ROMANIAN INDEPENDENT MEDIA PUBLISHERS

Bader Simona, West University of Timisoara, Romania
Sîrb Corina, West University of Timisoara, Romania

Often called the alternative press, Romanian independent journalism goes beyond the patterns of the traditional media, as it had succeeded to build with a handful of journalists, complex journalistic work with a great impact on society. These editorial projects promise to have no ties with any media company (hence no political, economic, social interests) and merely exist for the public interest. In Romania, most of the alternative journalism projects have emerged in the last ten years, as a reaction to the constant decrease in quality and ethics within traditional media. They function as online collective platforms and are guided by a common set of principles and values that define their purpose: great quality of the content, provided by a very good and correct documentation; editorial independence; equidistant approach, through references to clear sources and using objective, rational arguments based on reports, data and statistics; accountability and transparency; freedom of expression, professionalism; critical thinking. However idyllic this emergent industry would sound, it does not lack specific challenges and endeavours, such as financial insecurities, scarce human resources and political and social pressure. In order to further explore this issue, we conducted qualitative research by means of an interview with journalists who have chosen the path of independent journalism.

Keywords: *independent journalism, editorial projects, traditional media, public interest, society.*

MEDIA LITERACY, SKEPTICISM, AND SERBIAN YOUTH

Emma Brandt, Northwestern University, USA

Across the globe, "media literacy" is often promoted as a solution to a range of perceived problems; not just the prevalence of "fake news" and "conspiracy theory," but geopolitical conflicts, a lack of public health education, and sometimes, the weakening of democracy itself. Mainstream media literacy discourses, often originating in the United States and similar countries, seem to presume that media consumers don't deploy enough skepticism toward news and information they read. However, this presumption does not hold true in many national and sub-national environments; for instance, in Serbia, a variety of factors, including post-colonial, post-socialist, and post-conflict legacies, shape the media consumption habits of a youth generation who don't tend to trust anything they read. What does it mean to run a media literacy program in an environment already rife with cynicism? My research is centrally concerned with skeptical and even antagonistic modes of engaging institutions—in my case, media institutions in particular—among young people, and what these modes tell us about how these institutions function in daily life. My current project uses ethnography and interviews to investigate both the skeptical media practices of Serbian youth and the institutions that attempt to shape and discipline these practices, namely youth-targeted "media literacy" programs. In my preliminary work on this topic, I found that Serbian youth deploy conspiracy theories as part of an array of media practices used to make sense of mainstream media sources. In this way, conspiracy theory, along with other skeptical practices, functions as a kind of critique—of the failure of supposedly democratic and liberal institutions, among other things. In this paper, I will present some preliminary results from my current fieldwork period on young media users and media literacy programs in Serbia, and the way in which their approaches to media both diverge and overlap.

Keywords: *media literacy, youth, Serbia, skepticism, media consumption, critique.*

PEOPLE OF DETERMINATION:
FROM NEGATIVE TO POSITIVE MEDIA DISCOURSE ABOUT DISABILITY

Danica Čigoja Piper, Zayed University, UAE

The media in the United Arab Emirates are the first in the world to actively participate in shaping a dominantly positive media discourse on disability and people with disabilities. With the support of the state apparatus, the terminology used in reporting on persons with disabilities has changed, so they are now exclusively referred to as persons of determination. In this paper, we will provide a review of specifics related to media coverage of persons with disabilities/people of determination in the UAE media. We will point out the positive aspects of such reporting and try to build up a model of reporting that can be used in other media systems.

Keywords: *media discourse, people of determination, disability, UAE.*

DISCOURSE OF SERBIAN MEDIA REPORTING ON THE RUSSIAN-UKRAINIAN WAR

Brankica Drašković, University of Novi Sad, Serbia

The subject of this paper is the discourse analysis of the Serbian media reporting on the beginning of the Russian-Ukrainian. What adds to the significance of the research is a very complex context which in case of Serbia is shaped by various factors: from geopolitical to current social and political events (pre-election period) in the country to the deep polarization of society and all of this in media environment consisted of outlets whose editorial policies are characterized by a dichotomy of political and ideological matrices and lack of openness for opinions and perspective of the Other. Assuming on the one hand that the media has the power to influence the understanding of a war conflict by shaping the general atmosphere and character of the public debate – through identifying the main aspects and actors, inclusion/exclusion of certain types of arguments and usage of specific language in the debate – and on the other hand, that the media field represents an arena in which the symbolic war of certain social groups, political and ideological positions is transferred from the wider space, the aim of the paper is to determine dominant strategies used by Serbian media to create discourses about the causes, actors and consequences of the Russian-Ukrainian war. For determining dominant strategies, the methods of critical discourse studies were applied, primarily Van Dijk's concept of ideologization and manipulation in the media and Fairclough's model of intertextual analysis. The sample for analysis was collected in the central broadcast news shows of two TV channels, public service Radio-television of Serbia and N1 cable television in the period since February 24 to March 14, 2022. In total 91 media texts in various forms (news, statements, TV package, live reporting) were analyzed.

Keywords: *discourse analysis, television news, Russian-Ukrainian war, manipulation, media in Serbia.*

SPREAD OF MEDIA AUTHORITARIANISM AND STRATEGIES FOR NORMATIVE LOCALIZATIONS OF GOVERNMENT NARRATIVES: ANALYSIS OF CHINESE FOREIGN-DIRECTED MEDIA AGENCIES IN THE WESTERN BALKANS

Jasna Duraković, University of Sarajevo, Bosnia and Herzegovina
Jasmin Hasić, Sarajevo School of Science and Tehnology,
Bosnia and Herzegovina

International promotion of 'China's narrative' to non-Chinese audiences abroad has become the new norm in the Chinese government's foreign-political agenda. The Chinese government has often sponsored articles in the Western media publications, including, the Washington Post and New York Times (Dotson, 2021). The Chinese foreign-directed media outlets broadcast in various languages, for quite some time now, and in almost all corners of the world. The Chinese government news agencies and media platforms have opened many offices in various countries of interests. In some regions, they have even acquired shares in local media and actively worked with and influenced local media outlets to market their own news outputs (Cook, 2020). Despite the exhaustive finances and resources invested, the ability of the Chinese news agencies and media to establish credibility and stable viewership and readership in various countries faces a lot of practical challenges. For instance, the lack of tailor-made approach in 'selling' the news products to non-Chinese audiences undermines the Chinese government efforts to localise the news coverage in the Western Balkans. This article focuses on examining the normative contestations of the Chinese foreign-directed media platforms in the Western Balkans, through an in-depth analysis of the work of the Chinese Xinhua media agency in Bosnia and Herzegovina and in Serbia. The focus is set on investigating the models Xinhua offices in said countries use to illustrate China's positioning in the international arena and in the internationally relevant events, and China's strategy to draw a line between China and the West.

Keywords: *media, news agency, norm localization, China, Western Balkans.*

MEDIA AND JOURNALISM IN THE 21ST CENTURY

Tatjana T. Duronjić, University of Banja Luka, Bosnia and Herzegovina

The basic social functions of the media and journalism are fundamentally and significantly changing. The scope of changes and the scope of their activities were originally marked through the phrases of post journalism and meta media, with the intention of pointing out past relations and the nature of journalism and media. Today, however, there is talk of the post-truth era in journalism, thus questioning the accuracy of the representation of media reality and events. Homophony is the basic dissemination principle in modern journalism, and the media have become an instrumentalized environment for its implementation. These processes have an evolutionary character. This is the basic thesis of this paper, which alludes to the necessity of a theoretical redefinition of journalistic and media culture. In the methodological sense, the paper has an emphasized component of the application of the methods of theoretical analysis realized through the review and presentation of the literature on the set topic.

Keywords: *Media, journalism, post-journalism, meta-media, post truth.*

THE USER'S PERCEPTION OF PLURALISM IN THE DIGITAL AGE

Tatjana Đukić Živadinović, University of Niš, Serbia
Ivana Stamenković, University of Niš, Serbia

The rapid development of internet communication and the ongoing enrichment of online services have created conditions in which the audience can form a more active relationship with media and non-media content. Parallel to the emergence of a new sphere of communication, which has the potential to contribute to the plurality of voices, opinions, and ideas, a trend of algorithmic calculations behind various interests and actors is emerging, the action of which is reflected in narrowing diversity, fake news, and public polarization. In the digital abundance of information, media pluralism, as a quality and norm of a democratic and informed society, faces significant challenges. Given that previous research on media pluralism has widely overlooked the perspective of media users, this paper focuses on users and their understanding and interpretation of pluralism. The purpose of this paper is to look at four aspects of media pluralism from the perspective of users: access to news sources and high-quality journalism; credibility, trust in traditional and online media, and attitudes toward misinformation; and media transparency and the ability to find or avoid news (Klimkiewicz, 2019). Data will be gathered using an online questionnaire.

Keywords: *pluralism, digital media, algorithms, users*.

PRO-RUSSIAN PROPAGANDA IN SERBIAN MEDIA AND THE WAR IN UKRAINE

Dinko Gruhonjić, University of Novi Sad, Serbia

Influential printed and online tabloids in Serbia have, at the beginning of the Russian invasion of Ukraine, supported the Russian Federation and its president, Vladimir Putin. Earlier research in Serbia and the region has shown that most of Serbian media are leaning towards Russia, or are directly pro-Russian oriented, in terms of politics. One research claims that the Serbian press has reported news about Russia and the relations between the two countries with more sensationalism, passion and emotion, than the Russian portal Sputnik on Serbian language does. Consequently, as various public opinion polls have pointed out, citizens of Serbia have come to believe that, for example, Russia is the most common donor to Serbia, although that is factually incorrect. Josep Borell, the High Representative of the European Union for Foreign Affairs and Security Policy, has warned about the malign impact of pro-Russian propaganda. He publicly said that the public opinion in Serbia is "more subject to disinformation of Russian propaganda" during the war in Ukraine. Also, research from the region has shown that pro-Russian impact through Serbian media is very present in several countries of the Western Balkans.

Keywords: *war in Ukraine, Russia, Serbia, propaganda, media.*

AND QUIET FLOWS THE OB: DISCOURSE OF WAR IN OB-UGRIC MEDIA AND SOCIAL MEDIA

Csilla Horváth, Kone Foundation / University of Helsinki

The aim of the paper is to introduce the discourse discussing the events, consequences, attitudes concerning the Russian-Ukrainian War of 2022, created by the Khanty and Mansi users of social media pages. The presentation presents the situation of Ob-Ugric language use, the history of the Mansi, Khanty press, the pre-war model of Ob-Ugric peoples' digital discourses and use of internet. The paper concentrates on the Ob-Ugric journalists', public figures' role, and compares their position to the Russian mainstream media as well as to the majority public discourse. Khanty and Mansi, the so-called Ob-Ugric languages are endangered Uralic languages, spoken in Western Siberia. Although the prestige of the Ob-Ugric languages and cultures is apparently rising, the number of speakers compared to the total Khanty and Mansi population is small. These languages play a minor role in their Russian-dominated, multilingual environment, also is heavily affected by urbanisation. The data concerning the Khanty and Mansi language use were collected during fieldwork in the Khanty-Mansi Autonomous Okrug (eight times between 2006 and 2019), while the data on online Ob-Ugric discourse about the Russian-Ukrainian War were obtained via online observation at various social media pages.

Keywords: *Mansi, Khanty, Russian-Ukrainian war, freedom of speech, minority media.*

MEDIA AND INFORMATION LITERACY
IN FORMAL EDUCATION IN SERBIA

Milica Janjatović Jovanović, University of Novi Sad, Serbia

The paper will present media and information literacy practices in formal education in Serbia. The first formal response of the educational system was the introduction of the elective program Language, Media and Culture in the first and second grades of high schools in 2018. The review of the research conducted so far will point out the positive aspects, but also the challenges that the education system has faced during this process. Also, the paper will present an analysis of existing media and information literacy practices of the civil society sector, which are part of non-formal, but also a supplement to formal education. The discussion will consider the potentials of media and information literacy as a new didactic tool, which would result in a double benefit - developing critical thinking during formal education and media and information literacy of students at the earliest age. Based on the current practices of actors implementing media and information literacy programs, shortcomings and challenges identified during this process will be pointed out, especially in the context of educating teachers to implement such programs in their classes, monitoring the work and providing support to educators, as well as the evaluation of implemented programs.

Keywords: *media and information literacy, education, critical thinking, educational system.*

UNDERSTANDING DISINFORMATION
THROUGH THE LENSES OF MEDIA SYSTEMS PERSPECTIVE

Jelena Kleut, University of Novi Sad, Serbia
Stefan Janjić, University of Novi Sad, Serbia

Disinformation, as the creation and dissemination of intentionally false or misleading news, is mostly discussed as a global phenomenon that is accelerated by fast and decentralized digital flows of information. With the growing scholarly interest, a body of knowledge on communicators, channels, messages, audiences and fact-checking practices is expanding in recent years beyond the studies that examine disinformation in the USA and Western Europe. This is opening the doors to comparative insights into the characteristics of disinformation ecology. Following this line of comparative research, our paper aims to provide a theoretical discussion which probes the value of media systems perspective in understanding disinformation. Formulated by Hallin and Mancini in 2004, and modified in subsequent decades by other scholars, the media systems approach integrates social, political and economic factors to account for differences between countries in media development and functioning. In specific, it identifies points of divergence through four variables: the development of the media market, political parallelism as alignment of media to political divisions, journalistic professionalism and the role of state in the media system. In our paper, we use these variables and their underlying rationales as a matrix to analyze existing comparative and single country studies on disinformation. In examining to what extent these variables can explain country specific differences in disinformation ecology, we place special focus on Central and Eastern Europe.

Keywords: *disinformation, media systems, comparative studies, Central and Eastern Europe.*

CYBERBULLYING AMONG STUDENTS – ARE STUDENTS WITH SPECIAL NEEDS A PARTICULARLY VULNERABLE GROUP?

Marija Marković, University of Niš, Serbia

School bullying represents a serious educational problem that can have significant consequences for involved students. With the use of digital media, which have nowadays become one of the most dominant means of communication between children and young people, the probability of its abuse in order to victimize peers increases. At the same time, the anonymity provided by digital media contributes to the fact that bullies often do not have to fear the consequences of such behavior. On the other hand, victims are constantly exposed to this form of inadequate social interaction. Cyberbullying, which involves the use of digital media in order to harm other students, is a particularly current form of bullying precisely because of the daily use of digital devices by students. The paper aims to point out the specifics of cyberbullying among students, risk factors that increase the likelihood of exposure of students to this form of bullying, as well as the consequences it leaves. Special attention is paid to the consideration of whether special needs are a risk factor for cyberbullying, i.e. whether students with special needs represent a particularly vulnerable group of children. In an effort to contribute to inclusive education, the school efforts on reducing the incidence of cyberbullying among all students, and especially towards students with special needs, is of particular importance. Special attention in the paper is paid to pointing out the possibilities of preventive action of the school in order to reduce the frequency of cyberbullying among students.

Keywords: *cyberbullying, risk factors, students with special needs, school, prevention.*

COMPARISON OF THE HEADLINES IN CROATIAN TELEVISION NEWS PROGRAMS AND ON THE FRONT PAGES OF DAILY NEWSPAPERS DURING THE PANDEMIC AND THE EARTHQUAKE

Dejan Oblak, University of Zagreb, Croatia
Tena Perišin, University of Zagreb, Croatia
Stela Lechpammer, University of Zagreb, Croatia

Placing the most important news on the front page is a journalistic rule that has existed since the appearance of the first newspaper. The headlines used to be shouted out by colporteurs, and the practice of highlighting the headlines that sell the newspapers has persisted to this day. In English, the term 'headlines' is used for both newspapers as well as television news programs. Since the very beginnings, television news programs followed the example of newspaper front pages, announcing the main news stories in the program right at the beginning in order to keep the viewers until the end of the program. Just as the front page is considered a key element in creating identity and creating a relationship with the audience, so do television news headlines reveal the editorial practice of a particular media outlet. In this paper, we will analyze the front pages of the three most read daily newspapers in Croatia – Jutarnji list, Večernji list and 24 sata, as well as the headlines of prime time news programs on the commercial channels of Nova TV and RTL and on the public service television HRT. Quantitative content analysis was conducted within the project "JOURNALISM RESEARCH LABORATORY: Credibility of the media through the culture of experimentation and innovation in newsrooms", with the intentional sample consisting of 26 covers of each analyzed newspaper, i.e. a total of 78 front pages and a total of 363 headlines on three national television channels, published/broadcast in February, March and April, October, November and December 2020. The sample includes four key events that marked 2020: the beginning of the pandemic, entering the lockdown, the Zagreb earthquake and the peak of the pandemic that year. The aim of the research is to determine the specifics and differences of headlines on the front pages and in television news programs, to determine which topics dominate, to what extent newspaper and TV headlines are informative (if they contain elements of the news), sensationalist and conflicting, and to determine how these headlines and which specific linguistic elements try to attract readers' or viewers' attention.

Keywords: *headlines, television news, newspapers, newsroom practice, journalism laboratory, newsroom practice.*

JOURNALISM STUDENTS' VIEWS ON JOURNALISTIC ETHICS – A COMPARATIVE ANALYSIS

Dragana Pavlović, University of Niš, Serbia

Journalistic ethics is one of the basic foundations of the journalism education and profession. However, with the changes that have occurred to the journalism industry, where the emphasis has shifted to quick earnings and sensationalism, the ethical postulates of journalism in practice are less and less taken into account. The consequences of this situation can be overwhelming, so it is extremely important for young and future journalists to point out the importance of ethics in journalism. In accordance with that, the students of Journalism at the Faculty of Philosophy in Nis are very seriously studying the subject of Journalistic Ethics in their second year of study. The aim of the research is to determine the attitudes of journalism students at the Faculty of Philosophy in Nis on the issue of journalistic ethics, their perception of this phenomenon and the limits to which they would be willing to go in order to preserve the ethics of the profession. In addition, the aim is to determine whether there are differences in attitudes between the generations of students who attended Journalism Ethics in the classroom and the generation that attended this course entirely online. In accordance with the goal, a special instrument was formed – a questionnaire based on the principle of Likert's five-point scale. The first part of the research was conducted during March and April 2021, among the students of the 4th year at the time, because they were the last generation to have the Journalistic Ethics classes at the faculty before the beginning of the Covid-19 pandemic. The second part of the research will be conducted in March 2022 among third-year students. This generation listened to all topics related to journalistic ethics exclusively online. The data will be analyzed by the method of descriptive and comparative statistics, with SPSS 25.0.

Keywords: *journalistic ethics, sensationalism, student attitudes, online classes, comparative analysis.*

PROFESSIONAL IDENTITY OF JOURNALISTS
IN A POLARIZING ENVIRONMENT

Dragana Prodanović, University of Novi Sad, Serbia

After several decades of stable and progressive professionalization of journalism, beginning of the 21st century brought new challenges for the profession. In an era of post-truth, fake news, bubble filtering and algorithm-mediated digital personalization with audiences choosing information and sources that fit their experience of reality and reject all others and interpret them as hostile, journalists started losing the power of shaping public opinion. The social environment in which journalists operate in Serbia is further polarized. A special kind of populist ideology of governing structures in the conditions of frequent early elections and almost uninterrupted election campaigns is transferred to the pro-government media, which are almost all traditional media with national coverage (TV stations, radio stations, newspapers), opposed by far fewer media critical of the government, which themselves often fall into the traps of populism. Thus, journalists in Serbia have become both objects of political and subjects of media polarization. Such circumstances, both in our country and in the world, call into question the basic postulates of the journalistic profession and require a re-examination of the position and role of journalists in society. It is necessary to reconsider earlier conceptualizations of the journalistic profession as an "interpretive community whose practice is based on spreading discourse on events" or as the "journalistic ideology". The aim of the paper is to re-examine the need to redefine professional journalistic identity in the circumstances in which journalists no longer function as key arbiters of truthfulness and importance of information and the media are no longer the "central forum of political discourse" and to determine how the transformation observed in journalistic practice is shaped in the analytical framework.

Keywords: *journalists, identity, polarization, professional ideology, populism.*

ALGORITHMIC BIAS: AN OVERVIEW AND PROBLEMATIZATION OF RESEARCH AGENDA

Dušan Ristić, University of Novi Sad, Serbia

Societies on a global scale are increasingly dependent on intelligent systems and automatic processing of data run by algorithms. The mediation of social life through computation means that predictions and decisions are made about people, on the basis of algorithmic models. Algorithms have different meanings since they started influencing our social life. In this research, they are approached as socio-technical assemblages and coded instructions that computers follow to perform a given task: to analyze patterns in people's online behavior and taste, to recommend more of the same, or to sort and classify vast amount of data. The aim of this presentation is to give an overview and to problematize research agenda in social sciences and digital humanities. The main task is to do a literature review and to identify core topics and questions raised about algorithmic biases. The emphasis will be on social issues, such as inequalities, discrimination, (un)fairness and (dis)trust. This kind of research should contribute to future research and problematizations. It provides a concise overview of the state of the art in the field. Furthermore, it raises questions about implications of the "agential cut" and the practical and epistemological demands of algorithms and the principles of computational thinking that underlie them.

Keywords: *algorithms, algorithmic bias, inequalities, literature review, social issues.*

INFLUENCE OF ADVERTORIALS AND NATIVE ADVERTISING ON EDITORIAL POLICY OF MOST VISITED MONTENEGRIN PORTALS

Nataša Ružić, University of Montenegro

The media have always been exposed to political and economic pressures. In the past, economic pressures on the media were more open and imposed by the state, such as the Stamp Act. Today, the media around the world, including the ones in Montenegro, are facing financial problems that are partly the result of epidemiological situation. In these conditions, it is easy to succumb to the pressure exerted on media managers, and also to resort to new forms of advertising that are more acceptable to the audience. In this paper, on the example of the most visited Montenegrin portals Vijesti and Analitika, as well as the oldest online media in Montenegro, we will investigate the extent to which these Montenegrin portals were forced to offer new forms of advertising as a compromise in order to survive in the market. To prove the hypothesis, we will analyze the business and society news sections, which can be classified as the most visited ones dedicated to topics of public interest. We will also make a comparison with companies and institutions that advertise on the mentioned portals in order to find the connection between properly labelled promotional content and marketing. Given that the amendments to the Law on Media prohibit advertorials, we will determine the extent to which covert and native advertising is present on Montenegrin portals, bearing in mind the fines prescribed by the Montenegrin legislative framework.

Keywords: *advertorials, native advertising, Vijesti, Analitika, CDM.*

CIVIC JOURNALISM AND THE ETHICS – THE SPHERE OF BLOGS

Ivana Stojanović Prelević, University of Niš, Serbia
Ilija Milosavljević, University of Niš, Serbia

Civic journalism is increasingly present in the online sphere. When the mainstream media is silent, citizens often publish relevant news and information. One of the forms of their expression are blogs, which in many countries are not ethically regulated. Since citizen journalism is not represented by journalists but by citizens, many of them lack journalistic and ethical education. Also, blogs are often used in election campaigns as propaganda tools, in which case imperative of telling the truth is often overwhelmed by information that benefits the minority. In this paper, we examine what types of violations of ethical principles are present in blogs. The aim of the paper is to point out the importance of ethical values in society and the need to respect them in citizen journalism. Descriptive analysis concludes that blogging ethics has many similarities with journalistic ethics and that a code for bloggers should be compiled in countries where does not exist. It would serve as a set of guidelines for citizens who want to participate in public life in this way.

Keywords: *civic journalism, blog, ethics, guidelines, public participation.*

FRAMING OF INTRODUCTION COVID-19 GREEN CERTIFICATES IN SERBIAN PRINT MEDIA

Norbert Šinković, University of Novi Sad, Serbia

At the end of October (October 23, 2021), the Government of Serbia introduced the obligation to use the so-called green digital certificates in all public places, first after 10 pm, and then from 8 pm, as part of its measures against the spread of the infectious disease Covid 19. This certificate is intended primarily to restrict access to services in the catering sector for those who are not vaccinated against coronavirus or cannot prove that they have negative test results. The introduction of this new measure did not provoke large protests or resistance among the citizens, except in the circles of caterers who opposed such measures and as a sign of protest many shortened the working hours of the facilities. However, similar measures in other countries have provoked resistance. Thus, thousands of European citizens protested across the European Union and the world against green digital certificates and other anti-epidemic measures. The attitude towards these measures is greatly influenced by the media (Ogbodo et al., 2020), ie the perception of the health crisis itself, which in some segments includes and includes social and political frameworks (Jo & Chang, 2020; Cho & Gower, 2006). The manner in which these measures will be received by the public is largely determined by the way in which the media transmit messages, ie. in which frames they represent new restrictions. Framing allows us to identify how the media approaches pandemic reporting and through which interpretive frameworks they represent measures, which can contribute to understanding the (absence or presence) of public response (Liu & Kim, 2011; Nwakpu, Ezema & Ogbodo, 2020). This paper analyses the Serbian print media with a focus on the frameworks in which measures are presented to the public, especially the measures related to the introduction of the digital green certificate.

Keywords: *green certificate, Serbia, framing, print media, Covid-19, pandemic.*

LOCAL MEDIA IN B&H: WHY PLURALISM (STILL) MATTERS?

Lejla Turčilo, University of Sarajevo, Bosnia and Herzegovina

Pluralism of information, opinion and sources in local media in Bosnia-Herzegovina is an issue that is strongly debated among academics and professionals, due to the fact that all previous research show that local media are under the strong pressure of local authorities, which perceive them as their own channel of speaking to the local public, not as public institutions. In this presentation and paper, I present the results of the media monitoring of 34 local media outlets (print, radio, TV, online) done in two phases (in 2020 and 2021) with the main aim to examine is pluralism of information, sources and opinion present in the local media in B&H. Also, interviews with journalists from local media will be presented, which explain "the views from the inside", that is try to answer the question: what do local journalists see as the main obstacle(s) for media pluralism in local communities.

Key words: *local media, pluralism of opinion, government, Bosnia-Herzegovina.*

THE ROLE OF THE LOCAL MEDIA IN BUILDING DEMOCRACY IN SERBIA, CROATIA, BOSNIA AND HERZEGOVINA AND SLOVENIA

Dina Vozab, University of Zagreb, Croatia
Sanja Kljajić, University of Novi Sad, Serbia

By covering news and opening space for public debate, local media play one of the most significant role in building democratic society. Strengthening local media as public watchdogs could lead to strengthening peace, security, better local governance and, thus, more trust within society. But facing economic and political pressures, local media in Serbia, Croatia, Bosnia and Herzegovina and Slovenia are forced to become instruments of government propaganda instead. Combining two research methods, this paper is aiming to look further into how local media is determining and fulfilling their role in society. Research includes content analysis of five local media in each of the countries (Bosnia and Herzegovina, Croatia, Serbia and Slovenia) and interviews with editors of these five media. The sample for the analysis is circular to include all days in a month, starting from 3rd of February and consists of top 10 articles published on the front/cover of the news website at 16:00. Some of the categories in the coding matrix are: main theme of the article, main actors in the article, does the article have a local focus, does the article tackle issues of democracy, human rights or peace building. Interviews were held throughout February. The interview guide was divided into three topics: general introduction, attitudes towards local media's role for the democracy, human rights, and peace building, and in the end, perceived influences, and pressures on journalistic work in local media. Researchers also prepared a template to be sent to local media, in which they were asked to share information about the organisational structure, sources of funding and employment.

Keywords: *local media, public interest, news criteria, public financing, political pressure.*

REGULATED OR NOT REGULATED
– THE CASE OF BHUTANESE MEDIA

Szymon Zylinski, University of Warmia and Mazury, Poland

Bhutan is a tiny country in the Himalayas, wedged between the giants: India and China. Natural geographical barriers and the isolationist policy of the rulers have resulted in the development of peculiar, distinctive values which, despite Bhutan's entry into the globalised world, are still seen as important and reflected in the media. In the Kingdom of Bhutan, which has been a constitutional monarchy since 2008, Buddhism is the dominant religion. The country has been opening up to the western world for several decades, but has done so on its own terms, e.g. by introducing a Gross National Happiness (GNH) index along the lines of GDP to measure progress not through economic qualifiers but through people's feelings of happiness. GNH is also reflected in the media, whose development has been strongly controlled and the values presented therein verified. Media in Bhutan, compared to other countries, developed rather late. The first radio station was established in the 1970s and has gradually increased its reach and broadcasting time. Today there are more than a dozen radio stations, both private and state-owned. The newspaper "Kuensel", a government information broadcasting organ, began publication in 1970's and still exists today. It is the strongest player on the press market next to the private publishing houses, which after a short period of publishing cease due to difficult financial situation. This paper focuses on the media practices in Bhutan, and tries to answer the question if the mediascape in this Himalayan Kingdom is regulated or not, and if so, to what extent.

Key words: *Bhutan, Himalaya, mediascape, Buddhism*.

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