

# MEDIA AND CHALLENGES OF THE MODERN SOCIETY 2024



Republic of Serbia  
Ministry of Culture



Organization for Security and  
Co-operation in Europe

## ORGANISING COMMITTEE

### FROM THE DEPARTMENT OF COMMUNICATION AND JOURNALISM FACULTY OF PHILOSOPHY, UNIVERSITY OF NIŠ

Associate professor **Nataša Simeunović Bajić**, PhD (**PRESIDENT**)

Assistant professor **Neven Obradović**, PhD

Assistant professor **Andrej Blagojević**, PhD

**Ilija Milosavljević**, PhD

**Neda Necić**, PhD candidate

**Jovana Trajković**, PhD candidate

**Tamara Tasić**, PhD student

## PROGRAMME COMMITTEE

**Dragana Pavlović**, PhD, Department of Communication and Journalism, Faculty of Philosophy, Faculty of Philosophy, University of Niš (**PRESIDENT**)

**Nataša Simeunović Bajić**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Neven Obradović**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Tatjana Vulić**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Zoran Jevtović**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Marija Vujović**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Anka Mihajlov Prokopović**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Andrej Blagojević**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Velibor Petković**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Ivana Stojanović Prelević**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Ivana Stamenković**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Dušan Aleksić**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Vladeta Radović**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Marta Mitrović**, PhD, Department of Communication and Journalism, Faculty of Philosophy, University of Niš

**Adriana Stefanel**, PhD, Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**Romina Surugiu**, PhD, Faculty of Journalism and Communication Studies, University of Bucharest, Romania

**Vyara Angelova**, PhD, Faculty of Journalism and Mass Communication, Sofia University "St. Kliment Ohridski, Bulgaria

**Antonija Čuvalo**, PhD, Faculty of Political Science, University of Zagreb, Croatia

**Anke Offerhaus**, PhD, Centre for Media, Communication and Information Research, University of Bremen, Germany

**John Mullen**, PhD, Department of British and American Studies, University of Rouen-Normandie, France

**Martina Topić**, PhD, College of Communication and Information Sciences, University of Alabama, USA

**Barbara Lasticova**, PhD, Institute of Research in Social Communication, Slovak Academy of Sciences, Slovakia

**Victoria Shmidt**, PhD, Faculty of Humanities, University of Graz, Austria

**Karin Roginer Hofmeister**, PhD, Faculty of Social Sciences, Charles University Prague, Czechia

**Marcus Morgan**, PhD, School of Sociology, Politics and International Studies, University of Bristol, UK

**Judit Acsády**, PhD, HUN-REN Centre for Social Sciences, Hungarian Academy of Sciences Centre of Excellence

**José Manuel Robles**, PhD, Data Science and Soft Computing for Social Analytics, Complutense University of Madrid

**Belén Casas Mas**, PhD, Information Sciences Faculty, Complutense University of Madrid

09:00 – 09:30 CET

**REGISTRATION**

09:30 – 10:00 CET

**OPENING OF THE CONFERENCE**

10:00 – 10:30 CET

**WINNERS OF THE STUDENT FESTIVAL**

10:30 – 11:15 CET

**KEYNOTE SPEECH**

Antonio Momoc

(University of Bucharest)

*Business Models in Journalism Today: Challenges of  
Media Ethics, Public Communication, and Populist  
Trends in the Digital Era*

11:15 – 11:30 CET

**DISCUSSION**

11:30 – 13:00 CET

**SESSION 1 (HALL 302\* & HALL 303)**

13:00 – 13:45 CET

**LUNCH BREAK**

13:45 – 15:15 CET

**SESSION 2 (HALL 302 & HALL 303)**

15:15 – 15:30 CET

**COFFEE BREAK**

15:30 – 17:00 CET

**SESSION 3 (HALL 302 & HALL 303)**

17:00 – 18:45 CET

**GUIDED TOUR WITH HISTORIAN IGOR STAMENović**

19:00 CET

**DINNER AT NIŠLIJSKA MEHANA**

\*If you have trouble opening the Google Meet hyperlinks directly on mobile devices, simply copy one of the following links into your browser to access one of the following sessions.

For Hall 302, use: <https://meet.google.com/iqr-vsvd-wth>

For Hall 303, use: <https://meet.google.com/qoz-axvr-kfe>



## JOURNALISM AND SOCIO-POLITICAL ISSUES

**HALL 302 ([LINK](#))\***

**Chair Adriana Stefanel**  
(University of Bucharest)

Onsite Participant

**Nicoleta Elena Apostol**  
(University of Bucharest)

*Why does journalism remain unwelcoming for women  
as an occupation?*

*Insights from a comparative approach between  
journalists and computer programmers*

Onsite Participant

**Amela Delić Aščić**  
(University of Tuzla)

*Solution-oriented journalism: attitudes of journalism  
students about solutions journalism and presentation of  
solutions in reporting about youth on web portals*

Online Participant

**Tea Koneska Vasilevska**  
(Ss. Cyril and Methodius University of Skopje)

*Television News Reporting on Gender-based  
Violence in Macedonia*

**GENERAL DISCUSSION (10 MINS)**

## COMMUNICATION AND MEDIA IN LOCAL AND GLOBAL CONTEXT

**HALL 303 ([LINK](#))**

**Chair Ivana Stojanović Prelević**  
(University of Niš)

Onsite Participants

**Marta Mitrović & Ivana Stamenković**  
(University of Niš)

*Suočavanje logike masovnih i društvenih medija:  
Novinarske norme i prakse na društvenim mrežama  
Instagram i Tviter*

*(English: Confronting the Logic of Mass and Social Media:  
Journalistic Norms and Practices on the Social Networks  
Instagram and Twitter)*

Onsite Participants

**Dragan Stevanović, Hatidža Beriša & Jovana Pejčić**  
(University of Belgrade)

*Nedostatak komunikacije, rat i etika. Komunikacija  
ratom i manjak etike. Globalna komunikacija, rat i etika*

*(English: Lack of Communication, War and Ethics.  
Communication Through War and Lack of Ethics. Global  
Communication, War and Ethics)*

Onsite Participant

**Velibor Petković**  
(University of Niš)

*Medijski narativ u ekranskom univerzumu*

*(English: Media narrative in the screen universe)*

Onsite Participant

**Tamara Tasić**  
(University of Niš)

*Karakteristike intervjuva u lokalnim onlajn medijima na  
jugu Srbije*

*(English: The Characteristics of Interviews in Local Online Media  
in Southern Serbia)*



**MIGRATION, COMMUNICATION PARADOXES  
IN NEW MEDIA AND PLATFORM HEGEMONY**

**HALL 302 ([LINK](#))\***

**Chair Stoyko Petkov**

(New Bulgarian University)

Online Participant

**Justine Toms**

(New Bulgarian University)

*Migration and its representation in the public institutions online and on social media in Bulgaria*

Onsite Participant

**Daniel Nica**

(University of Bucharest)

*The Paradox of Undistorted Communication in the Age of New Media*

Online Participant

**Tariq Adely**

(George Washington University)

*'We Need an Arab Social Media': The Politics of Language, Digital Media, and Artificial Intelligence in Jordan*

Onsite Participant

**Stoyko Petkov**

(New Bulgarian University)

*Platform Hegemony: Video sharing on Social media*

**GENERAL DISCUSSION (10 MINS)**

**MEDIA SUSTAINABILITY PRACTICES AND  
EMERGING SOLUTIONS**

**HALL 303 ([LINK](#))**

**Chair Rosamund Johnston**

(University of Vienna)

Online Participant

**Váleri Codesido Linares**

(Rey Juan Carlos University)

*Comparative Analysis of Media Sustainability Practices: A Focus on Environmental Impact and Emerging Solutions*

Online Participant

**Deanna Holroyd**

(The Ohio State University)

*Medical Expertise on Social Media in our Post-Truth Mediascape: A Case Study of ADHD TikTok*

Online Participant

**Milica Kulić**

(University in Belgrade)

*AI and the TV news in Serbia: When satire isn't funny*

Online Participant

**Dietmar J. Wetzel**

(University of Applied Sciences and Medical University)

*Digital Transformation of Education-Centered Communities: Affective-Emotional Dimensions and Resonance*

**GENERAL DISCUSSION (10 MINS)**



**POLITICAL COMMUNICATION DYNAMICS**

**HALL 302 ([LINK](#))\***

**Chair Nicoleta Elena Apostol**  
(University of Bucharest)

Online Participant

**Michele Fiorillo**

(Scuola Normale Superiore in Pisa)

*On Supranational Representation and European Public Sphere*

Onsite Participant

**Nikola Doderović**

(University of Niš)

*Agora on the Internet: Can X's Spaces Be Interpreted as a Digital Platform for Democracy?*

Onsite Participant

**Adriana Stefanel**

(University of Bucharest)

*Citizen-Candidate Communication Dynamics on Facebook During Electoral Campaigns*

Online Participant

**Craig Frayne**

(Independent researcher)

*Corpus Based Analysis of Media Quotations in Pipeline Protests*

**GENERAL DISCUSSION (10 MINS)**

**MEDIA, ART AND CULTURAL HERITAGE**

**HALL 303 ([LINK](#))**

**Chair Vyara Angelova**

(Sofia University St. Kliment Ohridski)

Online Participant

**Milena Jokanović**

(University of Belgrade)

*Media and Challenges of Contemporary Art and Museum World*

Online Participant

**Mara Georgia Lixandru**

(University of Bucharest)

*Gerovital: A Case Study of Revitalizing an Iconic Romanian Brand through Media Representation of Cultural Heritage*

Onsite Participant

**Nechita Florin**

(Transilvania University of Braşov)

*Bridging Project-Based Learning and Heritage Promotion for Communication Students through International Initiatives at Transilvania University of Braşov*

Onsite Participant

**Iosif Astrukov**

(Bulgarian Academy of Sciences)

*The case of the photo awards of Reynolds Journalism Institute 2024 (Team Picture Story of the Year) for Associate Press*

09:30–11:00 CET

**SESSION 4** ([HALL 302](#)\* & [HALL 303](#))

11:00–11:15 CET

**COFFEE BREAK**

11:15–13:00 CET

**SESSION 5** ([HALL 302](#), [HALL 303](#) & [HALL 306](#))

13:00–13:45 CET

**LUNCH AND CLOSING OF THE CONFERENCE**

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For Hall 303, use: <https://meet.google.com/qoz-axvr-kfe>

For Hall 306, use: <https://meet.google.com/qdj-uerd-ktb>





**THE POWER OF IMAGES:  
UNRAVELING THE IMPACT OF  
FILM AND TELEVISION ON SOCIETY**

**HALL 302 ([LINK](#))\***

**Chair Vyara Angelova**

(Sofia University St. Kliment Ohridski)

Online Participant

**Madalina Balasescu**

(University of Bucharest)

*Television on National & International  
dimensions. Romanian Case.*

Onsite Participant

**Dessislava Boshnakova**

(New Bulgarian University)

*Platform Hegemony: Films and TV Series*

Onsite Participant

**Nataša Simeunović Bajić**

(University of Niš)

*TV Eurikon: forgotten experiment of pan-  
European satellite television*

Online Participant

**Filip Kočiš**

(University of Zagreb)

*“Art” in the Service of Propaganda – The  
Phenomenon of Leni Riefenstahl’s Film*

**GENERAL DISCUSSION (10 MINS)**

**THE POWER SHIFT:  
UNDERSTANDING MEDIATIZATION,  
INFORMATIZATION, AND THEIR  
IMPACT ON COMMUNICATION**

**HALL 303 ([LINK](#))**

**Chair Daniel Nica**

(University of Bucharest)

Onsite Participants

**Aurelian Giugăl, Romina Surugiu, &  
Alexandru Gavriș**

(University of Bucharest)

*The TV Show “Las Fierbinți”: mediation of  
urbanormativity in a neoliberal Romania*

Online Participant

**Francois Xavier Bauduin**

(University of Versailles Saint-  
Quentin-en-Yvelines)

*Rael and the mirages of the Internet*

Onsite Participant

**Ilija Milosavljević**

(University of Niš)

*Domestic video streaming services  
and series – characteristics, offer and  
perception of users in Serbia*

Online Participant

**Talisa Mazzoni**

(Free University of Brussels)

*Game over! The informalisation of politics  
through gamification*

**NAVIGATING THE  
DIGITAL AGORA**

**HALL 306 ([LINK](#))**

**Chair Andrej Blagojević**

(University of Niš)

Onsite Participant

**Danica Popović**

(University of Niš)

*Društvena mreža “X” kao  
moderna politička agora*

*(English: Social Network “X” as a  
Modern Political Agora)*

Onsite Participant

**Andrej Blagojević**

(University of Niš)

*Normativna analiza Uredbe o  
digitalnim uslugama  
i njene implikacije*

*(English: Normative Analysis of the  
Digital Services Act and Its Implications)*

Onsite Participants

**Andon Majhosev, Jadranka  
Denkova & Suzana Dzamtoska  
Zdravkowska**

(Goce Delchev University of  
Štip)

*Govor mržnje tokom  
predsedničkih i parlamentarnih  
izbora u Republici Severnoj  
Makedoniji 2024. godine*

*(English: Hate Speech During the 2024  
Presidential and Parliamentary  
Elections in the Republic of North  
Macedonia)*

**GENERAL DISCUSSION (10 MINS)**

**MEDIA LITERACY AND  
CRITICAL THINKING****HALL 302 ([LINK](#))\*****Chair Dragana Pavlović**

(University of Niš)

Onsite Participants

**Marija Trifunović &  
Katarina Anisijević**

(University of Niš)

*Media Literacy, Critical Thinking,  
and Student Creativity within the  
Framework of Contemporary  
Education Process*

Online Participant

**Katarina Lazić**

(University of Kragujevac)

*The Impact of Media on the  
Phenomenon of Yugonostalgia*

Online Participant

**Dana Florentina Manolache**

(University of Bucharest)

*Reconsidering Terminology for  
VR Filmic Space in Animations.  
From Props to (Computer) Assets*

Online Participant

**Emma Brandt**

(Northwestern University)

*Media as Mosaic: Expertise and  
Media Literacy Education in  
Serbia***UNCOVERING MEDIA CASE  
STUDIES****HALL 303 ([LINK](#))****Chair Marija Vujović**

(University of Niš)

Onsite Participants

**Dušan Aleksić & Ivana Stamenković**

(University of Niš)

*Perspektive mirovnog novinarstva u srpskoj  
medijskoj praksi. Studija slučaja: sukob Izraela i  
Palestine**(English: Perspectives of Peace Journalism in Serbian  
Media Practices. Case Study: The Israel-Palestine Conflict)*

Online Participants

**Borislav Vukojević & Dalibor Savić**

(University of Banja Luka)

*Medijske konvergencije igara igranja uloga (1974-  
2024): od participacije ka  
komodifikaciji i nazad**(English: Media Convergences of Role Playing Games  
(1974-2024): From Participation to Commodification and  
Back)*

Onsite Participants

**Neven Obradović & Marta Mitrović**

(University of Niš)

*Političko komuniciranje posredstvom muzike –  
studija slučaja pesma „Rio Tinto marš sa Drine“**(English: Political Communication Through Music –  
Case Study of the Song „Rio Tinto marš sa Drine“)*

Onsite Participant

**Aleksandar Đokić**

(University of Niš)

*Poštovanje novinarskog kodeksa prilikom  
izveštavanja – Studija slučaja: Evroprajd**(English: Respecting the Journalistic Code When  
Reporting – Case study: Europride)***GENERAL DISCUSSION (10 MINS)****POPULAR CULTURE  
AND PUBLIC DISCOURSE****HALL 306 ([LINK](#))****Chair Nikola Doderović**

(University of Niš)

Online Participant

**Frederick Gooding, Jr.**

(Texas Christian University)

*Canvassing: Using Black Bodies to  
Paint Portraits of Lesser Value at the  
Movies*

Online Participants

**Vuk Vučetić &  
Stefan Ratković**

(University of East Sarajevo)

*20th Century Popular Culture: A  
Digital Back to the Future*

Online Participant

**Hassan Skouri**

(Ibn Zohr University)

*Social Media: a platform for  
speaker's meaning*

Onsite Participant

**Ognjen Stanković**

(University of Niš)

*Razotkrivanje povezanosti korisnika sa  
medijima u eri digitalnog kapitalizma:  
Primena teorije koristi i zadovoljstva u  
istraživanju konformizma**(English: Unveiling User-Media Connections in  
the Era of Digital Capitalism: Applying the Uses  
and Gratifications Theory to Explore  
Conformism)*

Onsite Participants

**Aleksa Mitić &  
Ivana Stojanović Prelević**

(University of Niš)

*Intelligence and Global Media  
Ethics – mutual influence*