



10th International Conference
THE BRIDGES OF MEDIA EDUCATION 2018

PROGRAMME

Friday, 14 September 2018

09.30 Registration

10.00 – 10.15 Opening

10.15 – 11.30
Cinema Hall Plenary speaker session

Joan Soler-Adillon, University of London, United Kingdom
ON THE IMPORTANCE OF BEING IMMERSIVE. THE REBIRTH OF VR AS THE THIRD CHAPTER IN THE HISTORY OF DIGITAL MEDIA

11.30 - 11.45 Coffee break

11.45 – 13.15
Room 107 Session 1: Fake news and media literacy for hybrid media systems
Moderator: Jelena Kleut, University of Novi Sad, Serbia

Bissera Zankova, Media 21 Foundation, Bulgaria
FIGHTING FAKE NEWS AND HOAXES IN THE AGE OF CONVERGENCE: PERFORMANCE EVALUATION AND POLICIES AGAINST INFORMATION DISORDER

Andrej Skolkay, School of Communication and Media, Slovakia
Tanja Pavelška, JSI, Slovenia
THE INTERPLAYS BETWEEN ARTIFICIAL INTELLIGENCE AND INFORMATION DISORDER

Sanja Adžaip-Veličkovič, International Balkan University, Republic of Macedonia



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THE STORY BEHIND THE STORY OF THE "BOYS FROM VELES"

Natasa Ružić, University of Montenegro

THE ROLE OF MEDIA LITERACY IN PROTECTION OF MONTENEGRIN CITIZENS FROM FAKE NEWS

13.15 - 14.15

Lunch

14.15 - 15.45

Room 107

Session 2: Public broadcasting services in the context of new media and audiences

Moderator: Anka Mihajlov Prokopović, University of Niš, Serbia

Irina Milutinović, Institute of European Studies, Serbia

CURRENT CHALLENGES OF PUBLIC SERVICE MEDIA: A COMPARATIVE PERSPECTIVE

Carla Baptista, FCSH/IC Nova, Portugal

DIVERSITY PROGRAMMING IN THE PORTUGUESE PUBLIC TELEVISION: A LONG PATH TO RUN TOWARDS THE EUROPEAN AGENDA

Anka Mihajlov Prokopović and Marija Vujović, University of Niš, Serbia

RADIO TELEVISION OF SERBIA IN FRONT OF CHALLENGES OF DIGITAL AGE

Dejana Prnjat, University of Novi Sad, Serbia

TELEVISION AND ITS AUDIENCES

Vladislava Gordić Petković, University of Novi Sad, Serbia

MIGRANT CRISIS AND ARTIVISM IN CONTEMPORARY SERBIAN FICTION

15.45 - 16.00

Coffee break

16.00 - 17.30

Room 107

Session 3: Digital media, politics and journalism

Moderator: Dragana Prodanović, University of Novi Sad, Serbia

Simona Bader and Corina Sîrb, West University Timișoara, Romania



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**SENSATIONALISM, CATASTROPHISM, FIGHT PARADIGM AND CLICKBAIT JOURNALISM IN ROMANIAN ON-LINE MEDIA
JANUARY – APRIL 2018**

**Aleksandra Mandić , University of East Sarajevo, Bosnia and Herzegovina
INFORMATION NEEDS OF THE NEW MEDIA AUDIENCE**

**Vladimir Barović , University of Novi Sad, Serbia
TERRORISM AS A FORM OF CRISES SITUATION IN DIGITAL MEDIA WORLD**

**Nikola Mlađenić , University of Belgrade, Serbia
SIMULATION OR SOCIAL? MEDIATIZED SPACES OF TAHRIR AND OCCUPY**

Saturday, 15 September 2018

**9.30 - 10.15
Cinema Hall**

Plenary session

**Giovanni Gozzini, University of Siena, Italy
SOCIAL MEDIA AND POST-TRUTH: HOW DEMOCRACY IS CHANGING**

**10.15-11.00
Cinema Hall**

Plenary session

**Tijana Milošević , University of Oslo, Norway
PROTECTING CHILDREN ONLINE? CYBERBULLYING POLICIES OF SOCIAL MEDIA COMPANIES**

11.00 - 11.15

Coffee break

**11.15 – 12.30
Room 107**

**Session 4: Digital media, culture and exclusion
*Moderator: Stefan Janjić , University of Novi Sad, Serbia***



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Manojlo Maravić, University of Novi Sad, Serbia

Mirko Stojković, University of Arts in Belgrade, Serbia

MACHINIMA: EXAMPLE OF FAN CULTURE AND MEDIA CONVERGENCE BETWEEN VIDEO GAMES AND FILMS

Csilla Horváth, RIL HAS, Hungary

"THE "MARVELLOUS THING": THE ONLY MANSI NEWSPAPER ON ONLINE PRESENCE AND SOCIAL MEDIA PRACTICES

Milan Vukadinović, University of Novi Sad, Serbia

A NEUROPHILOSOPHICAL APPROACH TO SOCIAL MEDIA RESEARCH

11.15 – 12.30
Room 108

Session 5: Journalism and digital media practices

Moderator: Dejan Pralica, University of Novi Sad, Serbia

Dejan Pralica and Smiljana Milinkov, University of Novi Sad, Serbia

THE DIGITIZATION OF RADIO IN THE WORLD AND IN SERBIA

Ana Milojević, University of Belgrade, Serbia

Jelena Kleut, University of Novi Sad, Serbia

PROTEST AND VIOLENCE: FRAMING PROTEST 'AGAINST THE DICTATORSHIP' IN ONLINE MEDIA AND USER COMMENTS

Zlatomir Gajić, University of Novi Sad, Serbia

ARTICLE AS A JOURNALISTIC GENRE IN PRINT MEDIA AND ON THE INTERNET

Mateusz Sobiech, University of Warmia and Mazury in Olsztyn

UNCONVENTIONAL ADVERTISING METHODS AND INTERACTION WITH FANS IN POLISH FOOTBALL CLUBS

12.30 – 13.00
Cinema Hall

Book presentation: *Balkan Media* (Book in Honour of Professor Dubravka Valić Nedeljković)

13.00 – 13.45

Lunch

13.45 – 15.45

Session 6: Learning and digital media



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Room 107

Moderator: Slađana Marić, University of Novi Sad, Serbia

Dragana Pavlović, University of Niš, Serbia
Dina Petrović, University of Belgrade, Serbia
CONNECTIVISM THEORY AND FOREIGN LANGUAGE LEARNING

Biljana Radić -Bojanić, University of Novi Sad, Serbia
BLENDED LEARNING WITH EDMODO: POTENTIALS AND DRAWBACKS

Slađana Marić, University of Novi Sad, Serbia
VIRTUAL REALITY IN EDUCATION AND CPD: RESOURCES AND FUTURE DIRECTIONS

Zorica Stanisavljević Petrović and Anastasija Mamutović, University of Niš, Serbia
STUDENTS' STANCE ON THE USE OF THE SOCIAL NETWORK FACEBOOK

Maja Kostadinović, University of Niš, Serbia
MEDIA EDUCATION AS A FACTOR OF PREVENTION FROM MANIPULATION AND MISUSE OF DATA ON SOCIAL NETWORKS

Jasmina Arsenijević, Preschool Teacher Training in Kikinda, Serbia
Milica Andevski, University of Novi Sad, Serbia
PARTICIPATION OF YOUNG PEOPLE IN DIGITAL MARKETING IN SERBIA

15.45 – 16.00

Closing ceremony

16.00

Petrovaradin Fortress Guided tour

The conference is supported by
The Provincial Secretariat for Science and Technological Development

