

THE BRIDGES OF MEDIA EDUCATION  
MOSTOVI MEDIJSKOG OBRAZOVANJA

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BOOK OF SUMMARIES  
KNJIGA SAŽETAKA



ODSEK ZA MEDIJSKE STUDIJE  
FILOZOFSKI FAKULTET  
UNIVERZITET U NOVOM SADU

FILOZOFSKI FAKULTET  
Odsek za medijske studije

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## UVODNIK

Zašto ranijesjenja škola analize medijskog diskursa na akademskom nivou „Mostovi medijskog obrazovanja“? Da li stoga što sličnog angažovanja studenata i mladih asistenata u vannastavno vreme nema u regionu centralne i južne Evrope? ... Ili.. Stoga što je **analiza diskursa** interdisciplinarno polje istraživanja koje se afirmiše u univerzitetskoj nastavi poslednjih tridesetak godina u svetu, a gotovo istovremeno i na Filozofskom fakultetu Univerziteta u Novom Sadu. Naravno, zato što je analiza diskursa široko i produktivno polje istraživačkih aktivnosti u različitim smerovima, sa prepoznatljivim obeležjima.

Osnovni cilj analize diskursa jeste *interpretacija značenja* i otuda *kritičko* propitivanje društvenog i kulturnog, pre svega ideološkog i političkog, konteksta u kojem se diskurs realizuje. U tom smislu je ova analiza moćno sredstvo za *dekonstrukciju* raznih oblika moći u društvu. Jedna takva moć je u institucijama i pojedinim autoritetima, a mediji je samo transponuju, često nekritički, ističe utemeljivačica ovog studija na Filozofskom fakultetu u Novom Sadu, profesorica Svenka Savić.

Za buduće novinarke i novinare analiza medijskog diskursa je veoma važno i moćno sredstvo za dekonstrukciju sopstvene struke (šta to mediji rade drugima) i dekonstrukciju moći nad medijima u društvu (šta to moćnici rade medijima). Ona je za sada jedno delatno sredstvo za kritičku analizu i dekonstrukciju moći i za otvaranje pitanja o različitostima u društvu prema rasi, polu, naciji, jeziku, uzrastu, veri, kao i drugim osobenostima koje ljude čine drugim i drugačijim u odnosu na većinu.

Analiza diskursa crpi svoja uporišta u teorijama poteklim iz, pre svega, humanističkih disciplina: filozofije (teorija govornih činova i teorija govorne delatnosti), sociologije, antropologije, ali afirmiše i sopstvene teorijske tvorevine. Jedna od veoma produktivnih teorija je teorija delatnosti prema kojoj je jezik delatnost – jezičkom delatnošću (aktivnošću) može se menjati svet! A čemu upravo teže novinari nego menjanju sveta nabolje ili nagore? U oba slučaja porukama, dominantno verbalnim, utiču na formiranje javnog mnjenja, tačnije na to o čemu će javnost misliti, pre nego li, kako će o određenim pitanjima razmišljati.

Prema Anne Duszak diskurs je PUT ali i IGRA, analogno metafori *da je život put*. To podrazumeva akciju po predviđenom scenariju kombinovanjem rutine i spremnosti na „istraživačku” avanturu (Duszak, 2009: 38). Taj put ima svoj početak, putovanje koje se odvija prema određenim pravilima i cilj (Krzyszowski, 1997: 254–246, prema Duszak, 2009).

Kritička interpretacija diskursnih značenja je veoma značajna za metalingvističke studije, tvrde autori, ali dodali bismo i za metakomunikacijske studije sa fokusom na dekonstrukciju medijskih poruka zasnovanih na upotrebi jezika koja direktno zavisi od socijalnog konteksta, kognitivnih procesa i kulturnih ograničenja.

Postoje tri osnovne osobine jezika koje omogućuju izbore tvrdi Feršueren (Vershueren, 1995b: 50):

- 1) Varijabilnost je osobina jezika koja definiše niz mogućnosti od kojih se može napraviti izbor.
- 2) Pregovaranje je osobina koja podrazumeva da se izbor ne vrši mehanički ili sledeći striktna pravila ili fiksiranim odnosom funkcije i forme, već na osnovu principa i strategija.
- 3) Adaptabilnost je osobina jezika koja omogućuje ljudima da odabiraju varijante koje zadovoljavaju osnovne ljudske komunikativne potrebe.

Interpretirajući izbore analitičari diskursa u suštini dekonstruišu namere komunikatora i sagledavaju, u ovom slučaju, medijske politike usmerene prema javnosti.

Za studente žurnalistike razumevanje i savladavanje metode i tehnika analize medijskog diskursa je od izuzetne važnosti. Podjednako za one koji će se baviti istraživanjima medijskog sektora, kao i za one koji će ući u novinarsku profesiju.

Od pozicioniranja odseka u kontekstu tipa matičnog fakulteta zavisi i način analize medija. Interdisciplinarno utemeljen pristup analize medija je u nekim akademskim sredinama pretežno sociološke orijentacije, u drugima politikološke, a na Filozofskom fakultetu Univerziteta u Novom Sadu lingvističke u teorijskom okviru analize diskursa. Stoga je upravo ova raznolikost u pristupima bila veliki izazov za uspostavljanje ranije senje škole analize medijskog diskursa „Mostovi medijskog obrazovanja“. Pokazalo se i ovoga puta da je interdisciplinarnost plodotvorna.



Rezultati nastali u okviru ovog akademskog istraživačkog kampa ukazali su na osobenosti, ali i na sličnosti medijskih politika dnevne štampe prema multikulturalizmu i demokratizaciji odbrane. Ono što je najvažnije studenti i mladi asistenti su zajedničkim istraživanjem, u teorijskim okvirima koje postavlja analiza medijskog diskursa uz komparativni pristup, savladali tehnike i metod, i ujednačili standarde. Time su za ubuduće utemeljili „novosadski“ model ranorojesnje škole analize medijskog diskursa „Mostovi medijskog obrazovanja“ kao plodotvoran vannastavni angažman studenata i mladih asistenata. Da bi taj zadatak u potpunosti bio ispunjen, objavljujemo u ovoj publikaciji sažetke tekstova svih istraživačkih rezultata, kao i predavanja u okviru prve ranorojesnje škole, odnosno radova izloženih na završnoj konferenciji, i stavljamo ih na kritičku procenu akademskih zajednica pet fakulteta koji su učestvovali u prvim „Mostovima medijskog obrazovanja“ u Novom Sadu septembra 2009.

U Novom Sadu, oktobra 2009.

Dubravka Valić Nedeljković,  
šef Odseka za medijske studije  
Filozofskog fakulteta  
Univerziteta u Novom Sadu

### **ODABIR KORISNE LITERATURE ZA ANALIZU MEDIJSKOG DISKURSA RASPOLOŽIVE U SEMINARSKOJ BIBLIOTECI ODSEKA ZA MEDIJSKE STUDIJE**

- Bell, A, Garrett, P. (1999). *Approaches to Media discourse*. Oxford: Blackwell Publishers Ltd.
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## INTRODUCTION

Why having an early fall school of media discourse analysis “The Bridges of Media Education” on academic level? Is it because in the region of Central and South Europe there is no similar activity, beyond regular curricula for students and young researchers? ...Or... Because **discourse analysis** is an interdisciplinary field, that received its affirmation across the universities of the world in the last thirty years, and at the same time at the Faculty of Philosophy, University of Novi Sad. Of course, it is because discourse analysis is a wide and productive field of research activities in different directions, with some characteristic features.

As professor Svenka Savić, the founder of the discourse analysis studies at the Faculty of Philosophy states, the main aim of discourse analysis is *interpretation of meaning* and thus *critical* assessment of social and cultural, primarily, ideological and political context in which discourse is manifested. In relation to that, this analysis is a powerful tool for *deconstructing* various forms of power in a society. One form of this power lies within the institutions and some authorities and the media are just transmitting it, often without a critical view.

For future journalists, media discourse analysis is an important and powerful tool to deconstruct their own profession (what the media do to others) and to deconstruct the power over media in a society (what the powerful do to media). Now it is efficient tool for critical analysis and deconstruction of power and the tool for posing questions about differences in a society – according to race, gender, language, age, religion, as well as according to other traits that make people different and other in relation to majority.

Discourse analysis has its roots in the theories originating primarily from humanities: philosophy (Theory of speech acts and Theory of language performance), sociology and anthropology, but it claims its own theoretical novelties. One of the very productive theories is the Theory of performance according to which language is seen as action – verbal performance (activity) can change the world! And what is the thrive of journalists if not to change the world, for better or worse? In both cases, they influence the formation of public opinion using pre-

dominantly verbal messages, or more accurately, they influence what will become a public topic rather than telling the public how a topic should be viewed.

According to Anne Duszak, discourse is a JOURNEY, but also a PLAY, in analogy to the metaphor that *life is a journey*. This implies an action following a certain scenario, combination of routines and readiness for “research” adventure (Duszak, 2009: 38). That journey has its beginning, the journey itself according to certain rules, and the goal (Krzeszowski, 1997: 254–246 in Duszak, 2009).

Authors would claim that critical interpretation of discursive meanings is very important for meta-linguistic studies. We would add, it is also important for meta-communication studies with a focus on deconstruction of media messages based on the usage of language, and that usage directly depends upon the social context, cognitive processes and cultural limitations.

There are three basic features of language that allow for choices, claims Vershueren (1999b: 50):

1. Variability is a feature of language that defines a set of possibilities among which a choice can be made.
2. Negotiation is a feature that implies that selection is not done mechanically or by following strict rules or in the fixed relation between form and function, but on the basis of certain principles and strategies.
3. Adaptability is a feature of language that allows people to select variants that meet the basic human communicational needs.

In interpreting choices, the analysts of discourse actually deconstruct the intentions of communicators and they learn, in this case, about media policies directed towards public.

For students of journalism it is of crucial importance to understand and to be able to practice the methods and techniques of the media discourse analysis. It is equally important for the ones that will perform research of media sector and for the ones who will step into the journalistic profession.

The ways the media are being analysed depend upon the position of a department within the host faculty. Interdisciplinary grounded approach to media analysis sometimes has strong sociological orientation, in other cases it is rooted in political sciences, and on the Faculty of Philosophy,

University of Novi Sad it has linguistic orientation in a wider framework of discourse analysis. This diversity in approaches posed a challenge in establishing the early fall school of media discourse “The Bridges of Media Education”. As before, interdisciplinarity proved to be fruitful.

The results reached within this academic, research camp, demonstrate the characteristic features, and also similarities, of the daily press media policies in relation to multiculturalism and democratisation of the security sector. What is most important is that, in joint research in the framework of media discourse analysis, using comparative approach, students and young teaching assistants learned the techniques and method and tuned the standards. That way they laid the foundations of the future “Novi Sad” model of early fall school of media discourse analysis “The Bridges of Media Education” as a fruitful extra-curricular activity of students and junior assistants. To complete that task fully, we are publishing the book the summaries of the papers made as a result of all research activities, together with the summaries of some lectures held during the school and with the summaries of the papers presented at the conference. We put them forward for a critical evaluation of the academic communities of the five faculties that have been participating in the first “Bridges of Media Education” held in Novi Sad, in September 2009.

In Novi Sad, November 2009

Dubravka Valić Nedeljković  
Chief of the Department  
of Media Studies  
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University of Novi Sad

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DISCOURSE ANALYSIS AVAILABLE IN THE LIBRARY OF  
THE DEPARTMENT OF MEDIA STUDIES**

Bell, A, Garrett, P. (1999). *Approaches to Media discourse*. Oxford: Blackwell Publishers Ltd.

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MEDIJI I MANJINE

MEDIA AND MINORITIES





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## **MEDIJSKA PREZENTACIJA ŽENA PRIPADNICA NACIONALNIH MANJINA U MEDIJIMA U VOJVODINI**

U ovom radu razmatra se prezentacija žena pripadnica nacionalnih manjina u regionalnim medijima u Vojvodini. Žene pripadnice nacionalnih manjina su često u medijima (i javnoj sferi uopšte) diskriminirane na osnovu rodne i etničke pripadnosti. Osim toga, manjinske grupe se i u teoriji i praksi posmatraju kao homogene, na šta u poslednje vreme posebno feminističke teoretičarke skreću pažnju, ukazujući na fluidnost identiteta.

U prvom delu rada dat je pregled teorijskih stanovišta o prezentacija manjina (rodnih i etničkih) u medijima i značaj ove prezentacije za uspostavljanje pluralističke javne sfere. U nastavku je dat pregled zakonskog okvira, u kom je ukazano na nedorečenost regulative kada su u pitanju višestruko diskriminirane grupe.

Centralni deo rada čini pregled rezultata istraživanja programa medija u Vojvodini, sprovedenog kao deo redovnog ciklusa monitoringa medija koji sprovodi Novosadska novinarska škola. Monitoringom je obuhvaćeno sedam regionalnih medija u Vojvodini i pokrajinski javni servis, a monitoring je sproveden tokom maja 2009. Deo istraživanja koji je u radu prikazan pokazuje medijsku prezentaciju žena pripadnica nacionalnih manjina, njihovu nevidljivost i odustvo iz medijskih sadržaja. Poređenjem ovih podataka sa onima koji su indikatori drugih aspekata medijske prakse – ograničen korpus tema, izostanak interkulturnih sadržaja, izbalansirano izveštavanje i izvora vesti, ukazano je na obrasce medijske prakse medija na srpskom i manjinskim jezicima koji ukazuju na medijski i društveni kontekst koji je nepovoljan za manjinske grupe.

U radu se, kroz feministički pristup, analizira i prikazuje kvalitet medijske prezentacije žena pripadnica nacionalnih manjina u medijima čime se skreće pažnja na nepovoljnu praksu koja rezultira nedovoljno otvorenom i dostupnom javnom sferom i homogenizacijom identiteta.

U istraživanju je primenjena kvalitativno-kvantitativna analiza sadržaja, a rezultati ukazuju na drastično odustvo ženskih subjekata iz

programa na jezicima nacionalnih manjina (15,4%), a takođe i potpuno odsustvo pripadnica nacionalnih manjina u programima na srpskom – u korpusu su registrovane samo četiri žene pripadnice nacionalnih manjina, od čega su samo dve funkcionerke javne vlasti u Vojvodini. U programima na srpskom registrovano je 19,8% žena, od ukupnog broja evidentiranih aktera informativnih priloga. Žene su u medijima prikazane kao privatne osobe, dok medijskim sadržajima dominiraju politički subjekti i predstavnici institucija (političkih stranaka, organa javne vlasti). Žene koje govore u medijima su najčešće predstavnice medija (novinarke i voditeljke monitorovanih emisija), institucija kulture, zaposlene u obrazovanju, predstavnice nevladinog sektora.

U zaključku je, nakon prikaza i tumačenja rezultata empirijskog istraživanja, ukazano na ključne nedostatke medijskog delovanja i date su preporuke čije bi sprovođenje omogućilo raznovrsnije programske sadržaje medija sa jedne strane, i skretanje više pažnje na višestruko diskriminisane grupe u istraživanjima ali i javnoj sferi uopšte.

**Ključne reči:** analiza sadržaja, rod, nacionalne manjine

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## **MEDIA REPRESENTATION OF WOMEN NATIONAL MINORITY REPRESENTATIVES IN THE MEDIA IN VOJVODINA**

In this paper we are discussing the representation of women national minority representatives in the regional media in Vojvodina. Women representatives of ethnic minorities are often discriminated on the basis of their gender and ethnicity in the media (and in the public space in general). In practice and in theory minority groups are seen as homogenous and this view has been criticized by feminist theorist who are pinpointing the fluidity of identities.

In the first part of the paper we provide a review of theoretical approaches to the representation of minorities (gender and ethnic) in the media and the importance of this presentation for the establishment of the plural public sphere. In the sections to follow, we are offering an

overview of the legislative framework pointing to the shortcomings that exist in relation to the groups that are under multiple discrimination.

The central part of the paper presents the results of the research performed over media programmes in Vojvodina that has been organized as part of the regular monitoring cycle of Novi Sad School of Journalism. Monitoring included 7 regional media in Vojvodina and the provincial public service broadcaster. It has been held in May 2009. Part of the research presented in the paper shows media representations of women minority representatives, their invisibility and the absence from the media content. Comparing this data with the ones that are the indicators of other aspects of media practice – limited set of topics, lack of intercultural content, imbalance of reporting and news sources, we disclose the patterns of media practice in Serbian and minority languages. These patterns show the media and social context that is unsatisfactory for minority groups.

Through the feminist approach, the paper analyses and elaborates the quality of media representation of women ethnic minority representatives demonstrating the unsatisfactory practice that results in insufficiently open and available public sphere and homogenization of identities.

Qualitative and quantitative content analysis has been used, and the results show drastic absence of female subjects in the programmes on the minority languages (15.4%) and the complete absence of women minority representatives in the programmes in Serbian – we have registered only 4 women ethnic minority representatives, two of them being officials of public administration in Vojvodina. In the programmes in Serbian we have registered 19.8% women out of the total number of news items. Women are presented as private persons, whilst the media content is dominated by political and institutional representatives. Women who speak in media are most often media representatives, from cultural institutions, working in education or representatives of civil sector.

In the conclusion, after presenting and interpreting the results of the empirical research, we show the flows of media practice and provide the recommendations that would allow more diverse media content and direct more attention to the groups under multiple discrimination found in the research and in the public sphere in general.

**Key words:** content analysis, gender, national minorities.

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## **A MAGYARORSZÁGI KISEBBSÉGEK MÉDIAREPREZENTÁCIÓJA**

Munkánkban a magyarországi kisebbségek médiareprezentációját vizsgáltuk a hazai ellenzéki napilapban, a Magyar Nemzetben, illetve az erdélyi magyar nyelvű napilapban, az Új Magyar Szóban. Rámutatunk a fennálló különbségekre a két lap szerkesztői és újságírói gyakorlatára között – a preferált műfajok, és témák, valamint a megjelenő attitűdök által; komparatív elemzésük egy lehetséges megoldási opciót is szolgáltatott.

Kutatásunk során kvalitatív és kvantitatív tartalomelemzést végeztünk.

Országunkban a legnépesebb és legfrekvenciáltabb kisebbséget a roma népesség alkotja. A kisebbségek kérdése a rendszerváltás óta nem tabu többé, mégsem tapasztalhatóak érdembeli politikai intézkedések, ellenben a civil szféra egyre aktívabb szerepet vállal ez ügyben, a kisebbségek médiajelenléte is fokozódik.

Megállapíthatjuk, hogy ez a probléma foglalkoztatja a társadalmat, állásfoglalásra készíteti és kényszeríti. Tapasztalataink alapján elmondhatjuk, hogy a helyzet politikai úton nem kezelhető, ugyanakkor a kultúrán keresztül a nemzetiségek tudatos találkoztatásával ezen ellentétek feloldhatóak. Egymás hagyományainak és művészetének reprezentációja által új irányt adhatunk az együttműködésnek.

**Kulcsszavak:** Roma etnikum, Zsidóság, Határon túli magyarság, *Magyar Nemzet*, *Új Magyar Szó*, párbeszéd, médiajelenlét

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## **REPRESENTATION OF MINORITIES IN HUNGARIAN PRESS**

During the research, we analysed media representation of minorities examining *Magyar Nemzet*, which is the Hungarian maverick party's newspaper and *Új Magyar Szó*, which is a daily newspaper as well, but that is from Transylvania, Romania. We tried to show the basic differences between the editorial and reportorial practice. We took care of preferred genres, topics and editorial attitudes using qualitative and quantitative methods.

In Hungary the most populous minority are Roma people and for that reason the main topic of our work is the media representation of Roma, although we have found articles about the Jewish community and Hungarian community in the neighbouring countries.

**Keywords:** Roma people, Jewish people, transboarders, *Magyar Nemzet*, *Új Magyar Szó*, discourse, media representation

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## **ANALIZA MEDIJSKOG DISKURSA O ETNIČKIM MANJINAMA U DNEVNIM NOVINAMA *DNEVNIK* I *BLIC***

Cilj ovog rada bio je da se otkrije koliko se dnevne novine *Dnevnik* i *Blic* bave temom etničkih manjina, njihovih prava i problema, kao i života uopšte. Korišćena je kvantitativno-kvalitativna metoda analize sadržaja i praćeno je četrnaest izdanja, u cikličnom uzorku kojim su obuhvaćeni maj i jun 2009. Detaljno je analizirano 27 tekstova u *Dnevniku* i 19 u *Blicu*.

Zaključeno je da nacionalnim manjinama u Srbiji kao i srpskoj manjini u susjednim zemljama nije dato dovoljno medijskog prostora. Teme koje su najviše zastupljene tiču se prava nacionalnih manjina u Srbiji, njihove kulture i obrazovanja. Međutim, nijedan od ova dva lista nije pokazao medijsku inicijativu imajući u vidu da su dva najzastupljenija žanra bili izveštaj i vest. Analitičkih članaka, komentara, reportaža i drugih novinarskih žanrova nije bilo, te se izveštavanje o manjinama svelo na puko pokazivanje da one egzistiraju u našoj zemlji, bez sveobuhvatnijih priča vezanih za manjine ili njihov život.

**Ključne reči:** mediji, manjine, analiza medijskog diskursa, *Dnevnik*, *Blic*

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## **ANALYSIS OF MEDIA DISCOURSE ABOUT ETHNIC MINORITIES IN THE DAILY NEWSPAPERS *DNEVNIK* AND *BLIC***

The aim of this study was to reveal how Serbian daily newspapers *Dnevnik* and *Blic* had covered the topic of ethnic minorities, their rights and problems, and life in general. Quantitative and qualitative method of content analysis was used and the sample included fourteen editions in May and June. Detail analysis included 27 articles in *Dnevnik* and 19 in *Blic*

It is concluded that the topics related to the national minorities in Serbia and the Serbian minority in neighbouring countries are not given enough media space. Mostly represented topics were the ones concerning the rights of national minorities in Serbia, their culture and education. However, neither of these two newspapers had shown media initiative, considering that the two most common genres were short reports and news. There were no analytical articles, commentaries, reportages and other journalistic genres, allowing us to conclude that reporting

on minorities is reduced to a sole presentation of their existence in our country, without any comprehensive stories about the minority communities and their life.

**Key words:** media, minorities, media discourse analysis, *Dnevnik, Blic*

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## **ANALIZA MEDIJSKOG DISKURSA O MANJINAMA U DNEVNIM LISTOVIMA *POBJEDA* I *DAN***

U radu je analiziran medijski diskurs dnevnih listova *Pobjeda* i *Dan*, pri čemu su obrađivani tekstovi koji su tematski povezani sa manjinama. Dobijeni su očekivani rezultati. Naime, nakon analiziranja ovih dnevnih listova zaključeno je da se crnogorski štampani mediji ne bave pretjerano temom manjina, a u prilog tome ide i činjenica da je pronađeno samo osam tekstova koji se bave ovom temom. Dakle, kada je riječ o prostoru koji se posvećuje ovoj temi ova dva dnevna lista mnogo se ne razlikuju. I *Pobjeda* i *Dan* o ovoj temi izvještavaju prilično suvoparno (u formi vijesti ili kraćih izvještaja) što svakako ne doprinosi otklanjanju predrasuda i stereotipa koji su još uvijek prisutni u crnogorskom društvu.

**Ključne reči:** medijski diskurs, etničke manjine, Crna Gora, *Pobjeda, Dan*

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## **MEDIA DISCOURSE ANALYSIS OF THE DAILY NEWSPAPERS *POBJEDA* AND *DAN***

In our paper we were analysing media discourse thematically related to minorities in the daily newspapers *Pobjeda* ('victory') and *Dan* ('day'). The results we obtained were expected. In fact, analysing the daily newspapers we have concluded that Montenegrin print media are not much interested in the topic of minorities. In our analysis we found only eight articles dealing with this topic. When it comes to the space that is devoted to this subject, two daily newspapers are not much different. *Pobjeda* and *Dan* reports on this topic are quite factual (in the form of news or short reports), which certainly does not contribute to the elimination of the prejudice and stereotypes that are unfortunately still present in the Montenegrin society.

**Key words:** media discourse, ethnic minorities, Montenegro, *Pobjeda*, *Dan*

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## **OSVRT NA MONITORING PROGRAMA NA RUMUNSKOM JEZIKU JAVNOG SERVISA VOJVODINE: EMISIJA ZA SELO I EMISIJA IZ KULTURE**

Cilj ovog rada je da se napravi kratak prikaz i prezentacija rezultata monitoringa programa na rumunskom jeziku Javnog servisa Vojvodine, sa akcentom na emisiju za selo i emisiju iz kulture.



Program *Radio-televizije Vojvodine* na rumunskom jeziku sadrži samo jednu redovnu emisiju namenjenu seoskom stanovništvu, emituje se jednom nedeljno i traje pedeset i pet minuta. Monitoringom su obuhvaćene ukupno četiri emisije emitovane u junu 2007. godine.

U okviru radio programa na rumunskom jeziku emituje se i emisija iz kulture *Kulturni brojčanik*. Uzorak monitoringa su činile četiri emisije emitovane u novembru 2007.

**Ključne reči:** monitoring, javni radiodifuzni servis, Vojvodina, rumunski jezik

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## **A REVIEW OF THE MONITORING OF THE PROGRAMME IN ROMANIAN LANGUAGE OF THE PUBLIC SERVICE BROADCASTER OF VOJVODINA: PROGRAMME FOR RURAL AREAS AND CULTURE PROGRAMME**

The aim of this work is to make a short review and presentation of the monitoring of the programme in Romanian language of the public service broadcaster of Vojvodina, with the emphasis on the programme for rural areas and the culture programme.

There is only one programme for rural areas in Romanian language programmes on Radio Vojvodina. It is broadcasted once a week and it lasts 55 minutes. Four of these shows, broadcasted in June 2007, were covered by the monitoring process.

Also, there is a cultural show on radio programme in Romanian – *Kulturni brojčanik* – and four of these, broadcasted in November 2007, were analysed.

**Key words:** monitoring, public broadcasting service, Vojvodina, Romanian language

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## **ANALIZA DISCURSULUI MEDIATIC ROMÂNESC CENTRAT PE MINORITĂȚI**

Analiza discursului mediatic a celor șapte articole despre minorități extrase din cotidianul românesc *Adevărul* și interpretate în baza unui a 15 criterii ne-a dus în primul rând, la concluzia că, în presa românească există o tendință de a înfățișa minoritățile într-o modalitate universală, care să placă cititorilor non-minoritari. În al doilea rând, cercetarea făcută reflectă faptul că, minoritățile nu au o imagine negativă în media românească.

**Cuvinte cheie:** *Adevărul*, discurs mediatic, minorități, România, Rromi, Italian, homosexual

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## **ANALYSIS OF ROMANIAN MEDIA DISCOURSE FOCUSED ON MINORITIES**

The analysis of the media discourse found in seven journalistic texts related to minorities, which were found in the Romanian daily newspaper *Adevărul (The Truth)* and approached according to 15 criteria, lead, firstly, to the conclusion that in Romanian press there is a tendency to portray the minorities in a universal way, in a way that makes non-minority readers feel more comfortable. Secondly, the research reflected the fact that the minorities do not have a negative image in the Romania media.

**Keywords:** *Adevărul*, media discourse, minorities, Romania, Roma people, Italian, homosexual

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## **ANALIZA MEDIJSKEGA DISKURZA O MANJŠINAH V SLOVENSKIH ČASOPISIH *DELO* IN *SLOVENSKE NOVICE***

V času, ko je migracij vedno več, je največji problem pomanjkanje komunikacije. In tukaj, bi morali v ospredje stopiti mediji in informirati javnost o dogajanju in spremembah na tem področju. Problem, ki se pojavlja pri poročanju o manjšinah je, da pridejo na agendo le aktualne novice, pa še te so večinoma s področja kulture. V tovrstnih prispevkih pa ni novinarjeve iniciative, niti se ne poglobijo v dogodke. Če pogledamo popis iz leta 2002, lahko vidimo, da v Sloveniji živi 31329 Srbov, 54079 Hrvatov, 31499 Bošnjakov, 36265 Srbo-Hrvatov in 52316 tistih, ki se niso želeli opredeliti. Če seštejemo vse te številke, dobimo skoraj 200.000 ne-Slovencev, kar je kar 10% celotne populacije, ki si zagotovo zasluži medijsko pozornost.

**Ključne besede:** Slovenija, Italijanske manjšine, Madžarske manjšine, Romi, moderne manjšine, Delo, Primorske novice, novinarji, reportaža, države pomembne za manjšine, kultura, nevtravno poročanje

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## **ANALYSING MEDIA REPORTING ABOUT MINORITIES IN SLOVENIAN NEWSPAPERS *DELO* AND *SLOVENSKE NOVICE***

When dealing with minorities the biggest threat is the lack of communication while migrations are increasing. That is where media should take a role in informing on this subject. The problem about reporting on

that matter is that articles about minorities are mostly in columns about culture or actual matters. There is no journalistic initiative (reportage, longer articles, variety of opinions). If we would sum up the numbers from Census in 2002, we could see that there is 31.329 Serbs, 54.079 Croats 31.499 Bosnians, 36.265 Serb-Croatians and 52.316 undeclared – we get almost 200.000 people and that is 10% of all population which definitely deserves media attention, but there is almost none.

**Key words:** Slovenia, Italian minorities, Hungarian minorities, Roma people, modern minorities, *Delo*, *Primorske novice*, journalists, reports, countries relevant for minorities, culture, neutral reporting

MEDIJI I SEKTOR BEZBEDNOSTI

MEDIA AND SECURITY SECTOR



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## **OBAVEŠTAJNE SLUŽBE I MEDIJI**

U radu je prikazan složen odnos medija i obaveštajnih službi, čiju interakciju autor prikazuje korišćenjem genetičkog pristupa i istorijske metode. U cilju pojašnjenja interakcije dva slična, ali kompleksna, sistema korišćena je komparativna metoda koja iznosi sličnosti medija i obaveštajne službe.

Neposredni cilj rada ogleda se u iznošenju podataka dobijenih istraživanjem i analizom dostupnih informacija o angažovanju medijskih radnika na obaveštajnim poslovima. Na kritičistički način iznosi se stav o obaveštajnom angažovanju novinara koje je u suprotnosti sa etičkim i profesionalnim standardima teorije medija. Iznosi se stav da je neophodno doneti pravnu i strukovnu regulativu radi efikasnije zaštite novinara od delovanja obaveštajnih elemenata.

**Ključne reči:** obaveštajna služba, mediji, sistem, poređenje

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## **INTELLIGENCE AGENCIES AND MEDIA**

This paper aims at disclosing a complex relation between media and intelligence services. In an effort to present this interaction the author uses genetic approach as well as historical method of research. In order to explain these two close and complex systems the author uses comparative method.

The presentation of the data gathered during the research and the analysis of the information related to the media workers' assignments in gathering intelligence are the main aims of the paper. The attitude towards the engagement of journalists in gathering intelligence, as opposed to ethical and professional standards known to media theory, is presented in a critical way. The author suggests the introduction of regulations, as well as professional codex, which could protect journalists from the influence of intelligence agencies.

**Key words:** intelligence, media, system, comparison

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## **ANALIZA MEDIJSKOG DISKURSA: ODBRANA OD TERORIZMA (HEMIJSKO, BIOLOŠKO I NUKLEARNO ORUŽJE)**

Ovaj rad prikazuje rezultate analize medijskog diskursa u pet dnevnih listova u Srbiji na temu odbrane od terorizma – hemijskog, biološkog, radiološkog, nuklearnog oružja. Analizirane su dnevne novine *Politika*, *Dnevnik*, *Blic*, *Kurir* i *Mađar so*. Istraživanjem su obuhvaćena izdanja iz maja 2009. godine (za datume 4, 8, 12, 14, 20, 23. i 31. maj). Cilj analize je bio da se ustanovi koliko štampani mediji u Srbiji prepoznaju ovu temu kao relevantnu za izveštavanje i informisanje javnosti. Tema je uzeta zato što je važno sagledati kako mediji razumeju šta je bitno za društveni dijalog kroz medije i koje teme bi stalno trebalo držati na medijskom dnevnom redu da bi se formirala svest o značaju demokratizacije sektora bezbednosti.

Rezultati istraživanja pokazuju da je za delotvorniju ulogu medija u Srbiji u demokratizaciji civilno-vojnih odnosa neophodna profesionalizacija medija, specijalizacija novinara koji izveštavaju o ovakvim



temama i najbitnije, da se ova tema prepoznata kao važna. Medijsko izveštavanje se odvijalo unutar granica koje je definisao državni vrh. On je predstavljen kao primaran izvor informacija o vojnim temama, bez vidljivog pokušaja medija da prošire područje legitimne debate. Mediji nisu uložili dovoljno napora da sakupe informacije iz različitih izvora, da pažnju javnosti usmere na pitanja koja su zanemarena u službenoj politici, kao i da javnost upoznaju sa načinom na koji se vojne teme vide kao relevantno područje za informisanje.

**Ključne reči:** analiza medijskog diskursa, tema, autorski tekstovi, žanr, dnevne novine, terorizam, bezbednost

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### **MEDIA DISCOURSE ANALYSIS: DEFENSE FROM TERRORISM (CHEMICAL, BIOLOGICAL, NUCLEAR WEAPONS)**

This paper presents the results of the analysis of media discourse about the defense from terrorism – chemical, biological, radiological and nuclear weapons – in 5 daily newspapers in Serbia. The papers analysed are *Politika*, *Dnevnik*, *Blic*, *Kurir* and *Magyar Szó*. The research included the editions from May 2009 (for the following dates May, 4, 8, 12, 14, 20, 23 i 31). The aim of the analysis was to establish does the press in Serbia recognises this topic as relevant for reporting and informing the public. This topic was chosen because it is important to know how the media understand what is relevant for mediated social dialogue and what topics they see as being worth keeping on media agenda so that awareness about the importance of democratisation is built.

The results of the research show that for more efficient role of the media in Serbia in relation to democratisation of civil-military relations we need professionalisation, specialisation of journalists who report on these

topics and most importantly it is necessary that media recognise this topic as important. Media reporting stayed within the limits defined by the state leadership. The state officials are being presented as a primary source of information about military topics, without a visible attempt of media to expand the area of legitimate debate. The media have not invested enough effort to collect information from different sources, to direct public attention to some questions neglected in official politics and in informing the public about the relevance of military topics for news reporting.

**Key words:** media discourse analysis, topic, authors' texts, genre, daily newspapers, terrorism, security

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## **A BIZTONSÁGI SEKTOR ELEMZÉSE A *MAGYAR NEMZETBEN***

A dolgozat fókuszában a *Magyar Nemzet* nevű napilapban publikált cikkek állnak, melyek témáját a biztonsági szektor adta.

Az elemzés során megvizsgáltuk a témával foglalkozó cikkek elhelyezkedését, megjelenési formáját, műfaját illetve témáját.

A kutatás illetve elemzés során számos fontos kérdés merült fel a magyar sajtó reprezentációját illetően. Megállapíthatjuk egyes speciális témákról nem nyújt tájékoztatást a mindennapi polgároknak, holott érdeklődés feltehetően lenne irántuk. Így van ez a biztonsági szektorral is. Általában inkább a különböző bűnügyek jelennek meg a nyomtatott sajtó hasábjain, illetve elszórtnan előkerülnek az állampolgárok számára valóban információval rendelkező hírek.

**Kulcsszavak:** biztonsági szektor, magyarországi nyomtatott sajtó, *Magyar Nemzet*, diskurzus elemzés, hiányos reprezentáció

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## **THE ANALYSIS OF THE SECURITY SECTOR IN *MAGYAR NEMZET***

In the focus of our analysis were the articles published in *Magyar Nemzet* with the security sector as the topic.

During the research we analysed: where were the articles placed in the newspaper, the visual appearance of the article, the genre and the subjects of the texts.

During the research and the analysis many questions appeared about the representations in the Hungarian print media. We can say that in some special issues the media do not really inform the public, though the public would be interested. This is the main problem with the security sector too. Usually we can read about different crimes, and rarely about issues that are really important for the citizens.

**Key words:** security sector, Hungarian press, *Magyar Nemzet*, discourse analysis, imperfect representation

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## **VARNOSTNI SEKTOR: ANALIZA MEDIJSKEGA DISKURZA V SLOVENSKIH ČASOPISIH *DELO* IN *PRIMORSKE NOVICE***

V pričujočem delu sva analizirali kako pogosto in na kakšen način dva slovenska dnevnikarja (*Delo* in *Primorske novice*) pišeta o temah povezanih z varnostnim sektorjem. Pričakovali sva, da bosta oba časopisa o varnosti, vojski, terorizmu ... pisala enakovredno. Ampak v *Primorskih novicah* sva

našli le en prispevek na to temo. V *Delu* so teksti o varnostnem sektorju največkrat kratki, brez slikovnega gradiva in izjav. Omenjajo nekatera dejstva o manjših, za Slovenijo skoraj nepomembnih dogodkih. Pričakovali sva, da bo v časopisih več o dogodkih v Sloveniji (čeprav za tisti čas ni bilo napovedane nobene reforme ali parlamentarne obravnave v povezavi z varnostnim sektorjem) in v organizaciji NATO. Bili sva razočarani, ker nisva našli niti nevladnih niti civilno družbenih organizacij kot subjekt ali objekt. Po drugi strani pa naju je presenetilo dejstvo, da je bilo več dogodkov, ki so bili spodbujeni s strani novinarjev, kot psevdo dogodkov.

**Ključne besede:** varnostni sektor, NATO, terorizem, vojska

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### **MEDIA AND DEMOCRATISATION: ANALYSIS OF SLOVENIAN DAILY NEWSPAPERS *DELO* AND *PRIMORSKE NOVICE***

In this paper we have analysed how often and in which ways two Slovenian daily papers (*Delo* and *Primorske novice*) present the topic related to the security sector. We expected that both of the newspapers will report about security, military, terrorism ... equivalently. But *Primorske novice* had only one article with such topic. In *Delo*, the texts about security sector are mostly short, without pictures and statements. They just mentioned facts, usually about some minor, for Slovenia almost unimportant, incidents. We expected more articles about happenings in Slovenia (although there was no expected reform or parliamentary proceedings in connection to security/military) and about NATO. We were very disappointed, because non-governmental or civil society organisations never occupied the positions of subjects nor objects. But on the other hand, we were pleasantly surprised, because there were more media initiated stories than pseudo events.

**Key words:** security sector, NATO, terrorism, military

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## **ANALIZA MEDIJSKOG DISKURSA O NATO-U U NOVINAMA *POBJEDA* I *DAN***

Analizirano je dvoje crnogorskih dnevnih novina *Pobjeda* i *Dan* i članci o NATO-u i teme povezane sa NATO-om. Analizirano je pet izdanja ovih dnevnih novinama i u njima je pronađeno osam tekstova. Analiza je obuhvatila sledeće elemente: strana, veličina teksta, žanr, autorstvo teksta, vizuelna prezentacija.

Tekstovi su se uglavnom nalazili u gornjem lijevom uglu. Nijedan tekst nije zauzeo centralni dio strane, kao ni naslovnu stranu. Od pet tekstova koje smo analizirali u *Pobjedi*, tri teksta bila su kratka, a dva srednje dužine. Nasuprot ovome, svi tekstovi pronađeni u *Danu* su kratki. Dugih tekstova na ovu temu ni u jednom dnevnom listu nema. Tekstovi su bili praćeni fotografijama i nije bilo grafika ili skica. Generalno posmatrano bilo je veoma malo tekstova na temu NATO-a. Najčešće su pominjane dobrovoljne akcije crnogorskih vojnika, kao i vojne saradnje NATO-a i crnogorske vojske.

**Ključne riječi:** medijski diskurs, sektor bezbednosti, NATO, *Dan*, *Pobjeda*

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## **ANALYSIS OF MEDIA DISCOURSE ABOUT NATO IN THE DAILY NEWSPAPERS *DAN* AND *POBJEDA***

Two Montenegrin daily newspapers *Dan* and *Pobjeda* have been analysed with a focus on articles about NATO and the themes related to it. Five editions of the papers comprised the sample in which eight texts dealt with NATO related topics. In those articles, we analysed: page, text size, genre, text authorship and visual presentation.

Almost every article we found was on the upper-left corner of the page. None of the articles was occupying central part of a page or the cover page. From the five analysed texts in *Pobjeda*, three of them were short, and two were medium length. In *Dan* we found only short texts (3) and we can conclude that this paper does not pay much attention to the topics about NATO. None of the Montenegrin dailies had larger texts about the NATO issue. Most of the texts were accompanied by photographs, but there were no graphics or sketches. Generally, there was a small amount of texts that had reference on NATO or terrorism. Mostly, the news stories were about charity work of Montenegrin military, and cooperation of NATO and Montenegrin military forces.

**Key words:** media discourse, security sector, NATO, *Dan*, *Pobjeda*

TEORIJSKI PRISTUPI IZUČAVANJU  
MEDIJA

THEORETICAL APPROACHES TO  
MEDIA STUDIES





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## **PUBLICITATEA PROMETEICĂ**

Urmand teoria lui Gilles Lipovetsky asupra societății de consum, cu accent pe conceptul de *homo consumericus*, această lucrare va încerca să surprindă transformările structurale suferite de individul contemporan datorită consumului. Conceptul de *homo consumericus* e considerat de tot mai multi specialiști ca fiind caracterizat de un consum intimizat, responsabil, valorizat pe mărci și experiențe ce-i definesc și exprimă personalitatea individuală; înseamnă consum emoțional cu accent pe dimensiunea senzitiv-valorizatoare a produselor; și înseamnă, în primul rând, o victorie metaforică a lui Narcis asupra lui Dionisos. Un Narcis mai puțin nepăsător și mai vigilent, mai puțin repliat asupra sa și mai atent cu informațiile selectate, cu imaginea sa, cu timpul său liber și cu calitatea experiențelor sale, cu mediul său social.

Vom lua de asemenea în considerare faptul că publicitatea a îndeplinit pentru societatea de consum (cea a fazei a II-a a consumului descrisă de Lipovetsky) un rol cu adevărat prometeic. La fel ca și eroul mitologic care s-a revoltat împotriva zeilor (autorității), dând oamenilor focul, publicitatea s-a instaurat ca reprezentantă a celor mulți și dornici de a cunoaște, sub forma consumului, cât mai mult, reușind, în același timp, să-și comunice conținuturile sale unor grupuri socio-culturale extrem de diverse.

Tocmai de aceea, lucrarea de față încearcă, pe de-o parte, să reconsidere rolul jucat de fenomenul publicitar în sistemul comunicațional, precum și apartenența fenomenului publicitar la domeniul comunicării, modul în care acesta reușește să își creeze un discurs propriu în aproape orice mediu.

Deși conștienți de faptul că analiza întreprinsă de noi s-ar putea să nu fie acceptată de perspectiva marketingului, publicitatea fiind unul dintre instrumentele sale, încercăm să încurajăm orice punct de vedere care ne ajută să afirmăm și să susținem interpretabilitatea fenomenului publicitar. Fară doar și poate, se vorbește deja tot mai mult de o *post-publicitate*

ce se caracterizează prin polivalența mesajului, preponderența imaginii, lipsa de orientare a referirii la produs, participarea activă a receptorului și mai ales, convertirea mizei comerciale în activitate socio-culturală.

**Cuvinte cheie:** societate de consum, publicitate, comunicare, cultura media, cultura de brand

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## PROMETHEAN ADVERTISING

In the wake of Gilles Lipovetsky's theory on consumer behavior in the contemporary era, with the emphasis on his idea of *homo consumericus*, this paper is going to focus on pointing out the structural transformations undergone by the (social) individual due to the exposure to the consumer society. The *homo consumericus* concept is considered by more and more specialists to be characterized by an intimate and responsible consumerism, valued through brands and individual experience with the products; it means an emotional consumption process focused on the sensitive-valued dimension of branded products; and it means, as we will try to argue, the victory – on a metaphorical level – of Narcissus over Dionysus. It seems that nowadays we are facing a more responsible and vigilant Narcissus, a more self-aware character, paying more attention to the information he has selected, to his own image and his leisure time, concerned with the quality of his experience and his social and cultural medium.

We are also taking into account the fact that advertising played for the consumer society (in the second phase of the consumerism, as described by Lipovetsky) a truly Promethean role by having success in communicating the contents of such diverse cultural and social groups.

Therefore, this paper tries to reconsider, on one hand, the role played by the advertising phenomenon in the communication system as a whole, as well as its connection to the communication field - the

unique way in which advertising develops its particular discourse in almost every medium.

Furthermore, this way, we encourage any point of view that could help us point out and confirm the interpretability of the advertising phenomenon. Nevertheless, communication theory speaks more and more about *post-advertising*, characterized by the versatility of the message, the predominance of the image, the lack of reference to the product, the active partaking of the public, and, most of all the conversion of the commercial stake into a socio-cultural activity.

**Key words:** consumer society, advertising, communication, media culture, brand culture

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## **AKTIVNA PUBLIKA I POTRAGA ZA ZNAČENJEM**

U radu se problematizuje pojam „aktivne publike“ kao jedan od popularnih pojmova medijskih studija. Analizira se način na koji je „aktivnost“ konceptualizovana u semiotičkom modelu Umberta Eka, u modelu kodiranja i dekodiranja Stjuarta Hala i u multidimenzionalnom modelu Kima Kristijana Šredera. Tri odabrana modela imaju zajedničku semiotičku osnovu utoliko što eksplicitno ili implicitno prihvataju shvatanje prema kome su svi kodovi kojima publika barata društveno određeni, ali uvažavaju gledište da se kodovi formiraju u različitim praksama označavanja, u svim interakcijskim trenucima u kojima se ispoljava društvenost.

Na osnovu analize modela, kao tri moguća nivoa „aktivnosti“ postuliraju se implicitno ideološko tumačenje, eksplicitno ideološko tumačenje i implementacija. Implicitno ideološko tumačenje je ono tumačenje u kojem gledaoci, slušaoci ili čitaoci ne uočavaju razlike između svojih kodova i kodova pošiljaoca. Eksplicitno ideološko tumačenje je ono pri kome pripadnici masovne publike uviđaju razlike u kodovima i

pregovaraju sa „medijskim tekstom“. Kao poslednji nivo aktivnosti, u fazi implementacije, pojedinci mogu stupiti u akciju i artikulirati svoju „pregovaračku poziciju“.

**Gljučne reči:** semiotika, kodovi, aktivna publika, Umberto Eco, Stuart Hol, Kim Kristijan Šreder

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## ACTIVE AUDIENCE AND THE SEARCH FOR MEANING

The paper focuses on the concept of „active audience“, as one of the popular concepts of media studies. The ways by which „activity“ is conceptualised are being analysed through semiotic model of Umberto Eco, Stuart Hall’s model of encoding and decoding and Kim Christian Schröder’s multidimensional model. Three models that have been selected for the analysis have a common semiotic basis. Explicitly or implicitly they accept the position that all codes used by the audience are socially determined, but they acknowledge the view that those codes are being formed in different signifying practices, in all interactional moments in which social finds its expression.

On the basis of the analysis, three possible levels of “activity” are proposed – implicit ideological interpretation, explicit ideological interpretation and implementation. Implicit ideological interpretation occurs when a viewer, listener or reader does not recognise differences between his/her own codes and the codes of the sender. Explicit ideological interpretation occurs when the members of mass audience recognise differences in the codes and negotiate with “media text”. At the final level of activity, in the implementation phase, individuals can start an action and articulate their “negotiation position”.

**Key words:** semiotics, codes, active audience, Umberto Eco, Stuart Hall, Kim Christian Schröder

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### **MEDIJI O MEDIJIMA**

Cilj ovog rada jeste da istraži u kojoj meri i na koji način odabrani štampani mediji pišu o problemima transformacije lokalnih elektronskih medija iz Vojvodine. Za istraživanje su korišćeni kvantitativno-kvalitativni metod analize medijskog diskursa i interpretacija sadržaja novinskih priloga iz listova *Dnevnik*, *Politika*, *Danas*, *Večernje novosti* i *Pregled*. Korpus obuhvata 104 teksta koja su objavljena od oktobra 2006. do septembra 2009. Analiza je utvrdila dominantno negativan stav (62% ukupnog broja odnosa subjekata prema objektima) stručnjaka, medijskih udruženja i samih lokalnih medija prema vladi i državnim agencijama, iz čega sledi da se veoma veliki deo javnosti protivi politici, to jest odnosu vlasti prema medijima. U analiziranom periodu *Danas* i *Dnevnik* najviše su se bavili problemima lokalnih elektronskih medija budući da su *Danas* novine građanske orijentacije i kritički nastrojene prema vlasti, a *Dnevnik* zbog toga što se gotovo svi višejezični lokalni mediji nalaze u Vojvodini. Vlast bi trebalo da se zapita šta nije dobro uradila kada je u medijima dobila toliko negativnih kritika kada je u pitanju privatizacija višejezičnih lokalnih stanica.

**Ključne reči:** novine, lokalne radio-stanice, transformacija, privatizacija

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## **MEDIA ABOUT MEDIA**

The aim of this paper is to investigate, on the basis of the selected print media, the frequency and the content of media reporting about the problems of transformation of local electronic media in Vojvodina. For the purpose of the research, qualitative and quantitative method of media discourse analysis has been used together with the interpretation of the content of the journalistic texts from the newspapers *Dnevnik*, *Politika*, *Danas*, *Večernje novosti* and *Pregled*. The sample includes 104 texts that have been published between October 2006 and September 2009. The analysis shows dominantly negative attitude (62% of the total number of agents' attitudes towards objects) of the experts, media associations and local media themselves towards the government and state agencies. Following this finding we can conclude that there is a huge part of the public that opposes politics, i.e. attitudes of the government towards the media. In the analysed period, *Danas* and *Dnevnik* were the papers who gave most space to the problems of local electronic media – *Danas* because it is the paper of civic orientation with a critical perspective about the government, and *Dnevnik* because almost of multilingual media are located in Vojvodina. The government should ask the question what it had done wrong when it received so much negative evaluations in the media in relation to privatisation of multilingual local stations.

**Key words:** newspaper, local radio stations, transformation, privatisation

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## INTERNET I NASILJE U ŠKOLAMA

Internet je odlična podloga za razvoj kriminala. Pornografija, pedofilija, trgovina ljudima, ljudskim organima, neprovjerene informacije, grubosti, vulgarnosti samo su neki od sadržaja koje možemo naći na internetu. Pored pomenutih sadržaja na internetu su nam dostupni i snimci tinejdžera koji se izivljavaju nad slabijim vršnjacima, starijim ljudima i snimaju svoje žrtve. Sličnost ubistava i maltretiranja, koja se dešavaju u različitim djelovima svijeta, navode nas na zaključak da su ideju ovakvih zločina počinioци uzeli iz medija, odnosno interneta. Situacija postaje sve gora, jer ukoliko su do juče tinejdžeri snimali izivljavanje i maltretiranje, danas sve više snimaju ubistva.

Ovakvom ponašanju su doprinjeli i novinari. Previše publiciteta u ovakvim slučajevima dovodi do toga da nezrele i labilne ličnosti dobijaju ideje kako da se „proslave“. Stoga, urednici moraju biti svjesni posljedica koje mogu izazvati u društvu i dobro razmisliti kako izvještavati o ovakvim događajima.

Zahvaljujući medijima *school shooting* je postao već redovna pojava u školama širom svijeta. Tu pojavu pokušavaju da objasne psiholozi koji nisu jednoglasni u stavovima – da li u čovjeku postoji gen agresivnosti ili se agresivnost formira putem vaspitanja. U nastaloj situaciji, svaka zemlja se na svoj način bori protiv nasilja među omladinom. Daskora, maloljetnici zbog svog uzrasta, nisu odgovarali za počinjene zločine. Međutim, situacija se mijenja. Presedan se desio najprije u SAD i Britaniji gdje se po prvi put sudilo maloljetnicima kao odraslim osobama.

**Ključne riječi:** internet, nasilje, school shooting, lančana reakcija

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## **THE INTERNET AND SCHOOL VIOLENCE**

The Internet is the excellent base for the development of crime. Pornography, pedophilia, human trafficking, illegal organ transplantations, unconfirmed information, crudeness and vulgarity are just some of the content that can be found on the Internet. Besides the mentioned Internet content, video clips of the teenagers who are brutally abusing the weaker schoolmates, older people and the records of their victims are also available on the Internet. Similarities between the murders and misbehavior that are appearing in different parts of the world are bringing us to the conclusion that the ideas for these crimes are taken from the media, more precisely from the Internet. The situation is getting worse, since the clips of the misbehavior are nowadays being replaced by the murder videos.

The journalists have contributed to this phenomena. Too much of the publicity that is given to these cases in the media, gives an idea to the immature and unstable persons about how to become “celebrities”. Therefore, the editors do have to be aware of the consequences that might be provoked by this type of reporting and they need to think through how to report about this type of the events.

Owing much to the media, *school shooting* is already considered as an ordinary phenomena in the schools throughout the world. Many psychologists, who are not unanimous on this issue, have been trying to explain this phenomena – is there a gene of aggressiveness in human being or is aggressiveness arising through the behavior? In a given situation, each country is fighting against the violence among the young people, in its own way. Until recently, juveniles, because of their age, have not been held responsible for the committed crimes. However, the situation is changing. The precedent has occurred firstly in the USA and UK, where for the first time the juveniles were brought to trial under the same conditions as adults.

**Key words:** Internet, violence, school shooting, copy cat effect



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## **STATUT VOJVODINE U ODABRANIM DNEVNIM NOVINAMA OD REGIONALNOG I NACIONALNOG ZNAČAJA**

Rad se bavi javnom raspravom o Statutu Vojvodine u dnevnim listovima *Kurir*, *Dnevnik*, *Politika*, *Mađar so* (Magyar Szó), *Blic* i *Građanski list* na početku 2009. godine. Analizira se način informisanja javnosti ukazivanjem na praksu dnevnih novina od regionalnog i nacionalnog značaja, kao i u dnevnim novinama mađarske zajednice u Vojvodini (*Mađar so*). Korpus obuhvata 197 tekstova u navedenim novinama.

Analiza tekstova je rađena iz više uglova, sa posebnim osvrtom na ulogu političkih aktera. Identifikovani su najaktivniji akteri političkih debata, njihov međusobni odnos i odnos prema Statutu Vojvodine. Rad se posebno bavi i analizom plasiranih tema.

**Ključne reči:** štampa, politički akteri, tema, analiza diskursa, *Kurir*, *Dnevnik*, *Politika*, *Mađar so* (Magyar Szó), *Blic*, *Građanski list*, Statut Vojvodine

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## **THE STATUTE OF VOJVODINA IN SELECTED DAILY NEWSPAPERS OF REGIONAL AND NATIONAL IMPORTANCE**

This paper deals with the public debate about the Statute of Vojvodina in the daily papers *Kurir*, *Dnevnik*, *Politika*, *Magyar Szó*, *Blic* and

*Građanski list* at the beginning of 2009. It analyses how the public was being informed by disclosing the practice of the daily newspapers with regional and national coverage and one daily paper of the Hungarian national minority (*Magyar Szó*). The sample includes 197 articles in the mentioned newspapers.

The articles have been analysed from several angles, specifically from the angle of the political actors. The analysis reveals the most active agents in the political debate, their relationship toward the Statute and other subjects. This paper also includes the analysis of the dominant media topics.

**Key words:** press, political actors, theme, discourse analysis, *Kurir*, *Dnevnik*, *Politika*, *Magyar Szó*, *Blic*, *Građanski list*, The Statute of Vojvodina

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Kommunikáció és Médiatudomány szak  
Bölcsészettudományi Kar  
Szegedi Tudományegyetem

## **A 'SZOCIALITÁS' ÉS A 'KOMMUNIKÁCIÓ' TERMINUSOK RENDSZERELMÉLETI ÉRTELMEZÉSÉRŐL**

A tanulmány címe szerint a “társadalmi kommunikáció” terminus rendszerelméleti megközelítéséről kellene beszélnem. Az alkalmazandó rendszerelméleti felfogás szerint a kommunikáció és a társadalmiság (szocialitás) közé ha nem is az egyenlőség, de az azonosság jelét kell tenni. Ebben az értelemben valóban társadalmi kommunikációról lesz szó (pontosabban társadalmiság és kommunikáció viszonyáról). Valójában a kommunikáció egy lehetséges felfogásáról szeretnék beszélni.

A kommunikáció résztvevőit operacionálisan zárt autopiétikus rendszerként definiálom. Az autopiéztis fogalmát Humberto Maturana eredetileg az idegrendszer leírására dolgozta ki, de azóta – leginkább Niklas Luhmann – értelmezhetőségét és alkalmazhatóságát szociális rendszerekre is kiterjesztették. Az autopiéztis fogalma tehát olyan rendszerekre vonatkozik, melyek minden elemi egységüket, melyekből

létrejönnek (állnak) éppen ezen elemi egységek hálózata révén reprodukálják, és magukat ezáltal a környezetüktől elhatárolják. Történjen ez az élet, a tudat, vagy – szociális rendszerek esetében – a kommunikáció formájában. Az autopoiesis ezen rendszerek produkciós módja. Az ilyen rendszerekben az elemeket nem tekinthetjük a műveletek “eredményének”, mert éppen annyira előfeltételei is azoknak. Elem és operáció egymást kölcsönösen feltételező szerves egységet, rekurzív hálót alkot, mely magát a rendszert definiálja azáltal, hogy környezetétől elhatárolja. Az operacionális zárttság fogalma azt jelenti, hogy a rendszer (önmagát is fenntartó és definiáló) műveletei végzése során a környezettel semmiféle (műveleti) kapcsolatot nem tart fenn, azaz, ami történik, az szigorúan a rendszeren belül történik.

Mindennek természetesen komoly ontológiai és episztemológiai implikációi vannak. Ami az ontológiát illeti, azt – hagyományos értelmében – mintegy zárójelbe teszi, mondván: mivel megismerésünk valójában egy operacionálisan zárt rendszer művelete, teljes mértékben a rendszeren belül történik. Eredménye csak arra vonatkozóan enged meg bármit megállapítani, hogy valami miként van a megismerő rendszeren *belül*, és nem, hogy hogyan van a világban.

A-nak és B-nek *konszenzuális területeket* kell kialakítani, melyek referenciák terepei lehetnek, ezáltal oldva A és B “fekete doboz” létét egymás felé. Ezek a Maturana által orientálónak nevezett interakciók képezik a kommunikáció alapját a radikális konstruktivista felfogás szerint: A orientációs viselkedése B kognitív tartományában konnotál valamit. Így – egyébként – a nyelv a beszélő számára alapvetően konnotatív módon működik Maturana szerint: az orientálót kognitív tartományán belül orientálja, és nem önálló entitásokra utal. Az információt a kommunikáló felek tehát nem közvetítik egy más számára, hanem *előállítják*.

**Kulcsszavak:** szocialitás, kommunikáció, kommunikációlemélet, rendszerelmélet, autopoiesis, rendszer, környezet

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## **‘COMMUNICATION’ AND ‘SOCIAL’ ACCORDING TO THE APPROACH OF THE SYSTEM THEORY**

The paper is on a special approach to the term ‘social communication’ as seen from the system theory developed by the German author Niklas Luhmann. As a starting point we can declare that according to this approach the terms ‘communication’ and ‘social’ are identical, because being social means taking part in communication processes. To specify that further, we can say that society is organized in forms of self-regulated social systems, and social systems are always communication systems; society contains communications only.

I define A and B (the participants of the communication) as not only complex, but *operationally closed autopoietic* systems. The term ‘autopoiesis’ was used originally by Humberto Maturana to describe living systems (nervous system, cell). Luhmann put forward the view that psychic systems and social systems (communication) are also autopoietic systems: these reproduce processes of meaning. In the case of autopoietic systems all elements, processes, boundaries and structures of the system are (self)produced by the system itself. In Luhmann’s words, autopoietic systems are “*systems that consist of decisions and that themselves produce the decisions of which they consist through decisions of which they consist*”. In these systems the elements cannot be regarded simply as the results of operations of the system, because they are the base of those operations as well; so operations and elements are results and bases of each other in a circular fashion. This way a recursive network comes into existence, constantly drawing a line between something we can call system and something we can call environment.

All this has serious implications in the fields of ontology and epistemology: we can propose that all of our cognition is just the operation of a closed system: anything that happens, happens inside the system. The results of cognition are connected only to the inner processes of the

system, and not to the ‘world’: the world is nothing else but the always unreachable environment of the system.

Regarding the communication system, A and B have to develop consensual areas of possible connotations and references. These closed areas of A and B are consensual, because there is a consensus between A and B about the equality of the structures and the nature of the areas: they are convinced they use the same set of codes with the same references. According to that point of view, the information is not transmitted between A and B, but mutually *produced* by them.

**Keywords:** social, communication theory, system theory, autopoiesis, system, environment

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## **AZ ALTERNATÍV NYILVÁNOSSÁG PÉLDÁI A TÁRCA ÉS A BLOG „MŰFAJÁNAK” ÖSSZEHASONLÍTÓ ELEMZÉSE**

A tárcsa és a blog, e két partizánbeszédmod különbségeinek és hasonlóságainak összehasonlító elemzése remélhetőleg megmutathatja a társadalmi nyilvánosság változó és állandó elemeit. 'A' tárcsa és 'a' blog ugyanis a nyilvánosság alapját képező, a nyilvános és a magán szféráját egymástól elválasztó határt teszi kétségessé. A tárcsa – különösen a 19. században – ugyanis azt mutatja meg, hogy a nyilvánosság mindig eltorzítja a megvitatni szánt dolgokat, ám ez nem tragédia, meg kell tanulnunk, hogyan alakíthatjuk ezt a nyilvánosságot, ami törekenyebb, mint gondolnánk. A mai blogok pedig – különösen az újságírók által írtak – megmutathatják, hogy a magán megszólalások hogyan áthatják alá a nyilvánosak hitelét. Ettől a két nem műfajserű műfajtól így azt tanulhatjuk, hogy a nyilvános dolgokról való beszédnek talán épp ez a fonák perspektíva felel meg a leginkább.

**Kulcsszavak:** tárcsa, blog, társadalmi nyilvánosság, magánszféra

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## **EXAMPLES OF THE ALTERNATIVE PUBLICITY COMPREHENSIVE ANALYSIS OF THE FEUILLETON'S AND THE BLOG'S 'GENRE'**

A comprehensive analysis of the parallels and differences of the two partisan phrasing ('the' feuilleton and 'the' blog') can show what are the variable and the permanent features of the public sphere, at least of the alternative side of it (if there's any difference). Because 'the' feuilletons – especially in the 19th century – and 'the' blogs make the distinction between the public and private sphere of the social life problematic. Feuilleton says, that the publicity can only deform the things wanted to be discussed, but that's not a tragedy, we have to learn how to create this public sphere, which is more fragile than we guess. And blogs nowadays – especially written by journalists – can show how the private way of speech seems to be more authentic than the public. We can learn from these two not genre-like genre, that we have mainly these backstroke perspective to talk about our common things.

**Key words:** feuilleton, blog, public sphere, private sphere

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## **JURNALISM ȘI COMUNICARE**

Presă evoluează paralel cu societatea, o scanează și contribuie la dezvoltarea acesteia. Relația dintre presă și cultură este una de întrepătrundere, acest fapt explicându-se prin corelația lor. Situat între be-

letristică și stilul științific, stiulul jurnalistic îndeplinește, privind din anumite perspective, un scop important: semiotic, al teoriei informației, pragmatic. Presa implică și anumite instrumente folosite în literatura artistică spre a descrie lumea care ne înconjoară sau evenimentele care au loc. Se poate garanta că aria beletristicii implică și stilul jurnalistic, fără a-l depriva de focarul său referențial și conativ.

În stilul jurnalistic, funcția referențială este susținută de cea persuasivă care se bazează pe expresivitate și creativitate, punând în evidență conexiunea dintre participanții în procesul comunicării: receptor și recipient. Expresivitatea pune în evidență implicarea – la diferite niveluri și la diferite moduri – a receptorului în mesaj și, mai presus de toate, transpunerea acceptării, respectiv a respingerii a propriului mesaj, la modul la care inspiră o atitudine identică a recipientului. Este clar că efectul va fi mai intens și mai efectiv în cazul în care forța persuasiunii este mai mare. Și fiindcă lista de factori care influențează persuasiunea, în afara argumentelor, faptelor, exemplelor, conferă o valoare aparte planului textual, importanța limbajului în actul persuasiunii este pe deplin confirmată.

Stilul jurnalistic are un caracter dialogic rezistent, în subtext unde nu iese la suprafață explicit. El reprezintă canalul de influențe care marchează profilul unui număr mare de exprimări orale spontane și nenormate care își găsesc traseul în limbaj.

**Cuvinte cheie:** stil, persuasiune, mass media, presă

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## **JOURNALISM AND COMMUNICATION**

The press evolves along with society, scans it and contributes to its progress. The relationship set up between press and culture is one of interdependence because of their intertwined development.

Situated between the belletristic and the scientific style, the journalist style covers an important scope from several perspectives: semiotics, information theory, pragmatics. Written press employs rhetoric and stylistic devices that are also used by artistic literature to describe the surrounding world and the many events that happen in it. It can be granted that the belletristic area contains the journalistic type, that will not deprive it of its referential and conative focus.

In the journalistic style, the referential function is reinforced by the persuasive function, which often relies on expressiveness and creativity, highlighting the connection between the communicating participants in language: the sender and the receiver. Expressiveness points out the involvement – on different levels and in different ways – of the sender in the message, and, most of all, the rendering of his approval or rejection of the contents of his own message, in a manner as to inspire an identical attitude in the receiver. The effect will obviously be more intense and thus more effective if the persuasive power is greater. And since the list of persuasion factors, among arguments, facts, examples, attaches particular value to text layout, the importance of language in the act of persuasion is fully confirmed.

The journalistic style has a strong dialogic character, in subtext when not surfacing explicitly. It is the channel of influences that mark the profile of mainly spontaneous and normatively lax oral speech find their way into language.

**Key words:** style, persuasion, media, press



SAŽECI PREDAVANJA ODRŽANIH  
TOKOM ŠKOLE  
„MOSTOVI MEDIJSKOG  
OBRAZOVANJA”

SUMMARIES OF THE LECTURES  
HELD AT THE SCHOOL  
“THE BRIDGES OF MEDIA  
EDUCATION”



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## **KAKO MEDIJI PREDSTAVLJAJU NACIONALNE MANJINE?**

Predmet prvog dela predavanja su prava nacionalnih manjina, koja su esencijalni deo osnovnih ljudskih prava. U drugom delu se govori da pripadnici nacionalnih manjina imaju pravo da osnivaju i koriste medije na svom maternjem jeziku. Treći deo predavanja je pokušaj da se razjasni način na koji mediji predstavljaju nacionalne manjine, kako u medijima većinskog naroda – „titulara nacije” – tako i u medijima nacionalnih manjina. Sudeći po mnoštvu primera, većinski narod često u medijima upražnjava kulturnu hegemoniju koristeći efekte brojnosti, ekonomije, društvene i političke moći. Najvažnije pitanje je kako da se te predrasude nacionalne države ublaže korišćenjem medija za unapređivanje politički korektnog jezika i pozitivne zaštite (pozitivne diskriminacije) nacionalnih manjina.

**Ključne reči:** mediji, prava nacionalnih manjina, većinski narod – „titular nacije”, kulturna hegemonija, politički korektan jezik, pozitivna zaštita (pozitivna diskriminacija)

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## **MEDIA REPRESENTATIONS OF ETHNIC MINORITIES**

The subject of the first part of the lecture are the minority rights as an essential part of the fundamental human rights. The second part tells that persons belonging to national minorities have the right to establish and maintain their own minority language media. The third part of

the lecture attempts to clarify the content of the media representations of ethnic minorities, both in the media of a major „titular nation” and national minorities. According to a lot of examples, national majority very often exerts a cultural hegemony in media by the sheer effect of numbers, economic, social and political power. The crucial question is how to redress this implicit bias of nation-states, using the media in promoting correct political language and positive protection of national minorities.

**Key words:** media, minority rights, major „titular nation”, cultural hegemony, correct political language, positive protection

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## INTERKULTURALNOST U MEDIJIMA U VOJVODINI

Rad ispituje koliko mediji u Vojvodini promovišu interkulturalni dijalog među pripadnicima različitih etničkih grupa i kakvi su uopšte društveni, a naročito politički uslovi za promociju interkulturalizma.

Namera je bila da se kroz analizu izjava i postupaka predstavnika vojvodanskih vlasti, predstavnika manjinskih nacionalnih saveta i medijskih eksperata uoči razlika između pojmova “multikulturalnosti” i “interkulturalnost”, kao i da se definišu trendovi u političkom i društvenom životu, koji se neminovno odražavaju i na medije i na njihove uređivačke politike.

**Ključne reči:** interkulturalnost, multikulturalnost, multietničnost, višejezičnost, multikonfesionalnost, mediji, političari, manjinski saveti, Vojvodina

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## **INTERCULTURALISM IN VOJVODINIAN MEDIA**

This paper presents the analysis of the ways by which media in Vojvodina promote intercultural dialogue between members of different ethnic groups and deals with societal and especially political conditions for promoting interculturalism.

Through the analysis of statements and actions of the representatives of Vojvodinian authorities, minority national councils and media experts, the intention was to establish the difference between the terms “multiculturalism” and “interculturalism”, and to define some trends in political and social life, trends that inevitably affect the media and their editorial policies.

**Key words:** interculturalism, multiculturalism, multiethnicity, multilingualism, multiconfessionalism, media, politicians, minority councils, Vojvodina

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## **IZVEŠTAVANJE O POLICIJI – NOVINARSKA I POLICIJSKA PERSPEKTIVA**

Mediji i policija su, po prirodi svojih funkcija, veoma značajne institucije u svakom društvu. Osim toga mediji su veoma značajni za policiju jer utiču na javnu percepciju policije i njen imidž, a mogu pomoći i u podizanju bezbednosne kulture građana i njihovom animiranju za neke akcije policije i pomoć policiji u rasvetljavanju krivičnih dela. S druge strane, policija je veoma značajna za medije kao referentni izvor

podataka o bezbednosti i kriminalu, što su omiljene teme informativnih medija. Takođe, zbog izvesne mistike i glamura koji prate policijsku profesiju, fiktivni policijski imidži predmet su pre svega elektronskih (film i televizija) medija. Međutim, odnosi između medija i policije u većini zemalja opterećeni su nizom problema i teškoća, pri čemu svaka od strana u ovom odnosu polazi od vlastitih stavova, interesa, pravila i logike svoje profesije i za nesporazume uglavnom optužuje onu drugu. Postoji konflikt između policije kao instrumenta vlasti i medija kao zaštitnika sloboda i prava čoveka i sredstva spoljašnje kontrole vlasti, konkurencije oko informacija, uticaja javnosti i političke vlasti na odnose policije i medija kao i odstupanje od načela objektivnog i nepristrasnog informisanja i slobode štampe. Mediji policiji najčešće zameraju da im daje nepotpune i neblagovremene informacije, da široko primenjuje institut tajnosti i da je preosetljiva na kritiku. Policija smatra da novinari uprošćavaju probleme, često iznose pretpostavke, skloni su senzacionalizmu, stvaraju nerealnu sliku kriminala i da su nezainteresovani za "dobre priče" i rutinski rad policije dok više simpatija imaju za kriminalce nego razumevanja za policijske greške. Istraživanje sprovedeno u Srbiji dalo je slične rezultate, uz neke specifičnosti uslovljene procesom tranzicije i desetogodišnjim iskustvom odnosa policije i medija u sistemu lične vlasti.

**Ključne reči:** mediji, policija, bezbednost

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## **REPORTING ON POLICE – JOURNALIST AND POLICE PERSPECTIVE**

The media and the police are, by the very nature of their functions, very important institutions in each society. Besides that, the media are very important for the police as the most important police image and attitude makers, promoter of safety culture, and assistant in crime inves-

tigation. On the other hand, the police is very important for the media as a referent source of information on law and order issues, popular themes of informative media. Also, due to certain mystic and glamour around police profession, fictional police images are present in electronic (film and TV) media. However, relations between the police and the media in most countries are loaded with plethora of problems and obstacles. Each side in this relation has its own attitudes, interests, standards, rules and professional logic, accusing the other side for misunderstandings. There exists a conflict between the roles of the police as an instrument of government for controlling the public and, eventually, limiting human rights and the role of the media a proclaimed protector of human freedom and the most influential external instrument of control of the government, competition over information, the public and political spheres impact upon the relations between the police and the media, and disregarding the principle of objective reporting and the freedom of the press. The most frequent objection of the media regarding police practice refers to incomplete and late information, secrecy and oversensitivity over critique over police work. The police think that journalists often simplify the problems, offering presumptions, tending to make sensation, producing unreal picture of crime, neglecting “good stories” and routine police work and having more sympathies for criminals than for police mistakes. Findings of the research conducted in Serbia are similar with some specialities that are the result of process of transition and police-media relations within the framework of the system of personal rule for more than a decade.

**Key words:** media, police, security





# MODEL DOBRE PRAKSE

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## **PREDSTAVE O MANJISKIM ZAJEDNICAMA U MEDIJIMA PLAN ZA PRIPREMU RADIONICE – MOGUĆI MODEL DOBRE PRAKSE**

### **CILJ:**

- Stvaranje svesti o stereotipima i predrasudama koje šire mediji.
- Razmenjivanje dobrih iskustava između učesnika.
- Poboljšanje izveštavanja o manjinskim temama putem zajedničkog rada.
- Stvaranje spiska formi interkulturalnog dijaloga u medijima.
- U TANDEMU – model najbolje prakse koji se stvara tokom radionice.

### **METODOLOGIJA:**

U ovom interaktivnom predavanju korišće se metod učenja kroz aktivnosti.

### **AKTIVNOST 1:**

(trajanje 30 min.)

Učesnicima će biti prikazana dva kratka isečka iz filmova o Romima: stereotipna bajkovita slika Roma (*Cigani lete u nebo*) i stereotipna predstava koja obiluje predrasudama (film iz perioda „crnog talasa“, *Skupljači perja*).

Romi su izabrani kao manjina koja živi i obično ima isti ili sličan status u svim evropskim zemljama. Zato možemo pretpostaviti da učesnici neće imati kulturnu barijeru u razumevanju sadržaja filma.

Film je izabran kao medij koji implicitno i veoma efektivno širi stereotipe i predrasude. Gledaoci obično ne koriste mehanizme odbrane u komunikaciji kada se radi o filmskim porukama.

- a) Jedan učesnik biće zamoljen da bukvalno prepriča šta je video. (5 min.)
- b) Drugi učesnik biće zamoljen da interpretira ono što je video. (5 min.)

Kao **rezultat aktivnosti**, učesnici će shvatiti da se pri novinarskom izveštavanju o manjinama najčešće interpretira umesto da se prepričava i time se šire stereotipi i predrasude.

### **AKTIVNOST 2:**

(trajanje 30 min.)

Od učesnika će biti zatraženo da u toku nekoliko minuta razmisle i zapišu spisak stereotipa o manjinama i većinama u njihovoj zemlji i manjinama i većinama sa kojima se često susreću. (5-10 min.)

- a) Jedan učesnik biće zamoljen da predstavi pozitivne i negativne stereotipe o drugima. (5 min.)
- b) Drugi učesnik biće zamoljen da predstavi pozitivne i negativne stereotipe o sopstvenoj etničkoj zajednici. (5 min.)
- c) Cela grupa će tražiti zajedničke osobine i one koje se razlikuju. (10 min.)

Kao **rezultat aktivnosti**, učesnici će shvatiti da novinari najčešće izveštavaju o manjinama iz perspektivne sopstvenih saznanja, ne iz perspektive manjinske samopercepcije.

### **AKTIVNOST 3**

(trajanje 40 min.)

Učesnici saopštavaju jedni drugima svoja iskustva sa medijima, koje imaju kao potrošači i kao učesnici.

1. Pitaćemo učesnike da se prisete prvog susreta sa medijima (koliko su godina imali, o kom se mediju radi, šta su voleli da čitaju, slušaju i gledaju, koliko su poverenja imali). (10 min.)
2. Pitaćemo ih, takođe, da daju primere, ako imaju to iskustvo, kako su njihove reči prenete u medijima – da li su odgovarale onom što su zaista rekli. (10 min.)
3. Zamolićemo ih da se prisete događaja u kome su učestvovali, kako je on predstavljen u medijima i da li odgovara njihovoj, učesničkoj, percepciji događaja. (10 min.)

Kao **rezultat ove aktivnosti**, učesnici će razumeti svoje stavove o medijima, koji se menjaju u zavisnosti od uzrasta i uloge (potrošač, učesnik).

### **ZAKLJUČAK: Kako se baviti manjinama u medijima** (trajanje 20 min.)

Učesnicima će biti sugerisano da kao novinari uspostave „tandemske“ odnose sa manjinskim predstavnicima iz njihovog okruženja.

„Tandem“ je novi model koji će biti korišćen u ovom predavanju kao predlog za učesnike. Rad u tandemu u osnovi podrazumeva saradnju stručnjaka iz različitih oblasti koji rade na zajedničkom poslu da bi završili zajednički zadatak. U ovom slučaju, na primer, manjinski predstavnik ili stručnjak i novinar zajedno stvaraju medijski sadržaj. Ovo donosi dva dobra rezultata: prvo, sam proizvod je profesionalno urađen; drugo, manjinski predstavnik ili stručnjak pružaju jedan drugom različite veštine tako što se koristi metod učenja putem aktivnosti. Ovo je veoma dobro isplaniran dodatni efekat zajedničkog rada (u tandemu). Štaviše, odnos iz profesionalnog prerasta u lični i vodi lakšoj i ugodnijoj profesionalnoj saradnji, zasnovanoj na poverenju i razumevanju.

### **MOGUĆI RIZICI:**

1. Grupa može biti previše raznolika i velika – prema uzrastu, zanimanju, znanju, interesovanjima i dr. Tada je teško uspostaviti grupnu dinamiku.

2. Učesnici mogu malo znati o radu medija, osim onog što znaju kao studenti novinarstva. Mogu imati previše kritičke ili previše nekritičke stavove o medijima i „drugima“ u grupi.
3. Možda nisu dovoljno profesionalno zainteresovani za dekonstruisanje načina na koji se mediji bave manjinama.
4. Jezičke barijere.
5. Neispunjena očekivanja.
6. „Loš dan“ za predavača.

# MODEL OF GOOD PRACTICE

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## **THE REPRESENTATION OF MINORITY COMMUNITIES IN THE MEDIA: PREPARATION PLAN – A POSSIBLE MODEL OF GOOD PRACTICE**

### **AIM:**

- Raising awareness of stereotypes and prejudice spread by media.
- Exchange of best practices between participants.
- Improving reporting on minority issues by participants through joint work.
- Developing a list of types for intercultural dialogue in media.
- TANDEM model of best practice to be developed within the workshop realization.

### **METHODOLOGY:**

Learning by doing method will be used in this interactive lecture.

### **ACTIVITY 1:**

(Duration 30 min)

The participants will be shown 2 short clips from films on Roma: a stereotypical fable image on Roma (*The Gypsy Camp Disappears in the Skies*) and a stereotypical image rich with prejudice (a “black wave” period film: *Skupljači perja*; eng: *I Even Met Happy Gypsies*).

The Roma are chosen as a minority which lives and mainly has the same/similar status in all European countries. Therefore, we can assume the participants will have no cultural issues in understanding the movie content.

Film is chosen as a medium which implicitly and very effectively spreads stereotypes and prejudices. Viewers usually do not use defence mechanisms in communication with movie messages.

- A) One of the participants will be asked to literally retell what they saw. (5 min)
- B) Another participant will be asked to interpret what they saw. (5 min)

As the **result of the activity**, the participants shall realize that journalists reporting on minorities most often interprets instead of retelling, and thus spread stereotypes and prejudices.

### **ACTIVITY 2:**

(Duration 30 min.)

The participants will be asked to think for few minutes and outline a list of stereotypes on their own minority/majority and on minorities/majorities with which they directly and frequently interact. (5-10 min)

- A) One of the participants will be asked to present positive and negative stereotypes on others. (5 min)
- B) Another participant will be asked to present positive and negative stereotypes on his own ethnic community. (5 min)
- C) Entire group will search for common features and those that are different. (10 min)

As the **result of the activity**, the participants shall comprehend that journalists most commonly report on minorities from perspective of their backgrounds, not as the minorities perceive themselves.

### **ACTIVITY 3:**

(Duration 40 min)

Participants exchange the experiences they had with media, as consumers and as partakers.

1. They will be asked to remember their first time ever as media spectators (how old they were, what type of media, what they loved to read, listen and watch, how trusting they were). 10 min
2. They will also be asked to give an example, if having any experience, of how their words were transmitted in media – if it corresponded to what they actually said. 10 min
3. They will be asked to recall an event in which they took part, how it was presented in media, and if it corresponded to their view of the event as participants. 10 min

As the **result of the activity**, the participants shall understand their attitude towards media, which changes in the context of age and role (consumer, participant).

### **CONCLUSION: How to deal with minorities in a media**

(Duration 20 min)

They will be suggested to establish as a journalist a “tandem” relationship with a minority representative/s from their surrounding.

“*Tandem*” is a new model, which will be used in this interactive lecture as a suggestion to participants. “*Tandem*” work basically means cooperation of professionals from different fields on a specific work and a specific output. In this case, for example, a minority representative or expert and a journalist make together media-outputs. This has two good outcomes: first of all, the output itself is highly professional; secondly, a minority representative or expert and a journalist provide each other with different skills using learning by doing method. This is a very good planned side-effect of the joint (tandem) work. Moreover, the relationship usually becomes more personal than purely professional, and leads to easier and more comfortable professional cooperation based on trust and understanding.

### **POSSIBLE RISKS:**

1. The group may be too diverse and large – according age, occupation, knowledge, interests, etc. It might be difficult to establish group dynamics.

2. The participants might not be very familiar with the work of media besides that they are students of journalism. They could have either too critical or too uncritical attitude to media and “others” within the group.
3. They might not find professional interest for deconstruction of how media deal with minorities.
4. Language boundaries.
5. Unmet expectations.
6. A “bad day” for lecturer.



## KRATAK IZVEŠTAJ O PROJEKTU MOSTOVI MEDIJSKOG OBRAZOVANJA

Projekat *Mostovi medijskog obrazovanja* koncipiran je sa ciljem da studentima i nastavnicima novinarstva, medijskih i komunikacijskih studija pruži platformu za umrežavanje i za razmenu iskustava i ekspertize. Namera je bila da se studenti, učesnici projekta, upoznaju sa istraživačkom metodom analize medijskog diskursa čime se izgrađuju ne samo kao budući naučnici, već i kao kritički „čitači“ i tumači medijskih sadržaja.

Ideja o projektu začeta je u bilateralnoj i trilateralnoj saradnji Odseka za komunikaciju i medijske studije **Univerziteta u Segedinu**, Odseka za komunikacije **Zapadnog univerziteta u Temišvaru** i Odseka za medijske studije **Univerziteta u Novom Sadu**. Saradnja ove tri institucije formalizovana je projektom *Mesto i značaj medijskih studija za međuregionalnu saradnju*, koji od 2005. godine podržava Pokrajinski sekretarijat za nauku i tehnološki razvoj. Na sastanku održanom u novembru 2008. godine dogovoreno je da se mreža institucija proširi. Pozivu su se odazvali Odsek za komunikacije **Univerziteta u Ljubljani** i Odsek za novinarstvo **Univerziteta u Podgorici**. Partnerstvo ovih pet odseka dovelo je do održavanja škole *Mostovi medijskog obrazovanja* u Novom Sadu od 7. do 14. septembra 2009. godine i istoimenog skupa, koji je održan 13. septembra na Filozofskom fakultetu u Novom Sadu.

Partnerstvo je podrazumevalo zajedničko osmišljavanje programa i učešće u njegovom sprovođenju. Pored finansijske podrške koju su pružili Pokrajinski sekretarijat za nauku, Centralno-evropska inicijativa, Ambasada SAD u Srbiji i Misija OEBS-a u Srbiji, svaka partnerska institucija je finansijski pomogla projekat *pro bono* predavanjima i putnim troškovima za učesnike. Svaka institucija priznaće svojim studentima ostvarene ESPB poene u okviru svojih studijskih planova i programa. Uspeh projekta *Mostovi medijskog obrazovanja* u velikoj meri je rezultat velike zainteresovanosti svih institucija učesnica i čvrstog partnerstva koje je stvoreno.

### ŠKOLA

U radu škole učestvovalo je dvadeset i petoro studenata osnovnih studija – po četvoro učesnika iz Ljubljane, Podgorice, Segedina i Te-

mišvara, i devetoro učesnika iz Novog Sada. Posle prvih, uvodnih predavanja o analizi medijskog diskursa, studenti su se podelili u dve grupe. Jedna grupa je u fokusu istraživanja imala medijsko izveštavanje o manjinama, a druga izveštavanje o sektoru bezbednosti. I jedna i druga grupa slušale su predavanja osmišljena tako da mladi istraživači steknu dodatna znanja o temi koju istražuju. Predavači prvog modula „Mediji i manjine“ bili su stručnjaci iz Rumunije i Srbije. Predavači na drugom modulu „Mediji i sektor bezbednosti“ bili su medijski eksperti i eksperti u oblasti studija bezbednosti, saradnici Odeljenja za demokratizaciju Misije OEBS-a u Srbiji.

Studenti istraživači su u poslepodnevnim sesijama radili na uzorku koji su sami pripremili pre škole, a koji je obuhvatao po dva dnevna lista iz svake zemlje, tokom maja i juna 2009. godine. Pomoć pri analizi pružali su im mentori, mlađi istraživači iz partnerskih institucija.

Putem anonimnih evaluacionih formulara, učesnici škole ocenili su je opštom odličnom ocenom – 4,54. Posebno dobre ocene dobio je rad u istraživačkim radionicama (4,42) i rad mentora (4,62).

## KONFERENCIJA

Na konferenciji *Mostovi medijskog obrazovanja* učestvovalo je preko pedeset učesnika, od čega je njih trideset osmoro predstavljalo svoje radove. Program konferencije činile su tri tematske sesije:

- Mediji i manjine – predstavljeno je osam radova;
- Mediji i sektor bezbednosti – predstavljeno je sedam radova;
- Teorijski pristupi proučavanju medija – predstavljeno je osam radova.

Tematski su prve dve sesije pratile dve centralne teme u okviru kojih su studenti radili svoja istraživanja. Rezultati studenata polaznika škole dopunjeni su istraživanjima mladih istraživača iz partnerskih institucija. Treća tematska sesija osmišljena je tako da se predstave magistranti i doktoranti čija istraživanja izlaze izvan dve prve tematske celine. Ono što je objedinilo poslednju sesiju jesu visoko teorijski pristup medijskim temama i tematske novine u izučavanju medija.

Ukupno dvadeset i pet izlaganja učesnika konferencije predstavljeno je, u vidu sažetaka, u ovom Zborniku.

## GREŠKE, POSTIGNUĆA I PODSTICAJ ZA DALJI RAD

Iako veoma mlad, sa petom generacijom upisanih studenata, Odsek za medijske studije Filozofskog fakulteta u Novom Sadu odvažio se da okupi, u obrazovanju i istraživanju, srodne odseke iz susednih zemalja. Izvorno postavljeni ciljevi su uglavnom ispunjeni, mada, kao i uvek, postoje i neke greške i propusti za koje se nadamo da ćemo ih u budućem radu ispraviti.

Ukoliko se kao cilj projekta posmatra umrežavanje institucija, nastavnika i studenata, čini se da smo na putu njegovog ostvarenja. Nekoliko bilateralnih inicijativa manjeg i većeg obima već je pokrenuto. Namera je bila da se u projekat uključe još neke akademske institucije. Inicijalna želja je postojala, ali iz objektivnih razloga u tome se nije uspelo. Verujemo da će se u narednim godinama povećati broj akademskih institucija koje će učestvovati u projektu.

Ideja da se studenti provedu kroz proces naučno-istraživačkog rada sprovedena je veoma uspešno o čemu svedoče i objavljeni sažeci i studentski radovi predstavljeni na sajtu Odseka za medijske studije. Kao i kod drugih obrazovnih aktivnosti, rezultati postaju vidljivi tek mesecima ili godinama kasnije kada studenti počnu da primenjuju stečeno znanje. Zato ostaje tek da vidimo u kojoj meri i kako će polaznici škole koristiti naučeno.

Škola *Mostovi medijskog obrazovanja* osmišljena je kao ekvivalent kursu na osnovnim akademskim studijama, koji će omogućiti da studenti savladaju osnove jedne od zahtevnih, ali veoma produktivnih istraživačkih metoda. Preračunato u bodove Evropskog sistema za prenos bodova studenti su uložili 60 sati svog vremena. Istovremeno, u svega sedam dana koliko je objektivno mogla da traje škola, nije ostalo dovoljno vremena da se studenti više druže, upoznaju grad i studentski život. Ovo iskustvo je dobra ideja vodilja da se trajanje škole produži kako bi se omogućilo vreme za upoznavanje i duženje i izvan učionica.

Konferencija na kojoj učestvuju i studenti osnovnih studija i mladi istraživači donela je i neke jako dobre rezultate koje nismo mogli da predvidimo. Iako nam je želja da ubuduće na konferenciji učestvuje više magistranata i doktoranata iz partnerskih institucija, očito je da je studentima osnovnih studija ona bila veoma značajna. Za njih je ovo bio prvi susret sa predstavljanjem istraživačkih rezultata, a komentare i diskusiju koje su potakli njihovi veoma dobro urađeni i javno prezen-

tovani radovi primili su otvorenog duha, sa razumevanjem potrebe za kritičko promišljanje naučnog rada.

Konačni test uspeha škole i konferencije *Mostovi medijskog obrazovanja* biće nastavak projekta planiran za septembar sledeće, 2010. godine. Ukoliko se broj učesnika – partnerskih institucija, predavača, studenata osnovnih studije, magistarana i doktoranata – poveća, znaćemo da smo izdanjem iz septembra 2009. godine postavili dobre osnove.

Za projektni tim  
Jelena Kleut

Odsek za medijske studije  
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## SHORT REPORT ABOUT THE PROJECT *THE BRIDGES OF MEDIA EDUCATION*

Project *The Bridges of Media Education* has been planned with a goal to offer students and teachers of journalism, media and communication studies a platform for networking and exchange of experiences and expertise. The intention was to introduce the participants, student sof bachelor studies, to the research method of media discourse analysis, creating not only future scientists, but also future critical “readers” and interpreters of media content.

The idea about the project came from bilateral and trilateral cooperation between the Department of Communication and Media Studies, **University of Szeged**, Department of Communication, **West University of Timișoara** and Department of Media Studies, **University of Novi Sad**. The cooperation of these three institutions has been formalised by the project *Role and importance of media studies for cross border cooperation*, supported from 2005 by the Secretariat for Science and Technological Development of the Autonomous Province of Vojvodina. On the meeting held in November 2008 it was agreed to expand the network of institutions. Department of Communication, **University of Ljubljana** and Department of Journalism, **University of Montenegro** readily responded to the invitation. The partnership of the five departments lead to the school *Bridges of Media Education* held in Novi Sad from September 7<sup>th</sup> to 14<sup>th</sup> and a conference with a same title, held on September 13<sup>th</sup> at the Faculty of Philosophy in Novi Sad.

The partnership included joint preparation of the programme and participation in its implementation. Apart from the financial support provided by Provincial Secretariat for Science and Technological Development, Central-European Initiative, Embassy of the United States in Serbia and OSCE Mission in Serbia, each partner institution has provided financial support to the project through *pro bono* lectures and travel expanses for all the participants. Every institution will recognise the ECTS credits that students earned, within their own study programmes. The success of the project *The Bridges of Media Education* is largely the result of high motivation of all the participating institutions and the strong partnership that was created.

## THE SCHOOL

Twenty five students of bachelor studies participated in the School – four students from Ljubljana, Podgorica, Szeged and Timișoara and nine participants from Novi Sad. After the first, introductory lectures about media discourse analysis, students split into two groups. One group focused on media reporting about minorities, and the other one focused on reporting about the security sector. Students of both groups separately followed the lectures conceived so that young researchers gain additional knowledge about the topic that is in the focus of their research. The lecturers of the first module „Media and Minorities“ were the experts from Romania and Serbia. The lecturers of the second module „Media and Security Sector“ were media experts and experts in the field of security studies, associates of the Department of Democratisation of the OSCE Mission in Serbia.

In the afternoon sessions, student researchers worked on the sample they prepared before the school, and that included two daily newspapers from each country, in May and June 2009. They were supported by the mentors, junior researchers from the partner institutions.

Through anonymous evaluation forms, the participants of the school graded it with excellent average grade – 4.54. Research workshops (4.42) and mentors (4.62) were graded exceptionally well.

## THE CONFERENCE

There was more than 50 participants at the conference *The Bridges of Media Education* and thirty eight participants presented their papers. The programme of the Conference was comprised of three thematic sessions:

- Media and minorities – eight papers presented;
- Media and security sectors – seven papers presented;
- Theoretical approaches to media studies – eight papers presented.

Thematically, the first two sessions followed the central themes that were in the focus of student research. The results of the participants of the school were supplemented by the research papers of the young researchers from the partner institutions. The third thematic session

was conceived in such a manner to allow presentation for master and doctoral students whose research falls outside the two central topics. Common feature of the presentations held within the last session was highly theoretical approach to media issues and thematic novelties in media research.

The total of 20 presentations of the Conference participants is given in the form of summaries in this publication.

### **MISTAKES, ACHIEVEMENTS AND IMPETUS FOR FUTURE WORK**

Although very young, with only fifth generation of students who enrolled the studies, the Department of Media Studies of the Faculty of Philosophy in Novi Sad made a brave step to gather, in education and research, similar departments from the neighbouring countries. Goals that are originally set are mostly fulfilled, although, as always, there are some mistakes we hope to correct in the future work.

If we take networking of institutions, teachers and students as the project goal, it seems that we are close to the accomplishment. Several bilateral projects of smaller or larger scope are already on the way. The intention was to include several more academic institutions in the project. The initial wish was there, but for objective reasons we have not succeeded. We believe that in the future years the number of academic institutions participating in the project will grow.

The idea to lead the students through the process of research is implemented successfully and the published summaries and student papers available at the websites of the partner institutions are the proof of this success. As in any other educational activity, the results become visible month or even years later when students start to apply the knowledge they gained. Therefore, it is still to see in what extent and how will the participants use what they have learnt.

The school was conceived as the equivalent of a course on bachelor studies that will enable students to learn the basics of one of the demanding, but also very productive, research methods. Calculated in the credits of the European Credit Transfer System, the students have invested 60 hours of their time. At the same time, the seven days of the school did not leave enough time for the students to socialise, meet the

city and the student life. This experience is a good guideline for making a school longer so to open some time for making friendships and socialising outside classrooms.

The conference with participants who are bachelor students and young researchers lead to some very good results. Although it is our wish to have more master and doctoral students from the partner institutions, it is obvious that, for the bachelor students, the conference was very important. For them this was the first encounter with the presentation of research results, and they received comments and discussions provoked by their well done and publicly presented papers with open spirit and with understanding of the need for critical evaluation of the scientific work.

The final test of the achievements of the school and conference *The Bridges of Media Education* will be the continuation of the project planned for the September 2010. If there is an increase – in number of partner institutions, lecturers, students of bachelor studies, master and doctoral students – we will know that the September 2009 edition has set solid foundations.

On behalf of the project team  
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