



**Conference**

**THE BRIDGES OF MEDIA EDUCATION**

**MOSTOVI MEDIJSKOG OBRAZOVANJA**

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## **THE ROLE OF MOBILE PHONE IN THE SOCIAL AREA OF YOUTH**

Today, a mobile phone, as well as MP3 player, belongs to the standard media equipment of youth. For the young people, it is an important mediator, which performs a variety of functions. It is used for communication, planning of the daily life with friends and family, for fun and for self-presentation. The mobile phone is a part of a private space and individuality, which is expressed with individual symbols and acoustic tones. Sometimes, the young people use it as a diary with photos of their best friends, for the best memories, and, of course, the mobile phone enables us to come in contact with everyone. In this paper, we address the issue of which place takes the use of mobile phones in the context of the social space of youth. In a modern society today, a circle of friends for the young is increasing by the use of mobile phones. According to results of a study of young people who use this media, a mobile phone is not only a status symbol, considering possession and technical capabilities, but it also occupies a central position in the recognition and symbolic representation of belonging to a circle of friends. From media-pedagogical point of view in this context it is worth discussing, whether this increases the problematic processes of inclusion and exclusion, and problems related to behavior and socialization of young people.

**Key words:** mobile phone, media, media pedagogy.

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## **JOURNALISTS, CREATORS AND ACTORS OF MEDIA EVENTS**

In recent years, the words used to enunciate the relationship established between the media and public events of general interest are media events. This concept refers to public events, due to extensive media coverage, fail to trigger certain processes of transformation in political, social, cultural, and sometimes even lead to large-scale mobilization of society. Events that may be employed in the phrase media events ranging from national holidays, anniversary, weddings or funerals of public figures to acts of a political nature, such as elections, party congresses, visits of high officials, and large cultural and sporting events. The press has a special behavior with respect to certain events, due to specific characteristics of ceremonial events. Events that fall into the category of media events often lead to emotional fusion processes involved, both actors and journalists, and many times not only media institution has an event, but it creates. In this paper we discuss how the local media also have created such a media event, doing also an attempt to ritualization and thus compliance with certain patterns in the presentation of events. It's about the way in which Romanian journalists transformed some historical national events in eating rituals putting the accent on how people manifests their primary instincts in those national days and not on the historical meaning of the day. The press is also an actor of these events because the journalists are part of some processes which developed in some important days for Romanian people. I will insist in my paper on the ritualization role of mass-media in commemorating the 1989 revolution which started at Timisoara and also on the press role on 1<sup>st</sup> December, the national day of Romania. Through this involvement of journalists as professionals in such a great event, as actors or creators of facts, the media practically participate in the creation of social ties at regular intervals.

**Key words:** journalists, rituals, events, actors.

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**IMAGE, IDENTITY AND BRAND RETHORICS:  
ROM CHOCOLATE CASE STUDY**

This paper will try to analyse the role played by advertising communication and branding campaigns that started to interfere more and more in the “education” of the masses on social responsibility, identity and micro cultural trends. The main purpose of this paper is to analyze the formation of meaning in brand to consumer communication starting from the concepts of brand identity and brand image. We advance the hypothesis that the meaning of brand communication depends to a large extent on the “culture” developed by a mark identity. “The brand culture” refers to the cultural codes developed by the brands – history, images, myths, art, and theatre – that influence the comprehension and the value of the brand on the market, but especially, on the level of the social praxis. From this prospect, the study of this phenomenon often supposes the comprehension of cultural influences and the implications of the brands from two points of view: 1. we have to accept a reality: we live in a “branded” world in which brands “endow” the culture with a certain sense of perceiving the world and hence, the process of branding profoundly influences the way we relate to contemporary society; 2. “the brand culture represents a third dimension of the brand research – in combination with the traditional fields of research concerning the brand identity and the brand image. The brand’s culture offers the cultural, the historical and the political context necessary as to comprehend the brand from a contextual point of view.” (Jonathan E. Schroeder, „The cultural codes of branding”, 2009). Our case study on a traditional Romanian chocolate advertising campaign will focus on the rethoric forms associated with national identity and national image. With a great impact at a national level, this guerilla campaign managed to reveal a hidden nationalistic feeling by trying to change the traditional Romanian identity of the product with an American one.

**Key words:** image, identity, branding, rhetorics, media.

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## **THE HISTORY OF THE SERBIAN TABLOID JOURNALISM AND KRSTA CICVARIĆ**

Although often attacked as a journalist and editor on the ethical ground, Krsta Cicvarić was without doubt the first founder of the tabloid press in this country. Cicvarić needs to be grasped without the ideological heat, because although he was an editor of the “yellow press”, he had a very interesting philosophical opus. Ideological wanderings, personal insults and choice of topics, Cicvarić provoked semi-centennial anger of journalists, and now he is often regarded as the most immoral representatives of the public word. In our journalism there is a term “Cicvarić’s journalism” to denote unscrupulous and unprofessional journalists. In this paper we present the results of biographical research on the founder of Serbian tabloids Krsta Cicvarić. This interesting figure is viewed from ideological, political and journalistic aspects, complemented with the analysis of his texts. Cicvarić is presented as a philosopher, thinker and journalist who launched tabloids in Serbia. Analysis of media discourse of the newspaper edited by Cicvarić’s reveals that in selection of topics and style of writing, they do not differ to a greater from contemporary tabloid media.

**Key words:** Krsta Cicvarić, journalism, tabloids, ideology, printed media.



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**LEARNING AND TEACHING ‘NET- GENERATION’  
ACORDING TO INNOVATIVE PEDAGOGICAL CONCEPT  
OF IMPROVIZATION**

In the first part of the paper authors present the status in contemporary educational discourse which suggests the need for continued search for an innovative pedagogical concepts and models that considers requirements of complex, uncertain and ambivalent realities, as well as modified cognitive, emotional and social needs and actual interests of new ‘Net- generation’ of students. Second part of the paper presents concept of improvisation and its theoretical basis, together with its potential for the affirmation of creative learning and teaching. Presented are the arguments of authors who support it together with those who point to its weaknesses in theoretical conceptualization and practical implementation. Authors conclude that the concept of improvisation, as an innovative concept that is evolving in one of the alternative pedagogical paradigms, opens a series of core issues within contemporary philosophy of education, including goals and outcomes of education and the way to their realization. Above all, it opens the question of professional and pedagogical readiness of teachers for this holistic approach to students and for their role in cooperative, collaborative, team teaching and learning, as well as in encouraging openness and imagination, originality and authenticity. More than anything else because it assumes teachers readiness for abandoning comfort of professional routine, their readiness for taking over risk of uncertainty and thinking outside of typical in order to co-construct new knowledge and reach optimal students development.

**Key words:** innovative learning and teaching, creativity, concept of improvisation.

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## **METHODS AND DEVELOPMENT OF MULTIMEDIA LEARNING**

In accordance with the law, the question arises: how to learn to organize as soon as possible and with as little hassle to learn more? However, universally valid laws of successful learning have had long been established and their appliance achieves good results. However, by using some existing methods in education, it is possible to set learning and use of knowledge on a higher level. It is a common belief that e-learning will help to develop more autonomous, responsible learners. Strategies for the integration of e-learning methods are often less considered. That is one more important thing to do, before getting into the learning zone, called e-learning. There are many ways to use new technologies for teaching and learning. However, especially e-learning activities are designed for efficiency. They are reusable. They improve more when they are put in use. They involve other learners and readily available electronic resources. Today, more people have the need for continuous education in order to monitor trends, to develop their skills, and to prevent forgetting existing knowledge. Multimedia contents find their use in teaching and facilitating student work and help in the processing of new units. The forthcoming article Key in today's "e-manuals for the professor" is to adjust to "market", i.e. students, in order to stay successful at what they do. Teachers needed just a little to divert the direction of e-learning, and this requires training, understanding and motivation enough, as our mission with our students. Therefore, in this paper, the authors will take into consideration the tight line between e-learning (provided by multimedia surroundings) and knowledge management. The link underlines the necessity to adopt the e-learning concepts, as a key activity towards hyper surroundings. The second step every educational organization should make is creating an innovative knowledge environment, where the knowledge can be shared in the way e-learning demands.

**Key words:** e-learning, multimedia, learning methods, educational process, e-learning strategies.

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## **PUBLIC SERVICE OF VOJVODINA - THE CHALLENGES OF DIGITIZATION**

The transition from analogue to digital broadcasting in two public broadcasters in Serbia should be completed no later than June 17th 2015. In the future, new technology provides an opportunity to the provincial public service to ensure the access toward the wide choice of quality content, which includes service information, educational content in a variety of interactive formats, documentaries and other programs with the possibility of an advanced search of archival records, summaries of political and social events and changes in country and the world, programs of important scientific and technological research and developments, as well as various specialized programs to the broadest public. The tendency in the world is a public service in the form of encyclopedia, developed on the principles on which great browsers work. In the digitized public service, reporters and editors supported by employees in production and technology will be able to process the same content for publishing in multiple media formats within the integrated newsroom. Digitization of the Public Broadcasting Service of Vojvodina on both a reporter-editorial level and beyond that- the production, organizational and technical level is a challenge for the implementation of design and manufacturing process of the program in this medium. Where is the Public Service of RUV - RTV at the transition from analogue to digital broadcasting? In this paper we show only segments of extensive research aimed at employees of RTV Vojvodina and their attitudes toward the challenges placed before them at the very beginning of the digitization. We discussed the results of research in relation to how digitization affects innovation in the approach and methods of work in public service, or how the employees in public service in journalism, production and technology sector see the transition to digital broadcasting as an opportunity to improve the public service?

**Key words:** public service, digitization, journalists, production, technology.

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## **THE MEDIA INDUSTRY: WHO ARE THE OWNERS OF MEDIA IN THE REGION - THE CASE OF BIH, SERBIA, CROATIA**

It is not recent news that information has become a commodity like any other, thus information is traded like any other material resource. It is specific for the Balkans area, but the situation is similar in other countries, that a large number of media are owned by tycoons who are engaged in various lucrative businesses and accordingly they employ their media for propagating politics to their own benefit. Another fact is that a large number of tycoons who own media houses move closer to political powerbrokers in order to promote their own interests. Some of them even have ambitions to enter the political elite in a very perfidious manner due to their ownership of media. Another problem is characteristic to the Balkans; often the real names of the owners are concealed, in order to not to reveal the real origin of finances. As Prof. Dr. Snježana Milivojević notes, most of the media was established in the 1990s, and that money was acquired through very mysterious methods. Foreign researchers have been warning about that, because money was laundered in that way and an effort was made to secure political and economic influence. (Ko kontroliše medije u Srbiji, 05.11.2011. <http://www.slobodnaevropa.org>) Apart from these issues it is very important to realise who influences the media contents in whichever way. In which manner several large organizations, political parties, and many other factors create and dictate the media contents. The text will analyse selected and influential media from three countries, Croatia, Serbia, Bosnia and Herzegovina, therefore in that manner the media situation in these countries will be represented. The term independent media is slowly dying and the media industry is becoming one of the most efficient industries. The aim of the text is to research who the real media owners are, considering the fact that their names are often concealed; and to reveal which contents are followed by the Balkan audience.

**Key words:** media owners, media contents, political influence, economic influence, independent media.

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## **THE EUROPEAN CONSTRUCT, ITS ETHICAL VALUES AND THE MEDIA REALITY**

The beginning of the new century took us into an entirely new epoch which, unfortunately, still drags up the unresolved situation of the previous century in which human civilization, as well as the man, were faced with problems and conflicts which were and still are numerous and deep. One of the attempts to resolve these drawbacks can be seen in the historical and political fact of the establishment of the European Union as a special type of political community, which in its subjective dimension is associated with the identification of individual and group - Europeans - with the new political community. At the same time, this fact, sets and application for analyzing the issue of the (political) identity of the Union, its moral and ethical justification basement, especially through the media resources and space. It is about justification of the applicability of the ethical value system that is offered by the new European identity that is trying to impost through the media reality, the media as the (communicative) place for exchange the knowledge of society itself, as a “social agency” in which reflects the process of social practice through which society can only be constituted, by giving directions to any form of movement, vertically through the historical development and horizontally, through its social differentiability. Hence, this paper deals with analysis of ethical value and viability of this new identity, moral values carry with it and offered by the same, the role of media in creating and transferring this image, because they are major engine of shaping and reshaping the world, and the importance of journalism in the process of educating the public regarding European ethical values, because common knowledge is that public constitutes communicational, social, political and general value space, necessary for an individual life orientation of people, as well as for the collective shaping of the social and political will.

**Key words:** ethics, media, values, construct, society, identity.

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## **THE CHARACTERISTICS OF TV NEWS IN DIGITAL ENVIRONMENT**

On the basis of the methodological patterns of discourse and content analysis, the paper aims to identify the changes of television news in new digital era. Using the comparative analysis of dramaturgical structure and content of news bulletins of two public service broadcasters – Radio-television Serbia and Radio-television Vojvodina, as well as two commercial broadcasters – TV B92 and TV Prva, we are identifying typological characteristics in the selection of news, production forms, as well as the frequency of genres. The results of the analysis show that the development of new information technologies that has led to digitalization and convergence of media environment had a significant influence on changes of television news. The changes occur in technical aspects of production and transmission of news, as well as in content related aspects, in redefining news values, simplification of television expression, tendency to copy the events without making value judgments, increased speculation and sensationalism.

**Key words:** television, news, news bulletins, news selection, form, genre, digital media technologies.

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## **REPRESENTATIONS OF EUROPE IN MACEDONIAN PRESS**

The goal of this research is to explore how much Macedonian daily newspapers report about the European Union. We made a research conducted on several editions from the most popular and best-selling daily newspapers in period of one month. The purpose of this research is to examine how much the Europe, and the events that occur in it are important for transmitting the news to the Macedonian people?

The method we used was based on quantitative-qualitative discourse analysis of the Macedonian dailies *Dnevnik* and *Vest*.

From the results that we obtained from the research, we can conclude, that the question about EU is relatively well presented in the Macedonian media, a fine representative of the realistic desire of Macedonian people on the way towards EU quality life model.

**Key words:** media, newspapers, discourse analysis, European Union, Macedonia.

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## **DISCOURSE ANALYSIS OF REPORTING ABOUT EU IN SERBIAN PRESS**

In this paper we analyze reporting of Serbian media about the European Union, with the goal to research how much and in what manner the media write about EU and enlargement and accession. The monitoring is implemented on 7 editions of two national daily papers – *Politika* and *Press* published in June 2012. From 41 analysed articles 29 were in the oldest daily paper and 12 in the tabloid one. Methodological approach that is used is qualitative and quantitative content analyses.

The average article has large size of text in a form of the report, and it is published mostly in the internal affairs section. Articles are mostly signed by an author, with the neutral and independent journalistic approach and with metaphorical type of the titles and illustrated visual presentation.

The research showed that the mostly reported topics were politics, international affairs and economics while the culture was not represented. Reporting about EU is mostly from aspect of politics, which is further supported by the finding that subjects were mostly European political bodies or state bodies and organs while the issues of everyday life are not mentioned.

The daily paper *Politika* has twice as much articles reporting about EU than the *Press*. This data was expected having in mind the serious scope of this print media. It is indicative that only 17 percent of the analyzed articles are on the front page, most of them published in *Politika*.

**Key words:** discourse analysis, European Union, reporting, media, Serbia



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## **COMMUNICATION IN THE DIGITAL WORLD**

The new communication and information technologies are a powerful evolution engine that amplifies the fundamental springs of human development: communicating more and farther, assembling and processing more information faster, developing and sharing more and increasingly complex knowledge and know-how. The forms of online presence are interpreted as a generalised fall in terms of symbols. Indeed, information is conveyed through digital systems according to a personalisation logic that disrupts any hierarchy but at the same reinforces the constraints of standards. While the media maintained a certain focus that somewhat compensated for the loss of interest in the symbolic figures pertaining to social gatherings, the Internet promotes a loss of symbolic representation of relationships, sematic or social. By amplifying audience segmentation and the human need to interact, the latest developments of online media have reconfirmed the belief that digital media undo what centuries of symbolism had assembled into formal, linguistic and customary patterns. A virtual space full of new communitywide skills and attractions, the Web does not abolish symbolic relations: it is rather an expression of a renewed desire of togetherness, communion, and communication. Internet users do not live in an imaginary world - they do not forget to step up for quite a number of good causes having an impact on real life. The digital media are not devoid of symbols but they are governed by new sedimentary rather than isomorphic means of identification and sharing. My study is not meant to emphasize any set of rules that supposedly underline all online interactions but focuses mainly on the relation between the techniques, the knowledge, and the beliefs that make up the foundations of human reasoning. Because the symbolic efficiency of an act of communication derives not as much from the codes of meaning but rather from the trace systems that give priority to the parameters of time and space.

**Key words:** internet, digital life, symbolic, online communication, mass media.

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## **THE EUROPEAN UNION AND THE HUNGARIAN MEDIA**

Our research topic is how the European Union is represented in the selected newspapers – *Bors* and *Magyar Nemzet* – in Hungary. The country is part of the European Union since 2004, therefore the EU is usually mentioned in the Hungarian media. However during the period of our research, we hardly found any articles regarding the EU.

For our research, we chose two daily newspapers. One of them is *Bors* which is a free-lance, tabloid daily paper. The earlier versions of this paper are available since 1989 in the newspaper market. Nowadays 73,000 issues is sold per day. This yellow paper focuses on celebrities, catastrophes, sports and sensationalistic topics from Hungary and from all around the world. As we searched through the seven issues of *Bors* trying to find related topics to the EU – we did not find any, because the readers of this paper are not interested in topics like these and it would be harder to sell it.

In the end we only found relevant articles in our serious newspaper. This is *Magyar Nemzet*, which is a conservative, politically orientated daily newspaper. It sells 41,000 issues per day. The first edition of this newspaper appeared in 1938. *Magyar Nemzet* openly supports currently ruling party, Fidesz.

We analyzed 38 articles from *Magyar Nemzet* which were about the EU or mentioned the EU in different types of genres. Most of the articles dealt with monetary and financial affairs – for example regarding credits, the new Bank Act in Hungary, the EU-IMF support for Hungary (including the financial problems with gas, flat, highway and railway developments in Hungary). Also the economic crisis in the EU is often presented through the economic problems in Spain and Greece, and the deficit of financial support for them. In addition,

in the articles the EU solutions for these problems are usually being criticised. From Hungary's point of view the promised financial support is one of the main problems. Instead of the enlargement to the EU the most frequently discussed topic in the articles is the exit from the EU. There are few articles in which Hungary was criticised in relation to media freedom, tax and EU directives. When it comes to EU and Hungary – what is their relationship like – it seems as they are two different parties, and EU is like a 'father' who has to support Hungary.

**Key words:** European Union, Hungary, media, representations.

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## **TEACHING LITERATURE IN DIGITAL ENVIRONMENT: FROM TEXT TO HYPERTEXT**

The paper will focus on examining possible ways of making digital practices closer to reading literature in the classroom, starting with the assumption that the common goal of verbal, visual and virtual components in the communication is to transcend the human desire and introduce it to both artistic and pragmatic expression. Being both a canonic text and a teaching device, both technology and “second nature”, book freely lends its status to the electronic media.

The paper deals with the ways digital technology changes both reading as a social practice, and the process of mediating literary tradition in teaching literature, questioning the proposition that technological knowledge is fundamentally different from the realm of literature and even diametrically opposed to it. The tense and fruitful relationship between literature and technology springs from the impression of writers and literary scholars that their activities are irreconcilably different. But are they? The coming of computer-based information technologies with their emphasis upon process, system, and code has enabled students of literature and the arts to perceive that they, too, function as forms or subsets of information technology. Literature has, in many ways, demonstrated that it operates systematically, applying the methods of rational thinking and sharing the principles with those of mental activity. For instance, the computer programming has been shown to share methods used in argumentative writing, while understanding literature as a set of processes, systems, and codes (or semiotics) reveals that in many aspects it clearly functions as an information technology in itself.

**Key words:** technology, literature, teaching, hypertext.

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**DEEP PREJUDICE AND DISCRIMINATION:  
“ROMA AND MCDONALD’S” IN THE INTERNET  
READERS’ COMMENTS**

This paper deals with the case when in July 2012 a woman from Novi Sad, the capital of Serbian province Vojvodina, told the media that the security of McDonald’s restaurant in that city did not want to let three Roma children to enter the building with her. This woman wanted to buy hamburgers at McDonald’s for Roma children, but the security said that she can come in and Roma cannot. Serbian Commissioner for Equality has filed a lawsuit against McDonald’s. The company announced that it will investigate the whole case. In the form of a case study, this paper presents the results of the analysis of readers’ comments on the website of the Radio 021, “liberal” media from Novi Sad. Most readers share similar values as the media, which is expressed in the comments on most of the news. However, this example confirms how deeply prejudices against Roma are rooted in the Serbian society, even among the readers who see themselves as a liberal or declare themselves as open-minded. But comments on this news are full of hatred and prejudices. We also can raise the question are the media right when they allow anonymous reader’ comments? It also raises the question what is the role of administrators on the websites of the media, if he/she allows chauvinistic comments using the excuse of the freedom of speech? Even when some of the commentators call for violence against the Roma population.

**Key words:** media, prejudice, stereotypes, Roma, readers’ comments.

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## **ANALYSIS OF EUROPEANIZATION DISCOURSE IN THE MEDIA IN BOSNIA AND HERZEGOVINA**

The complex impact of media is an unavoidable factor that defines the process of European integrations in the countries such as Bosnia and Herzegovina. To understand the impact and notice that the tendency of media in writing about the EU and European integrations is more superficial than analytical, it is necessary to take into consideration the political and social frameworks that define the majority of news. In an attempt to examine this, the corpus of this research included two newspapers (*Dnevni avaz* and *Oslobođenje*), 14 editions and 91 news published in June 2012. While analyzing these samples, it was clear that these two contexts would be unavoidable in determining our discourse analysis. On the basis of a code sheet and the diversity of news examples, we defined that due to the lack of deeper analysis and comments, the EU is not the top subject of our newspapers and is often identified as a political tool used by politicians to impose their views on local political situations.

**Key words:** Europeanization, discourse analysis, print media, Bosnia and Herzegovina.

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## **REPRESENTATIONS OF EUROPE IN MONTENEGRIN PRESS**

Our paper is based on exploring how Montenegrin dailies report on the European Union affairs. The media landscape of Montenegro has passed through significant changes in recent decade. From typical monistic society with only one state broadcaster and the single state owned newspaper, the media in Montenegro have evolved into truly pluralistic and, according to many, somewhat overcrowded and chaotic media landscape.

Four dailies and several weekly magazines are being published in Montenegro. We analyzed two dailies for our research – daily *Pobjeda* and daily *Dnevne novine*. *Pobjeda*, as the oldest newspapers, and *Dnevne novine*, as the youngest daily in Montenegro, showed us some interesting facts about EU media reporting in Montenegrin press.

Views espoused through *Pobjeda* are aligned with policies of Montenegrin government. Mostly every word about EU gets on the front page of *Pobjeda* when it is related to any of the state officials. Daily *Dnevne novine* does not show much interest to EU reporting. Their topics are much more related to some local matters.

In our paper, we demonstrate that there is a lack of serious experts' analysis in the media when it comes to EU affairs. Also, that in Montenegro EU is presented as some kind of machine with no citizens stories about life in or out of EU. European affairs are presented through conflict of Germany and France, the rising of 'new Iron Lady' Angela Merkel and stories about crucial need for cooperation between Western Balkans countries.

We point out the main problems in Montenegrin reporting about EU issues: lack of experts articles, agency reports that hardly provide dialogue and pro et contra EU accession and exclusion of stories related to 'little man' and his connection to the life of EU.

**Key words:** EU affairs, Montenegro, print media, Angela Merkel.

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## **EVALUATION OF PUBLIC RELATIONS – THEORIES AND METHODS**

Evaluation of public relations presents a challenge for PR practitioners and scientists because unique evaluation model does not exist. This work focuses on theories and methods which are used in PR evaluation. Also analyses problems that are present in measurement of PR effectiveness. Above all it is a problem associated with different perspectives in defining the key roles of public relations. Other reasons are interdisciplinarity of the science and her youth. Interdisciplinarity is seen in PR studies which use approaches from sociology, psychology and communicology. It is important to observe public relations through belonging scientific field that are information and communication sciences. This field integrates communication sciences as journalism, communicology, and mass media. There is a mutual dependence among public relations and the other media studies which indicates that communication is a key function of PR. There is a need for defining fundamental scientific methods that can be used for evaluation of PR campaigns because nonscientific methods didn't show reliable in practice. This work analyses custom PR methods as survey, content analysis, interview and focus groups. It also reviews new and innovative approaches in evaluation. When facing with the challenge and defining applicable evaluation model it is crucial to establish cooperation between PR practitioners and scientists.

**Key words:** public relations, evaluation, information and communication sciences, scientific methods.



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## **NATION BRANDING IN CONDITIONS OF SLOVAK REPUBLIC**

Marketing as a tool of coordination of relationships between demand and supply has created platform for application of process of differentiation of countries and following formation of new department – Marketing of the country. The need of differentiation of the countries is partly enforced by today's era of globalization, space-time compression, era of competitive struggle between countries for tourists, consumers, investors or partners. Impact of economic orientation of country on desired image and reputation is undeniable. Article is focused on introduction of topic National branding, its fundamentals, significance and on process of building nation brand-by theoretic platform appealing on actual conditions of Slovakia with intention of outlining possibilities of solutions.

**Key words:** image, reputation, nation brand, branding, tourism, export.

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**OSMOSIS OR OCCUPATION: GLOBAL AND LOCAL  
IN MASS MEDIA OR GLOBAL MASTER AND  
LOCAL SLAVE**

This article is about cultural relations between global popular culture and reflection in local (e. g. how did hip-hop culture travel from ghetto underground in USA to global mainstream and then to local hip-hop stars, which are bad clones of the global stars). Not only there is the way of cultural imperialism, there is also a reverse stream; local folk in global media (the best example from last month's Eurovision song contest and Buranovskije Babushky). The biggest problem of the Local culture is that it is very often viewed in Global media only as a curiosity, not as a partner. But sometimes a Global Master is in the position of a scholar and Local Slave as a teacher but only sometimes.

**Key words:** popular culture, global media, local media, cultural imperialism.

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## **OVERVIEW OF REPORTING ABOUT THE EUROPEAN UNION: THE CASE OF SERBIA**

In this paper we have analyzed the way in which two Serbian daily newspapers, *Blic* and *Dnevnik*, reported about the European Union. Our aim was to determine the most common genres and occasions when writing about the EU, as well as to reveal whether these two dailies pay close attention to the affairs within the European Union itself, or if that is the case only when those affairs concern Serbia. The method used for this research was quantitative-qualitative analysis. The quantitative part of the analysis was based on a code that contains a list of 19 categories. The qualitative part however relates to the interpretation of the data. Analyzed corpus consists of 14 issues of *Blic* and *Dnevnik* from the period of seven days during June, in which we have found 73 articles related to the European Union. Considering that the European Council granted Serbia the status of a candidate for membership in the EU only three months earlier, we expected to find more texts concernig the Union. Nevertheless, month of June was in fact the period just after the elections, which were, at the time, still the main topic of every newspaper in the country. Taking that into account, along with the fact that only around four percent of all articles were related to the EU, we came to a conclusion that reporting on this topic was rather superficial, which was corroborated by the lack of analytical genres in both *Blic* and *Dnevnik*.

**Key words:** discourse analysis, quantitative-qualitative content analysis, the European Union, Serbia.

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**DIGITIZATION IN ADVERTISING:  
THE EXTENT TO WHICH IT IS USED ON WEBSITES  
OF SERBIAN NEWSPAPERS**

In this paper we have analyzed the ways in which Serbian daily newspapers use the features of digitization in advertising on their websites. The main goal is to find out whether these media exploit all the possibilities at their disposal, or not. Also, we will determine which of the following elements are dominant in ads – text, sound or image – and the extent to which they are combined with each other. In order to get to our conclusions, we will focus on main characteristics of online media – digitization, multimedia and hypertext, i.e. their presence in advertising. Another thing that needs examination is interactivity of ads themselves, in other words, if they influence website visitors to act, or not. Analyzed corpus includes ads on websites of five daily newspapers, four of which are national, and one is provincial: *Blic*, *Press*, *Kurir*, *Večernje novosti* and *Dnevnik*. Also, a short summary of online advertising history will be provided. According to this timeline, it will be determined if domestic newspaper websites in question are up to date with current worldwide trends in advertising and their ongoing development and multiplication.

**Key words:** digitization, advertising, online media, internet, newspaper websites, Serbia, ads.

**Jelena Kleut**

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**SEMIOTICS AND USER INTERFACE DESIGN:  
A REVIEW OF CROSS-DISCIPLINARY  
COLLABORATION**

The aim of this paper is to provide an overview of semiotic approaches to the design of user interfaces for new media. These approaches emerge as a result of cross-disciplinary collaboration of the authors working in the field of semiotics, on one hand, and human-computer interaction, on the other hand. What they have in common is the idea to view human-computer interaction primarily as communication between interface designers and end-users, and as tool that can also facilitate communication between the users. In that view, main task of a designer is to communicate computer assisted tasks and their possibilities to users. Beyond this rather generalized common ground, different authors – starting from Andersen’s computer semiotics to semiotic engineering group – apply different semiotic concepts and they differently operationalize key semiotic terms such as representation, articulation, interpretation in new media environments. In this paper we will identify semiotic approaches commonly used in this interdisciplinary ventures and point out to differences arising from application of different approaches.

**Key words:** new media, semiotics, human-computer interaction, interface, design.

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**EUROPEAN ISSUE IN LARS VON TRIER  
TRILOGY EUROPE**

Presentation at conference Bridges of Media Education will be divided into two parts. In the first part of the speech, cultural, national, linguistic, ideological, religious differences in Europa will be explained. That part should be a teoretical frame and serve for further films interpretation. The second part is based on film analysis of Lars von Trier trilogy Europa which is comprising his three feature films The Element of Crime (1984), Epidemic (1987) and Europa (1991). Shortly, all those tree films emphasise social crisis and disunity of postwar Europe. Today we can consider that Europa is in similar situation because of ongoing economic crisis. We are witnessing a growth of nationalism in almost every European country and disagreements on the issues like economy, ideology, religion and the use of language. Europe is a small continent full with culturological and historical differences. Lars von Trier triologu shares scepticism towards the historical possibility of Europe. This question was and still is one of the most important in Europe and cinema confronts us with it.

**Key words:** Europe, nation, disunity, unity, ideology.

**Imre Mátyus**

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## **MEDIATIZATION OF THE SELF - CREATION OF ONLINE IDENTITIES IN SOCIAL MEDIA**

One of the most significant changes in media use of the past decade is the transition of the Internet from a publication medium into a communication medium. While the first term refers to an earlier state of the web that was dominated by content created by a smaller amount of professional actors, the latter phase – also referred to as 'web 2.0' – brought an unforeseen expansion of user-generated content. The changes of technological context, the appearance of ubiquitous computing influence not only the ways we consume media content, but also the way we interact with each other and represent ourselves online with the use (sharing, manipulating, remixing) of media texts (ranging from articles to multimedia content). In my presentation I will argue that the expansion of social media applications and mobile info-communication technologies result in a new way of self-representation. As Aleena Chia claims in relation to personal blogging, we do not represent, but mediatize ourselves with the use of digital technologies. Users do not actually reflect on their offline selves or identities, but create a more controlled, idealized image of themselves in consideration of the possibilities and characteristics of the given medium. I will argue that the use of accessible media content gains a prominent role in online self-representations.

**Key words:** social media, web 2.0, representation, mediatization.

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**MEDIA REPORTING ABOUT THE EU:  
THE CASE STUDY – SERBIA**

The topic of this paper is a reporting about EU in two Serbian newspapers. The aim is to determine how often media report about EU, in which way and which topics are the most frequent ones. Two daily newspapers were analyzed – a national one *Kurir*, which is considered to be a tabloid, and a regional one *Narodne novine* from Niš). A corpus is made from 7 editions of both newspapers, published in June 2012. A methodological framework used for this paper is a quantitative-qualitative content analysis. During the analyzed period, 40 texts were sampled (19 in *Kurir* and 21 in *Narodne Novine*). Research results show that those were mostly the texts about establishing the government in Serbia, so the political parties talked about European path of Serbia. In addition to this topic, the two most frequent topics were enlargement, accession and economy. The most of the texts from EU were published in internal politics sections, both in *Kurir* and *Narodne novine*. None of these texts were published on cover pages and the most of them were written as short news. In the most of the texts an attitude of journalists toward events was neutral. Although *Kurir* is known by sensationalistic headlines, only 13% of them are of that kind.

**Key words:** media, European Union, Serbia, politics, daily newspapers.



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**REPORTING ABOUT EU IN CROATIAN NEWSPAPERS:  
*CROATIA, STAND BY! LOADING...***

After signing the accession treaty, Republic of Croatia is less than a year away from becoming an official EU member. Is the print media discourse on EU in this „waiting period“ any different than the one present in Estonia or Romania between the treaty and official accession? Also, is the current economic crisis in the Union an important topic when reporting EU issues? These main questions were made into five hypothesis which were the basis for a quantitative and qualitative analysis of 14 issues of two Croatian newspaper collected in June – *24 sata* and *Jutarnji list*. This research confirmed correlations in reporting with the two countries of Eastern Europe and also showed that Croatian journalists placed an emphasis on the economic situation in the Union. After entering deeper in discourse, research showed that even though two newspaper reported how EU issues reflected on Croatia, they did it in a mostly superficial manner as neutral carriers of EU information and in the same time mostly avoided serious discussion, analysis or critique. What is left is a question of new focus in Croatian print media after becoming the 28th member in July 2013 – is the direct influence of EU decisions and politics going to demand a more serious and thorough journalistic approach?

**Key words:** EU, accession, print media, discourse, Croatia.

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**MEDIA REPRESENTATION OF STEREOTYPES ABOUT EUROPE IN THE DAILY NEWSPAPERS FROM SERBIA, BOSNIA AND HERZEGOVINA AND CROATIA**

The area of the former Yugoslavia was traumatized by the consequences of the wars in the 1990s and by the economic breakdown which followed the conflicts. During this period, the media was dominated by various stereotypes about the neighbors as well as about the West and Europe. Dominant stereotypes during the mentioned period were that Europe was culturally and socially rotten and that it was ungrateful to the Serbs and Croats for the historical defense of the European civilization from the Islamic conquerors. One of the common stereotypes is the one that the European nations renounced religion and directed themselves towards the values of the consumerism that irreversibly lead to the loss of the national identity. The aim of this paper is to determine the way in which Europe is depicted at the present time in the media in the three largest countries of the former Yugoslavia – Serbia, Croatia and Bosnia and Herzegovina, and to which extent and which stereotypes about the European Union and the West are present. The results of this analysis are important because of the integration of the former Yugoslav republics into the European, social, cultural and political space. The method used in the paper is the method of content analysis of the daily newspaper from the countries which are at the same time the parties which signed the Dayton Agreement. The corpus of newspapers includes: “Blic” and “Večernje novosti” from Serbia, “Dnevni Avaz” and “Nezavisne novine” from Bosnia and Herzegovina, and also “Jutarnji list” and “Večernji list” from Croatia.

**Key words:** Serbia, Bosnia and Herzegovina, Croatia, Europe, West, stereotypes, media.

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**THE EU PORTRAYAL IN ROMANIAN PRINT MEDIA**

Our study tries to answer the question how do Romanian print media portray EU by investigating, using the method of media discourse analysis, the content in seven issues from two Romanian newspapers.

In our study we have looked at headlines, topics, subjects and objects, article lengths and importance to the newspaper's publisher as seen by placing it, or not, on the newspaper's front page in order to find exactly how the Romanian journalists see the European Union and how it is presents it to the Romanian readers as citizens of an EU member state.

Also, by analyzing two of the most read newspapers in the country (the most read quality newspaper and a tabloid), we have managed to get a clearer image regarding how EU is portrayed inside a Romanian's mind who gets its information by reading one of these newspapers.

**Key words:** EU, Romania, print media, discourse analysis.

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## **REPRESENTATIONS OF EUROPEAN UNION IN SLOVENIAN PRESS**

Since language forms reality and vice versa it is important to deal with it in places where it reveals itself on daily and influential basis – in the press. By using media discourse analysis as a method, this paper provides conclusions of the research based on topic of representations of European Union in Slovenian daily press, that is, in serious Slovenian daily *Delo* and tabloid *Slovenske novice*. The results showed that there are some differences between the two, since *Delo* and *Slovenske novice* used different genres when reporting on EU, there was a relative big difference in number of texts in relation with EU and the context in which EU is represented. The relationship of journalists towards EU was mainly neutral in objectivized genres (although sometimes conflict between the written word and photos appeared), but negative in opinion pieces. As a sign of favourising national topics we took the fact that only four percent of analyzed articles, dealing with EU, appeared on front page. One of the main findings of research was noticing the tabloidisation of *Delo*, since it included a lot of photos, graphs and other visual presentations. Secondly, the change of genre came to our attention. What would also require further researching is the importance of topics and genre, which did not appear at all. Here the lack of feature stories, on the one side, and the dominance of economic-political covering of EU, on the other side, can provide part of the answer to the question, why the problems with imagining EU as an institution are smaller than the issues concerning European identity.

**Key words:** representation, European Union, Slovenian press, *Delo*, *Slovenske novice*, discourse analysis, European citizen, European identity.

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**THE IMPACT OF MEDIA DIGITIZATION ON THE  
QUALITY OF INFORMING AND EDUCATION**

Media digitization results in significant changes of everyday life. The aim of this paper is to show whether digitization, besides many advantages, has any disadvantages related to the field of informing and education. On the examples of new media, I will try to show if the media and the audience are ready to adapt to the new ways of distributing and receiving information.

**Key words:** digitization, new media, internet, mobile phone, android, tablet.

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**THE PRE-MODERN OTHER IN POST-SOCIALIST  
HUNGARIAN MEDIA REPRESENTATIONS OF  
CONTEMPORARY RURAL FESTIVALS IN HUNGARIAN  
MASS MEDIA**

In this presentation I am planning to analyse some mass media representations of different contemporary rural festivals in Hungary. With pointing out some contentual and iconic elements of these representations I would like to provide examples on how these media texts exoticize rural society for the contemporary late modern urban viewer/listener. According to my view which is supported by field-works carried out during some of these festivals and the analyses of their media representations contemporary mass media selectively presenting the rural festivals not only focusing but creating an image of a pre-modern, unchanged culture. Furthermore, recognizing these tendencies adventurous local organizers start to shift their festivals to an image more suitable for these mass media representation.

**Key words:** post-socialism, media representation, culture, local identity, tourism.

**Dušan Ristić**

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## **REPRESENTING THE SOCIAL REALITY IN DIGITAL DISCOURSE: ASPECTS AND PROSPECTS**

This paper offers an analysis of representation of social reality in digital media, communication and networking. Representations of social reality in digital discourse have a specific influence in the reproduction of social reality. Digitization is analyzed as both technological and social process of production and transformation of any kind of information in digital form. The paper proceeds with analysis of the Niklas Luhmann's concept of autopoiesis of communication and the way representations of social reality in digital discourse are produced and reproduced. Paper in particular draws on three aspects of that process, by introducing the analysis of Rolend Lorimer: ideological aspects, derived from the process of reduction of the "effective level" of communication; elitism, derived from the possibility of exclusive formulation of social problems; democratic potentials are seen in the emergence of "free networks" and different forms of "digital resistance" within the sphere of digital communication, as a "countermeasure" for elitism. In conclusion, it is suggested that prospects of connections between social reality and digital discourse should be analyzed as the field of interdependencies of several factors: meaning and importance of the mentioned aspects of the digital discourse, penetration of digital discourse in all relevant spheres of social action and involvement of social actors in the process.

**Key words:** digital discourse, media, communication, autopoiesis, social reality.

**Laura Spariosu**

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**SERBIAN AND ROMANIAN DAILY NEWSPAPERS  
ABOUT EUROPEAN UNION EVENTS**

The aim of this paper is to research how Serbian and Romanian daily newspapers inform about events on European Union territory. It is the intention of the author to analyse texts about this issue published in Romanian daily newspaper *Adevărul* and in Serbian daily newspaper *Blic*, within a month (1 - 31 May 2012), according to the Codex that refers to: text length, journalistic genre, authorship, cause of reporting, visual presentation, location, topic, subject, object, value context, text title. Having all that in mind, attention will be placed on the question how the selected media present the event and what is similar and what is different in the topic that is being researched.

**Key words:** EU, daily newspapers, *Adevărul*, *Blic*.



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**ACOUSTIC CORRELATES OF PERFORMANCE  
ANXIETY IN PRESENTING THE RADIO NEWS**

It is believed that one in three persons in the general population expresses significant fear when speaking (performing) in public. This fear, in more serious cases manifested as a health disorder – glossophobia (one of the most common social phobias) – may significantly lessen the quality of radio and TV news presentation or even completely prevent the listeners from receiving the message. The aim of this research is to identify and describe the acoustic correlates of performance anxiety in radio news presentation. Readings of 8 different speakers, who, by their own assessment and by the assessment of the author of this research, expressed high level of performance anxiety while presenting the radio news were analysed by using methods of experimental phonetics. Their readings, together with the readings of 6 speakers who, by their own assessment and the assessment of the author of this research, expressed low level of performance anxiety while reading radio news were listened to by a group comprising 15 respondents. Their task was to assess the readings and the level of performance anxiety in speakers as well as to say to which extent, if any, the performance anxiety reduced the comprehension of the news content. They also had to list the acoustic correlates of the performance anxiety which they detected. The respondents clearly recognised those speakers who expressed performance anxiety, marked their readings with low grades and clearly listed the acoustic indicators of performance anxiety recorded in the phonetic analysis as well. The most common acoustic correlates of performance anxiety are: trembling voice (not phonologically relevant changes of F0 in small speech segments); changes in intensity (commonly related to the particular parts of an utterance); frequent pauses, pauses in the unexpected positions or pauses lasting longer than expected; changes in tempo which are not in accordance with the content being presented; improper breathing control.

**Key words:** Phonetic analysis, fundamental frequency, intensity, performance anxiety, presenting the radio news.

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**MEDIA PHILOSOPHY AND THE 'DIGITAL  
WELTBILD' OF VILÉM FLUSSER**

My paper discusses two major subjects. (1.) What is (or what could be) media philosophy? (How) Is it possible to describe coherent and relevant discourses in that field? According to my thesis two main directions can be defined: the one containing key persons like Jean Baudrillard, Paul Virilio etc., and the other one which is based on (mostly) German authors like Ernst Cassirer, Günther Anders etc. The latter can be taken as relevant context of the work of Vilém Flusser. (2.) Vilém Flusser is considered to be one of the most important authors in the field of media philosophy. In this part of my paper I am going to reconstruct some of Flusser's central thoughts and their connections to key persons mentioned above. Flusserian notions like 'the apparatus', 'technical image' and 'changing of the vector of meaning' characterize a special and convincing philosophical vision about our media society. With the help of some more general trains of thoughts like ones about the changing of our everyday life's basic concepts (time and space) I conclude to Vilém Flusser's coherent 'digital weltbild'.

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## **DIGITAL IMAGE OF STUDENT PROTESTS**

“When we learned of the new conditions of enrollment, we had no problem to organize. We have created a Facebook group, informed colleagues and agreed on the date of plenum - a meeting open to all students, where everyone has an equal right to participate, to words and voice.” “Knowledge is not a commodity! Knowledge is a right for all, not just the rich!” This is how, in online communication, the Plenum of students of the Faculty of Philology, University of Belgrade called for supporters to join the protests that marked the political scene in Serbia in the fall and winter of 2011. One of the major social changes caused by the digitalization is organization of informal political rebellion through social networks, primarily Facebook. In this paper, we analyze how the B92 web site followed the beginning of the protest, which lasted for months, in October 2012, and how the users of this online media commented student revolt. Discourse analysis of texts and comments showed that the context of the topic directly affects the discourse of comments and the behavior of the users of on-line content. This means that when the topic is extreme political and controversial charge, then the users, in high percentage, comment under the nick name, which is also a metaphorical comment to the text of the messages. And also, that the majority of comments expresses personal views, rather than referring to the journalistic text, which is only a stimulus for commenting.

**Key words:** student protest, new media, online edition, text, comment, user, Internet.

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## **MEDIA COMMUNICATION AND ADVERTISING**

Today, media communication is starting to replace the world. Our life as modern humans is overwhelmed by advertising and thus the media. Subconsciously, we are surrounded by all sorts of images - from TV or Internet ads, to 'banners' from the streets, labels on the clothes that we wear, but also everything related to the nice packaging of products. The technology has revolutionized how individual experiences are created and shared, the clearest examples are given to us by visual arts. Not only traditional forms such as sculpture or painting were transformed by digital and media techniques, but entirely new forms such as media art or digital installation, began to appear in the symbolic communication setting. In this paper we attempt to address a topic in full vogue: advertising - communication - images. We intend to talk about the special situation in which advertising means communication at an existential level, interaction with reality through images. We try to analyze how, through specific means, public advertising manages to propose a new form of communication with the world, another kind of reporting to the quotidian and to others, a different perception of the contemporary reality. The model of the advertising dialogue with his audience is built on the border between commercial and artistic in the combination of visual image and persuasion of the image, aesthetics and strategy, seduction of the simulated visual object and of the promised object. How images are build is probably the most interesting part of the design, because they can have a huge impact on the final result.

Because we cannot talk about the media without advertising and about advertising without ads, we will make an image analysis of some ads and talk about their visual impact.

**Key words:** media communication, advertising, images, visual communication, ads.

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## **NET GENERATION AND SOCIAL ASPECTS OF E-LEARNING**

In our contemporary society, education is becoming mass education, it is more and more to professionals and permanent, and, at the same time, it becomes a vital element of individual's social status, as well as their integration in different social groups. Today, mass education has become a component of "the industry of knowledge", a branch of education that is developing fairly quickly. That is why mass education has not only social, but political and economic significance. With the genesis and growth of the informational age, educational has the task of harmonizing itself with the modern technological era and modern world innovations. It should try to develop man's adaptability to digital era and to optimize human capacity needed to cope with the changes brought upon them by the technological revolution. By studying the need for constant change and adaptation to new, ever-changing aspects of the modern, digital society, we come upon two new theses that this paper examines: emergence of a new generation – Net generation and everyday innovation in the field of computer media technologies. This paper is an outcome of the research project "Digital media technologies and socio-educational change" (Project No. 47020) which is implemented with financial support from the Ministry of Science, technological development and education of the Republic of Serbia.

**Key words:** net generation, e-learning, digitalization, modern society, education.

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## **METHODS IN EDUCATION**

The behavior to the principle of the least effort is still the basic law of nature. In accordance with this law the question is imposed: how should one organize learning as soon as possible and with as little hassle as in order to learn more? There is no simple answer and the “recipe”, because all new learning is unique in a way as it is each of us with its cognitive abilities, cognitive styles, personality traits and motivations. However, some generally valid laws of successful learning have long been identified and their application has achieved good results. However, the use of some existing methods in education such as e-learning, distance learning, multimedia, television, the Internet makes it possible to place learning and knowledge use on a higher level.

**Key words:** e-learning, distance learning, multimedia, television, internet.

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## **TALENT VERSUS GAME REALITY SHOW IN POST SOCIALIST COUNTRIES**

The aim of thesis is to approximate theories of visual and sociological studies applied in television reality programs for wide mass of people in post socialist societies. Main subject of our thesis is talent show “Česko-Slovensko má talent“ in Czech Republic and in Slovakia and reality game show „Farma“ and „BigBrother“ in Serbia. Basing on Roheim’s ontogenic cultural theory and ratings we will examine the mass popularity of different genres reality show in similar nationalities. This basic model of television perception is used to make deeper study of television picture itself with main cinematograph rules but also with dramaturgical components applied in different form and different content. Visual studies as a part of media studies deal with a components and a technology of medial scheme as a system. In complex research media as an entity it is inevitable to combine various media in the meaning of their message, technology and mutual share as well. Television program is coherence with film and fine arts.

**Key words:** visual studies, sociological studies, television, reality show program, talent show.

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