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# THE BRIDGES OF MEDIA EDUCATION

# 2023

**Book of Abstracts**





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All terms used in the text in the masculine grammatical gender include both the masculine and feminine genders of the persons to whom they refer.

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# **THE BRIDGES OF MEDIA EDUCATION**

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## KEYNOTE SPEAKER

### LAWRENCE PINTAK

Washington State University, USA

**Lawrence Pintak**, PhD is an award-winning journalist, academic leader, and media development expert who has reported from four continents and led projects aimed at bolstering journalistic professionalism and independence and improving journalism education in the Middle East, South Asia, Africa, and the Caucasus. He served as dean of the [Graduate School of Media and Communications](#) at The [Aga Khan University](#) in East Africa, founding dean of [The Edward R. Murrow College of Communication](#) at [Washington State University](#), helped establish Pakistan's Centre for Excellence in Journalism, and directed the Arab world's only professionally focused journalism master's degree in the years leading up to the Arab Spring. A former CBS News Middle East correspondent, Pintak is the author of five books at the intersection of media, religion, democracy, and international relations. He was named a Fellow of the Society of Professional Journalists in 2017 for "extraordinary service to the profession of journalism" around the world and was recipient of both the Senior Scholar award from the Association of Journalism and Mass Communications Educators (AEJMC) and the inaugural Professional Freedom and Responsibility Award from the AEJMC's Religion and Media Interest Group. He holds a PhD in Islamic Studies.

### JOURNALISM EDUCATION IN THE AGE OF MISINFORMATION

The journalism profession is in the throes of change. That means journalism education must keep pace. Digital transformation. The collapse of the old business models. And the torrent of mis- and dis-information is forever changing the journalism industry. Lawrence Pintak, a veteran journalist and founding dean of one of America's leading journalism schools, will discuss how journalism educators can adapt to this new frontier. ■

## KEYNOTE SPEAKER

### ALESSIO CORNIA Dublin City University, Ireland

**Alessio Cornia** is Assistant Professor and chair of the MA in Social Media Communications at Dublin City University and Research Associate at the Reuters Institute for the Study of Journalism, University of Oxford. His research interest is comparative research on political communication and journalism, with a focus on the relationship between media and politics, news industry developments, digital news, social media platforms, media coverage of corruption, and EU journalism. He is the DCU research team lead for the EU-funded project ‘CO.R.E.: COrruption Risk indicators in Emergency’ and Co-PI for the H2020 project ‘MEDIATIZED EU: Mediatized Discourses on Europeanization and Their Representations in Public Perceptions’. He was previously Research Fellow at the Reuters Institute and Researcher at the University of Perugia, where he completed a PhD in Social and Political Theory and Research. He has published a monograph on EU journalists in Brussels and several articles in academic journals including *Media, Culture and Society*, the *International Journal of Press/Politics*, the *European Journal of Communication*, *Journalism*, *Journalism Studies*, and the *Journal of Risk Research*.

#### **DECLINING TRUST, INCREASING POLARIZATION, AND ERODING BUSINESS-EDITORIAL SEPARATIONS: KEY CHALLENGES FACING JOURNALISM AND NEWS MEDIA TODAY**

One of the most evident signals of the crisis of journalism is the declining trust in news media, with audiences being increasingly dissatisfied with what they see as an excessive political and business influence on the production of news content. At the same time, audiences tend to expose themselves to news outlets that reflect their personal views and political preferences, contributing to the high levels of political polarization that affect several media systems in Europe and beyond. According to several scholars and observers, a trend towards increasing political polarization exist and this is mainly due to recent changes in our media systems, notably the fragmentation of media audiences (whit new outlets trying to find a place among more established news brands by offering partisan content to politically defined niches) and the central role of social media platforms in news consumption habits (with algorithmic selection boosting the creation of online echo chambers and filter bubbles).

The talk presents a comparative analysis of how news audience political polarization varies across countries and across online and offline media. It argues that the level of political polarisation in a given media system explains quite well the degree of audience’s trust in news media. In addition, the talk addresses how political polarization affects journalism production and focuses on how corruption is covered in different European countries. It shows how

corruptive behaviours are reported in different ways depending on the political partisanship and business interests of individual news outlets, as well as on the different levels of political polarization and commercial orientation of the respective media systems. This variability in how corruption is framed prevents the formation of a shared feeling of indignation among audiences, which in turn curbs the media's role in fighting political malpractice. Finally, the speech addresses another factor that might contribute to declining audience trust: the erosion of the traditional separation between editorial and business activities in news media. ■

## **DO NEWS CREDIBILITY, FACT-CHECKING, AND COMMENTARY INFLUENCE NEWS SHARING BEHAVIOR? NEWS SHARING AMONG EMIRATES AND ARAB EXPATS**

AZZA A. AHMED, Zayed University, UAE

**N**owadays, sharing news over social media has become an everyday practice among social media users all over the world. Literature showed many factors that affect news-sharing behavior in the Western countries. Little is known about this phenomenon among youth in the Gulf area and the Arab countries. This research seeks to investigate the factors that might predict the news-sharing tendency among youth in the United Arab Emirates. In this study, three variables are examined in relation to news-sharing behavior based on the news-sharing literature. These are news credibility, fact-checking, and commentary on social media news posts. Using a convenience sample composed of 324 Arabs (Emiratis and expats), males and females with a mean age of 25.6, the initial results showed no significant differences between Emiratis and other Arab nationalities in news sharing and commentary news sharing, and news credibility-checking. There is a significant difference between Emiratis and Arab expats in news-sharing patterns, fact-checking abilities, news source credibility checking, and news-sharing pattern. There is a positive significant correlation between fact-checking abilities and news-sharing patterns while the correlation is negative and non-significant with news credibility. Commentary news sharing correlates positively with fact-checking and negatively with news credibility.

**Keywords:** *news sharing, news credibility, fact-checking, commentary news and social media.*

## **CONSTRUCTIVE JOURNALISM: JOURNALISM CAN REGAIN AUDIENCES' TRUST**

**AMELA DELIĆ AŠČIĆ**, University of Tuzla, Journalism Department,  
Humanities and Social Sciences Studies, Bosnia and Herzegovina

Communication studies scholars mostly agree about one thing: media have to change and they need a more balanced approach towards reporting about main topics. As a result of these thoughts, new idea about media reporting has emerged and is named constructive journalism approach, which represents “a form of journalism that involves applying positive psychology techniques to news processes and production in an effort to create productive and engaging coverage, while holding true to journalism’s core functions” (McIntyre & Gyldensted, 2017: 23). Scholars from Europe and United States did research about journalists’ perspectives about constructive journalism, but besides scholars from Croatia, no one ever did a research with journalist from other countries of former Yugoslavia. This research will try to start crossing that gap when it comes to Bosnia and Herzegovina. This paper will answer that question through in-depth interviews with Bosnian journalists and it will compare their thoughts with those of their American colleagues.

**Keywords:** *constructive journalism, trust, journalist opinion, American journalists, Bosnian journalists.*



## LOCAL JOURNALISM AND THE POSITION OF LOCAL JOURNALISTS: A CASE STUDY OF *JUŽNE VESTI* AND CITY SMART RADIO

ALEKSANDAR ĐOKIĆ, University of Niš, Faculty of Philosophy,  
Department of Communication and Journalism, Serbia

Pressures, attacks, threats and the struggle for survival on the media scene represent enormous problems faced by the journalistic profession, especially the local media. It is extremely important to note that, through their daily work in the field, journalists of local media play an important role when it comes to informing their community, but they also influence the shaping of citizens' attitudes, especially when we talk about socio-political issues. How they work, how they survive and resist the pressures, what newsrooms and their journalists face on a daily basis, and what kind of position local media journalists are in – is the subject of this paper. We will arrive at these results through in-depth interviews with the editors-in-chief of the two largest local media in the south of Serbia – *Južne vesti* and City SMART radio". *Južne vesti* is the first regional information portal in the south of Serbia, while City SMART radio has been in existence for more than 20 years. Both media outlets remained consistent with the journalistic profession due to the pressures they still have today. For this reason, in addition to the position of local journalism and the journalists themselves, the paper will also present the history of these two media, which are of great importance for the history of local journalism.

**Keywords:** *local journalism, local media, Južne vesti, City SMART radio, media.*

## **MEDIA REPORTING ON VIOLENCE AGAINST GIRLS AND WOMEN IN BOSNIA AND HERZEGOVINA DURING THE CORONAVIRUS PANDEMIC**

**DRAGA GAJIĆ**, University of Novi Sad,  
Faculty of Philosophy, Serbia

**V**iolence against girls and women has different forms, but is present to a greater or lesser extent in all parts of the world and all spheres of society. The media plays a significant role in shaping attitudes, prejudices and opinions on various (social) topics, especially topics that are sensitive and/or controversial from the perspective of the patriarchal social structure. The aim of this research is to show how the media in Bosnia and Herzegovina reported on violence against girls and women during the coronavirus pandemic. Research includes the use of critical discourse analysis and content analysis. The sample includes 151 articles published during the sampled period (from March 11, 2020, i.e., from the day the coronavirus pandemic was declared until December 31, 2021) on four internet portals: *Klix*, *Srpskainfo*, *Oslobođenje* and *Glas Srpske*. *Oslobođenje* had the fewest number of articles mentioning the coronavirus pandemic (16%) and *Klix* the most (28%). *Glas Srpske* had 20% of analyzed articles mentioning the impact of the pandemic on the increase in violence against girls and women, while the *Srpskainfo* portal had 25% of articles with the mentioned topic. The results show that the analyzed media did not adequately indicate the cause-and-effect relationship between the pandemic and the increase in violence against girls and women. Based on all analyzed parameters, we conclude that the portals *Srpskainfo* and *Klix* paid the most attention to the topic of violence against girls and women, while the content of the portal *Srpskainfo* had better quality in terms of journalistic involvement and approach to the topic.

**Keywords:** *violence against girls and women, gender-based violence, pandemic, coronavirus, media reporting.*

## COMPARING THE DISCOURSE OF THE COVID-19 EPIDEMIC AND THE RUSSIAN INVASION OF UKRAINE IN THE MANSI MEDIA

CSILLA HORVÁTH, University of Helsinki, Finland

The aim of the paper is to analyse the discourse of the representation of the Covid-19 epidemic and the Russian invasion of Ukraine in the Mansi press. The paper introduces the situation of Mansi language use, the short history of the Mansi press and media. The paper concentrates on the differences in the Mansi journalists' strategy of reporting about the two major crises of the 21st century, and compares these strategies with the discourse of the same topics applied in the Mansi TV news. The Mansi language is an endangered Uralic language, spoken in Western Siberia. Although the prestige of the Mansi language and culture is rising, the number of speakers compared to the total Khanty and Mansi population is small. Mansi plays a minor role in its Russian-dominated, multilingual environment, also is heavily affected by urbanisation. The Mansi have limited access to the local media market, there is only one newspaper regularly appearing in Mansi (named *Lūimā Sēripos*), every second week. The data concerning Mansi language use were collected during fieldwork in the Khanty-Mansi Autonomous Okrug (eight times between 2006 and 2019), while the data on the online Mansi discourse and the Mansi media representation of the Covid-19 epidemic and the Russian invasion of Ukraine were obtained via online observation at various social media pages, as well as on the webpage of the only Mansi newspaper "*Lūimā Sēripos*".

**Keywords:** *Mansi, Russian-Ukrainian war, Covid-19, freedom of speech.*

## **THE WAR IN UKRAINE: NEWS CONSUMPTION PATTERNS OF SERBIAN CITIZENS**

**IGOR IŠPANOVIĆ**, University of Belgrade,  
Institute for Philosophy and Social Theory, Serbia  
**VUJO ILIĆ**, University of Belgrade,  
Institute for Philosophy and Social Theory, Serbia  
**DANKA NINKOVIĆ SLAVNIĆ**, University of Belgrade,  
Faculty of Political Science, Serbia

**N**ews about the war in Ukraine is still present on the daily agenda in Serbia and the world, more than a year after the Russian invasion commenced. In times of crisis, such as this, citizens increasingly rely on the media for truthful and relevant information. However, the media have experienced a decline in trust in the last decade, and the circulation of disinformation and fake news has become part of everyday life. This is particularly the case in Serbia, where the political polarization has spread to editorial policies, media reporting and the selection of the news. This paper focuses on citizens' media habits and perceptions of journalistic reporting regarding the war in Ukraine. It is a part of a broader research, which aimed at providing a comprehensive understanding of citizens' relationship with news, especially in the digital environment. It was modeled according to the questionnaire for Digital News Report developed by the Reuters Institute for the Study of Journalism. The basic questionnaire for 2022 was utilized, along with some questions from the previous years and a supplementary questionnaire on the conflict in Ukraine. A quota sample was used, consisting of a total of 2,027 adult citizens of Serbia. The results show that people in Serbia rate the media's work much worse than citizens of other countries when it comes to the war in Ukraine. However, respondents who are closer to the Russian side in the conflict evaluate media reporting more positively. Unlike other countries, where people turn to television as the main news source, the results indicate a significant use of apps and websites of mainstream media in Serbia in this regard. The importance of this research is that it provides insight into how citizens assess reporting on the war, a perspective often missing when discussing the media and conflict.

**Keywords:** *media reporting, Ukraine, Russia, trust, polarization.*

## **ORGANISATIONAL CHANGES IN POST-PANDEMIC NEWSROOM: INTERVIEWS WITH MEDIA WORKERS IN CROATIA**

**IGOR KANIŽAJ**, Department of Journalism and Media Production,  
Faculty of Political Science, University of Zagreb, Croatia

**STELA LEHPAMMER**, Department of Journalism and Media Production,  
Faculty of Political Science, University of Zagreb, Croatia

**IGOR WEIDLICH**, Department of Journalism and Media Production,  
Faculty of Political Science, University of Zagreb, Croatia

Organisation of work in newsrooms as well as journalistic practices are major factors in news production, thus they have been subject of many studies which have concluded that modern media challenges, such as the rapid development of the digital media environment and changing habits of the audience, are leading to significant organisational changes in newsroom (Tameling & Broersma, 2013; Linden, 2017; Bunce et al., 2018). This has been even more emphasized since the year 2020, when journalism has experienced a major and thorough transformation due to global pandemic – from working environment to access to the audience – while striving to preserve the basic premise of credibility. “The COVID-19 crisis demonstrated that media companies reacted in record time to ensure their employees’ safety and to provide continuity in their essential activity as providers of information” (García-Avilés, 2021: 1242). It should be emphasized that Croatian media environment was additionally challenged by a series of earthquakes that deepened the social crisis and required additional efforts in transmitting fast, informative and credible information to the broad public. Authors of this research therefore recognized that the extensive research of the media environment in Croatia is necessary to understand journalism and journalistic practices. Authors of this paper conducted 15 semi-structured interviews with journalists and editors in three Croatian daily newspapers with the highest circulation – *J utarnji list*, *Večernji list* and *24sata*. Interviews were conducted as part of the larger project “Journalism Research Lab” (Jourlab, 2021), and this study is continuation of the research that analysed the front pages of the newspapers during the peak of pandemic (Kanižaj et al., 2023). The aim of this research is to determine how media workers adopted to new environment during the lockdown, what were their challenges in crisis and what are the biggest organisational changes in post-pandemic newsroom.

**Keywords:** *newsroom, pandemic, crisis, interviews, Croatian daily newspapers.*

## **LOCAL INFORMATION LANDSCAPE: STATE FUNDING AND AUDIENCE NEEDS**

**SANJA KLJAJIĆ**, University of Novi Sad, Faculty of Philosophy,  
Department of Media Studies, Serbia

**V**igorous and vibrant local media that serves the public interest is one of the pillars of democratic society. By fulfilling traditional tripartite role – informing, educating and entertaining audience – local media are empowering citizens to grasp and exercise their rights in order to gain better local governance and, thus, more trust within society. In order to ensure that local media are covering topic of importance for public, Serbia has introduced the mechanism of project-based co-financing of media content, in 2014. During first seven years of implementation of the mechanism, a total of 86,2 million euros was allocated for 14.022 media projects. Previous analyses of the projects are showing that most of the money was allocated for projects in the field of informational programmes, and far less for content on culture and education, economy, and underprivileged groups. In the previous analyses, perspectives of the media workers prevail, while citizens' perspective slipped away. Therefore, combing two research methods, this paper is aiming to compare to public interest topics selected for co-financing and the audience perspective on the topic of public importance. Focusing on diversity of topics of media content, this research will analyse what the real informational needs of citizens are and to what extent is audience satisfied by existing content in the media. Research will comprise secondary analysis of open source data on media project co-financing, and findings from focus-group interviews organized in three municipalities with 47 adult citizens.

**Keywords:** *local audience, audience needs, local media, public interest.*

## **HEY, SIRI, ALEXA, CHATGPT, GPT4, TELL ME WHAT YOU THINK OF MEDIA IN CRISIS IN SERBIA? – HOW ARTIFICIAL INTELLIGENCE FUELS THE CRISIS IN JOURNALISM, MEDIA AND ACADEMIC COMMUNITIES?**

ALEKSANDRA KRSTIĆ, University of Belgrade,  
Faculty of Political Science, Serbia

Serbia's media landscape has been facing significant challenges in recent years. There are concerns about the lack of media pluralism, independence, and freedom of expression. The media in Serbia have been subject to political and economic pressures, which have resulted in self-censorship and limited access to information. According to some reports, media ownership is concentrated in the hands of a few business tycoons with close ties to the government. Journalists in Serbia also face threats and intimidation, including physical attacks and online harassment. In some cases, investigative journalists have been subjected to criminal proceedings or lawsuits, which are perceived as attempts to silence them. The situation has prompted calls for the Serbian government to take measures to ensure media freedom and protect journalists. International organizations, such as Reporters Without Borders and Freedom House, have expressed concern about the situation and urged the government to take action. In conclusion, the media crisis in Serbia is a complex issue that requires attention and action from all stakeholders, including the government, media owners, and civil society. Not a single word from the above paragraph was written by this author. Not a single word is human, it's all artificial intelligence based on one question asked by the author: What do you think of media in crisis and Serbia? The text is fully generated from the ChatGPT OpenAI resource that has become the most controversial and most debated AI resource in the world in the past couple of months. This paper problematizes diversified aspects of the usage of AI in journalism and media, and in academia as well, and various possibilities and scenarios for a new crisis we are still not aware of.

**Keywords:** *ChatGPT, AI, journalism, media, crisis.*

## TEXT GENERATING TOOLS IN MEDIA ENVIRONMENT – A FRIEND OR A FOE?

DRAGANA MILIN, University of Novi Sad, Faculty of Philosophy,  
Department of Media Studies, Serbia

A text generating tool (TGT) is a software application or program that utilises artificial intelligence (AI) or natural language processing (NLP) techniques to generate written content automatically. These tools, nowadays, can produce human-like text on a wide range of topics, based on different criteria and using given keywords or tasks. Text generating tools are trained using vast amounts of data to generate and produce content that is coherent, contextually relevant and grammatically correct. Even though TGTs undergo through rapid development and gain more focus in everyday life, such pace threatens to transform the media environment in an undesired direction, with implications for journalism, advertising and social media. This paper focuses on five text generating tools which were selected based on their availability on the Internet and trial period functionality. The same input prompts (tasks and keywords) on four different subjects were used in content generation. In this study, the differences between tool-generated and human-written texts were highlighted, as well as the advantages and disadvantages of using TGTs in the media environment. Discussion about increased efficiency in content production, enhanced personalisation and ethical concerns such as misinformation and bias are also included. Drawing clear-cut conclusions about the usage of TGTs in the media environment is not straightforward. Complex and dynamic nature of the specific topics, context used in search and generation, and desired goals of media industry are some of factors that influence the lack of a solid conclusion.

**Keywords:** *artificial intelligence, text generating tool, media, content creation.*



## **MULTIPLE CRISES AND REPRESENTATIONS OF EUROPEAN SOLIDARITY IN CROATIAN AND SERBIAN BROADSHEET PRESS (2007–2017)**

**PIOTR MIROCHA**, Jagiellonian University in Krakow, Faculty of Philology,  
Institute of Slavonic Studies, Poland

The paper explores representations of European multiple crises between 2007 and 2017 in Croatian and Serbian broadsheet press, as well as their resonance with discursive construction of European solidarity and Europeanisation in general. Inspired by the methods of corpus-based discourse analysis, a large collection of ca. 20,000 articles is used as a starting point. The texts originate from the online issues of quality press representing various ideological profiles from the two countries (*Večernji list*, *Novi list*, *Politika*, *Danas*). The results demonstrate that discourses on crises rose to particular prominence during the beginning of the 2007 global financial crisis, in the time of the culmination of the European debt crises (around 2012), as well as during the 2015 refugee crisis. Media representations of European solidarity seemed to be responses to the crises discourses, as they have clear temporal correlation with the latter. This constitutes a dialectical relation between the discourses on multiple crises and European solidarity. It was especially the 2015 refugee crisis which redefined the notion of European solidarity reflected by the Croatian and Serbian discourses as a value promoted by the EU core and related mostly to the EU members. Previously, the notion was of relevance in Serbia during the first phase of the global financial crisis, later losing on significance. In Croatia, the notion of European solidarity became more relevant for domestic actors after the 2013 EU accession. Last but not least, it is hypothesised that the discovered dialectics is typical to the analysed period and cannot be granted universal character.

**Keywords:** *multiple crises, European solidarity, Croatia, Serbia, corpus-based discourse analysis.*

## **FASHION JOURNALISM IN TIMES OF CRISIS: A SHALLOW ENDEAVOR OR A FORM OF PROTEST?**

**IASMINA PETROVICI**, West University of Timisoara, Faculty of Political Sciences,  
Philosophy and Communication Sciences, Romania

**CORINA SIRB**, West University of Timisoara, Faculty of Political Sciences,  
Philosophy and Communication Sciences, Romania

**SIMONA BADER**, West University of Timisoara, Faculty of Political Sciences,  
Philosophy and Communication Sciences, Romania

**T**he last three years have been marked by at least three types of crisis with deep imprints and repercussions on the European media: the pandemic crisis, the crisis of the war in Ukraine, and the ecological crisis. In the current turbulent and fragile socio-political-economic context, with real threats from various directions, the media faced various challenges generated by the reporting of news about crisis. It may seem that in this context, niche journalism, in particular the one the present study addresses, namely fashion journalism, would be greatly affected. This is because beauty, with all its guises, is the main subject of fashion journalism, and in times of crisis, the interest in beauty can either fall into the background of the public's concerns, or it can disappear completely. Has fashion journalism lost its popularity in today's context? Our intention is to show that, in the current context of multiple crisis, fashion journalism in Romania, as a sector of the creative industries, can also be carried out as a form of protest against crisis situations, being able to offer the public three ways of resisting the crisis as a negative phenomenon: escapism, a form of therapy and rejection (news avoidance).

**Keywords:** *crisis, Romanian media, niche journalism, fashion journalism, beauty.*

## **FORCED TO MEAT GRINDER OR PROTECTING THEIR HOMECOUNTRY? THE REPRESENTATION OF ETHNIC HUNGARIAN SOLDIERS OF UKRAINE IN THE HUNGARIAN PRESS**

**BERTALAN PUSZTAI**, University of Szeged,  
Department of Communication and Media Studies, Hungary

**FERENC RUDISCH**, University of Szeged,  
Department of Communication and Media Studies, Hungary

**B**efore the Russian aggression, approximately 150,000 Hungarians lived in Transcarpathia belonging to Ukraine, primarily in its areas bordering Hungary. So far, fighting has not affected this westernmost part of Ukraine, but soldiers, including those of Hungarian ethnicity, have come to the front from here as well. The presentation of Hungarian soldiers shows a clear difference in the pro-government and independent press in Hungary. In our presentation, we present the two separate representation systems in the press. We also provide examples from social media. The radical deviation of the representations can be traced back to the radically polarized position of the Hungarian population regarding the war.

**Keywords:** *Ukraine war, Hungarian press, representation, social media.*

## **TOWARDS MCDM-BASED MEDIA SUSTAINABILITY INDEX: COCOSO/PROMETHEE SETUP FOR SELECTED EUROPEAN COUNTRIES**

**ŽARKO RAĐENVIĆ**, University of Niš, Innovation Center, Serbia  
**MAJA KOSTADINOVIĆ**, University of Niš, Faculty of Philosophy, Serbia

**T**he sustainable media organizational concept is tremendously beneficial in the conditions of the global pandemic crisis as well as in the conditions of a digitally oriented, data-driven media environment. Creating a digitally sustainable media environment in the conditions of the pandemic crisis and the war in Ukraine contributes to increasing the cost-effectiveness of media activities as well as the interoperability of media organizations and better communication with its stakeholders. To achieve sustainable goals, media organizations should be more free-press advocacy-oriented, increase professionalism and survive multiple governments, economic fluctuations, and changes in public opinion or social conventions. Addressing important challenges in media sustainability the aim of this research is the analysis of the sustainable way of doing business for media organizations through the MCDM (Multi-Criteria Decision Making) prism in the form of ranking a certain number of countries established on the main pillars of the Media Sustainability Index (MSI). The scoring methodology of the MSI index is based on the application of score key dashboards for all four sub-indices of the mentioned index – Free Speech, Professional Journalism, Plurality of New Sources, Business Management, and Supporting Institutions by normalizing their value in the form of a composite index in the previous five years. European countries will be grounded on the average score key value for all four pillars individually using multi-criteria decision-making methods such as CoCoSo (Combined Compromise Solution) and PROMETHEE (Preference Ranking Organization Method). ARAS (Additive Ratio Assessment) methodology will be used to determine the weighting coefficients of the MSI index pillars, the main ranking criteria. The result of the ratio of the ranks of the mentioned methods for multi-criteria decision-making should be a country with an optimal media-sustainable organizational model that serves as a benchmark for other members of the media market in times of crisis. On the other hand, by applying neural networks and fuzzy logic, future empirical evaluations could result in the creation of sustainable business models for media organizations to increase reporting efficiency.

**Keywords:** *media sustainability index, CoCoSo/PROMETHEE, ARAS, digital media environment, media organizations.*

## RECLAIMING A CRISIS: GLOBAL LESSONS FROM EMIC AND ETIC APPROACHES TO CRISIS COVERAGE OF NATIVE COMMUNITIES IN THE AMERICAN WEST

BEN SHORS, Washington State University, USA

On June 8, 1964, two dams collapsed near the Blackfeet Indian Reservation in northern Montana. The resulting flooding killed 31 people, almost all on reservation lands. One small newspaper received the Pulitzer Prize for its coverage, but a review of the submission materials finds almost no mention of the tragedy on tribal lands. Beginning in 2013, a team of journalists, tribal liaisons, and filmmakers began to collect histories of the survivors, many of whom had never been interviewed. “Nobody ever asked,” explained one survivor. “Nobody ever wanted to know.” Indigenous peoples have historically been underrepresented in newsrooms around the globe. Today, nearly 10 million Native people live in the United States, but less than 1 percent of American journalists are Native American. This historic underrepresentation has skewed the framing of stories about Native communities, who are often presented in the media during times of crises but otherwise experience “relative invisibility” in mainstream journalism. This presentation uses the anthropologic frames of emic and etic perspectives to empower Native points of view in the discussion of the media’s coverage of crisis and trauma in Indigenous communities globally. Emic perspectives are grounded in the worldview of the participants and can complement the traditional etic perspective of “outsider” journalists or researchers. The discussion has broader lessons for media engagement with minority populations in the Balkans and other regions. The authors’ multimodal (text, images, video, and mobile application) approach utilized geolocative technology that allows the application’s users to experience media content in the geographic location of the historic event, respond to contextual questions, and provides agency for multiple viewpoints to include people who are not typically represented in mainstream media contexts. The technology and approach have broader implications for facilitating underrepresented perspectives in the news media’s coverage of crises. The mobile wireframe can be repurposed to provide deep and complex perspectives across topics from crisis to historical perspectives. As an example, the basic wireframe is currently used in a \$1.9 million grant proposal to the National Science Foundation to address misinformation in science communication with youth ages 8-14. This presentation will discuss the design and implementation of this mobile framework, lessons learned from this project, and best practices for journalists looking to engage underrepresented communities.

**Keywords:** *crisis, mobile technology, minority, interactive, Indigenous.*

## DIFFICULTIES IN REPORTING ON REFUGEES AND MIGRANTS ON ROMANIAN BORDERS

LUCIAN VASILE SZABO, West University of Timisoara,  
Department of Philosophy and Communication Sciences, Romania

SIMONA BADER, West University of Timisoara,  
Department of Philosophy and Communication Sciences, Romania

CORINA SÎRB, West University of Timisoara,  
Department of Philosophy and Communication Sciences, Romania

The purpose of this research is to present how information about refugees and migrants is collected and presented by the online media. The state border of Romania is crossed daily both by migrants and refugees, but there is a difference in the way these two types of groups are reflected in the online media content. We believe the reason for this is their status: migrants are people who leave their country mainly for economic reasons, while refugees retreat from the path of war. In the last year, most of the refugees have come from Ukraine and crossed Romania's border in legal conditions. The information provided by the Border Police specifies the number of Ukrainians arriving in Romania every day: in February 2023, the average is 7,000 people a day. However, as far as the number of migrants who come from Asia or Africa is concerned, the reports are not so precise, because these people try to enter Romania illegally, most of them with the aim of reaching Western Europe. Our study identifies these communication problems and the differences in treatment by the authorities, the population and the media. A special attention is given to the way online media platforms build the image of migrants and refugees arriving at Romania's borders and how this image differs according to migrants' social and cultural profile. Our content and sentiment analysis show a significant difference of attitude among African and/or Asian migrants and those of Ukrainian refugees: the space reserved in media is quantitatively and qualitatively larger for Ukrainian refugees, the attitude is more empathetic and the media calls for help were largely supported by population, while, with few exception, there is scarce information on the other immigrants, their needs or faith in both online media and social networks (except anecdotal and sensationalistic narratives connected with illegalities or social issues).

**Keywords:** *online media, refugees, migrants.*

## **MEDIA POLARIZATION IN THE TIME OF CRISIS: B&H MEDIA REPORTING ON COVID-19 AND UKRAINE**

LEJLA TURČILO, University of Sarajevo, Faculty of Political Science,  
Department of Journalism, Bosnia and Herzegovina

**T**his paper will explore ways in which media in Bosnia-Herzegovina position themselves on one of two poles in the society in the time of crisis: pro-government and anti-government. Cases of reporting on COVID-19 and Ukraine crisis will be analyzed in order to discuss patterns developed in media reporting, especially when it comes to standpoints and actions of the authorities. Criteria for the analysis of such cases are: how media decide what is newsworthy, how media choose sources, how media fact check information and how media frame the story (with the special attention paid to how they frame it regarding the government officials and other representatives of authorities and the agenda they set and public tone they frame). The conclusion will be made on how COVID-19 and Ukraine crisis were used by media for the purpose of supporting or opposing government/authorities and additionally polarize B&H society.

**Keywords:** *COVID-19, Ukraine, media polarization, Bosnia-Herzegovina.*

## **THE HATE SPEECH INDUSTRY AND ITS EFFECTS ON MEDIA ECOSYSTEMS/ MEDIA INDUSTRIES IN EU COUNTRIES: THE CASE OF SERBIA AND BOSNIA-HERZEGOVINA**

ROGER VALSELLS, URL Blanquerna University,  
Communication and International Relations Department, Barcelona, Spain

**N**ews published in the Spanish media about the former Yugoslavia countries tends to have a negative bias. The term balkanization is often used to refer to chaos, fragmentation, and conflict. While it is true that this area of the world has suffered recurrent conflicts, it's a common practice to publish any event, no matter how irrelevant, in a way that shows that the situation is much worse than the real one. My Ph.D. thesis will try to demonstrate that the so-called hate speech industry, organized and financed by the government of Serbia, contributes decisively in creating this biased image for partisan purposes, not only in the Balkans but also in some EU countries. The study examines a month-long period, in the first phase, of tabloid coverage of relevant topics related to the Serbian political environment, such as president Aleksandar Vučić omnipresence in this kind of media, the never-ending Kosovo negotiations and the equidistant role of Serbia between its historical bonds with Russia and his role as an EU member candidate. In a second phase, I will trace the trail of this content through the news agencies until they reach Spanish media. Finally, I will compare the Spanish media coverage of the same issues to prove the link. At this stage of the project, I spent a month in Novi Sad gathering daily information from three tabloids *Alo!*, *Kurir* and *Informer*, and from *Danas*, as a counterpart, classifying it in different frames such as: click baits, misleading content, absence of the other party, wrong or false context, Vučić in the front cover, or fabricated information. I am going to present the first conclusions of my Ph.D. at this early stage and some examples of Serbian news coverage in Spanish media.

**Keywords:** *tabloid newspapers, news agencies, EU impact, Kosovo, Russia, Aleksandar Vučić.*



## THE AUTONOMY OF JOURNALISM IN THE SOCIALIST FEDERAL REPUBLIC OF YUGOSLAVIA

NINA ŽNIDARŠIČ, Faculty of Social Sciences, University of Ljubljana

In this paper, I will present preliminary findings of my ongoing doctoral research on The Autonomy of Journalism and Journalist's Action in the Socialist Federal Republic of Yugoslavia (mentor Jernej Amon Prodnik, PhD). Thinking about the autonomy of journalism and how the journalist created space for autonomous action and work within Yugoslav self-governing socialism is primarily concerned with the analysis of political and social, i.e. external, influences on journalistic activity. The purpose of the research and analysis of the autonomy of journalism in socialist Yugoslavia – or more specifically in the Socialist Federal Republic of Yugoslavia (SFRY, 1963–1992) – is to overcome the myths, prejudices and mystifications that arise in today's socio-political space about the then and the position, meaning and role of journalism under Yugoslav self-governing socialism. The research spans several decades – the 1960s, 1970s and 1980s – allowing for a genealogical exploration of the autonomy of journalism in this period, how it changed in relation to external and internal socio-political imperatives, events, and processes, including in the form of the adoption of normative acts and the professionalization of the journalistic profession.

**Keywords:** *journalism, autonomy, self-governing socialism, socialist Yugoslavia, SFRY.*

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