

University of Arts Belgrade
Faculty of Dramatic Arts

Creativity and Innovations
in Theatre, Media and Cultural Production:
Visions and Values for the Future

November 17th-19th

BOOK OF ABSTRACTS



Creativity and Innovations in Theatre, Media and Cultural
Productions: Visions and Values for the Future
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On The Occasion Of The 60 Years Of The Department Of
Management And Production In Theatre, Radio, And Culture

Creativity and Innovations in
Theatre, Media and Cultural
Production: Visions and Values
for the Future

BOOK OF ABSTRACTS

Edited by: Ružica Radulović

Faculty of Dramatic Arts
Belgrade, 2021

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November 17th–19th 2021

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Media Literacy In The Digital Environment: Perspectives, Challenges, And Potentials For Audiences In Serbia

Recent public opinion polls indicate that the public's distrust in traditional news media is on the rise and that citizens increasingly turn to alternative information sources in the digital environment. Professional journalism—burdened by a multifaceted crisis—faces the challenge of maintaining a central position in the public information process. In this environment, media audiences may themselves produce media content and perform some journalistic functions, such as selection and verification of the news. These processes have the potential to contribute to the democratization of public information and to improve the critical capacity of citizens, which could help the public resist manipulation attempts from various political actors and organized interests. In such a context, improving media literacy is often discussed as a panacea for democratic challenges in the digital environment in both academic and media discourses. Similar to other countries, the popularity of media literacy programs in both formal and informal education is on the rise in Serbia. Recent empirical research shows that such programs are not a universal remedy and that their success is contingent on careful planning and setting realistic goals. The first aim of this study is to offer a critical review of the literature on media literacy focusing on theoretical and methodological diversity, as well as on the empirical findings regarding intervention effects. Based on this analysis, we will propose a research agenda with the aim of bridging the works of practitioners and researchers in order to increase the potential of

future media literacy programs to improve the civic capacities of digital audiences in Serbia.

Keywords: media literacy, media education, digital audiences

Čedomir Markov holds a Ph.D. in Journalism and Mass Communication from Korea University. His research interests include the role of public attitudes toward news media in political behavior, media portrayals of vulnerable social groups, and digital strategies in contemporary political communication. His articles were published in *Communication & Society* and *Ageing & Society*. He is a recipient of a research grant for 2021/2022 from the Institute for Philosophy and Social Theory and the Foundation for Open Society.

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