



SVEUČILIŠTE U ZAGREBU
HRVATSKI STUDIJI
UNIVERSITY OF ZAGREB
CENTER FOR CROATIAN STUDIES



Agencija za
elektroničke
medije
Agency for
Electronic
Media



MEDIA LITERACY IN DIGITAL AGE

Cultural, Economic and Political Perspective



PRELIMINARY PROGRAM

Thursday, June 5, 2014

Croatian Academy of Sciences and Arts - Nikola Subic Zrinski Square 11, Zagreb

18.00 Welcome reception. Academician Ivo Šlaus, Honorary President of the World Academy of Art and Science, will address the conference delegates on behalf of Academician Zvonko Kustić, President of the Croatian Academy of Sciences and Arts. Exhibition in the Academy's Gallery of Old Masters.

Friday, June 6, 2014

Center for Croatian Studies, University of Zagreb – Borongajska cesta 83d, Zagreb

8.30 - 9.00	Registration
9.00 - 9.45	Opening Speeches: The President's Personal Envoy and Presidential Adviser for Science, Higher Education and Religious Communities Prof. Ankica Marinović; Head of the Centre for Croatian Studies Prof. Josip Talanga; Deputy Director of the Agency for Electronic Media Ernest Strika; President of the Organizing Board of the Conference Prof. Nada Zgrabljčić Rotar
Moderators	Jelena Jurišić, Ivan Burić
9.45 - 10.15	Keynote Speaker: Alton Grizzle, Unesco - Media and Information Literacy in the Digital Age - Cultural, Religious, Economic, Social and Political Perspectives
10.15 - 10.45	Keynote Speaker: Divina Frau-Meigs , University of Paris 3 - Sorbonne, France; director CLEMI, UNESCO chair "Forwardances in durable digital development"
10.45 - 11.15	Keynote Speaker: Ilana Elea Santiago , International Clearinghouse on Children, Youth and Media, University of Gothenburg, Sweden - Research on children, youth and media: an overview about the International Clearinghouse publications (1997-2014)
11.15 - 11.30	Discussion
11.30 - 12.00	Coffee Break
Moderators	Aleksandra Vraneš, Igor Kanižaj
12.00 - 12.15	Dainius Radzevicius (Lithuania) - Global media and local challenges of content regulation
12.15 - 12.30	Antigoni Themistokleous (Cyprus) – Media education for children in Cyprus: an empirical case study
12.30 - 12.45	Craig Hight, Elaine Khoo, Bronwen Cowie, Rob Torrens (New Zealand) - Is software literacy reshaping the 'digital divide'?
12.45 - 13.00	Senta Pfaff-Rüdiger (Germany) - Media literacy from a social perspective
13.00 - 13.15	Discussion
13.15 - 14.15	Lunch for all participants of the conference at the university restaurant "Borongaj"

	Parallel session A	Parallel session B	
Moderators	Nurcay Turkoglu, Mark Marku	Ivanka Stričević, Željko Rutović	
14.15 - 14.30	Nishan Rafi Havandjian, Rania Khaled Al Hussaini (Qatar) - Media Literacy in Doha Qatar: Sharpening the critical skills of a digitally connected multicultural audience	Milica Andevski, Dubravka Valić Nedeljković, Tijana Femić (Serbia) - Media competences and media literacy in the digital context of education discourse	
14.30 - 14.45	Eloisa De Felice, Ivan Turatti (Italy) – News & You digital natives for medi@ literacy “you can play too!”	Mimo Drašković (Montenegro) – Necessity of media literacy for the suppression of hate speech in Montenegrin media	
14.45 - 15.00	Gentiana Skura (Albania) - Media literacy – a necessity for Albanian Youth	Marijana Matović, Snežana Milin Perković, Iva Danilović (Serbia) – Media literacy in the educational system of Serbia	
15.00 - 15.15	Nurcay Turkoglu (Turkey) - Reflexivity and the use of Media Literacy	Jelena Jurišić, Ivan Burić (Croatia) – Digital Literacy as predictor of political culture	
15.15 - 15.30	Ibrahim E. Bilici (Turkey) - Competition vs. Collaboration: A Study on Promoting Children’s, Parental and Teacher’s Collaborative Roles in Twenty First Century Digital and Media Literacy Education	Željko Rutović (Montenegro) - Media securitization and (or) media literacy	
15.30 - 15.45	Aleksandra Vraneš (Serbia) - The Concept of Media Literacy, its Position in Relation to Information Literacy and Ethical Use of Information at the University Level	Ilija Musa (Bosnia and Herzegovina) - Privacy of a child in Bosnian-Herzegovinian media (legal regulation and current media reporting)	
15.45 - 16.00	Discussion	Discussion	
16.00 - 16.30	Coffee Break		
Moderators	Nada Zgrabljic Rotar, Danijel Labaš		
16.30 - 17.00	Keynote Speaker: William James Potter, Department of Communication, UC Santa Barbara, United States of America		
17.00 - 17.15	Discussion		
20.00	Conference dinner (optional)		
Saturday, June 7, 2014			
Center for Croatian Studies, University of Zagreb – Borongajska cesta 83d, Zagreb			
	Parallel session A	Parallel session B	Parallel session C
Moderators	Marija Boban, Ibrahim E. Bilici	Lana Ciboci, Mimo Drašković	Ljiljana Zekanović-Korona, Ilija Musa
9.00 - 9.15	Huseyin Özçinar, Tayfun Tanyeri (Turkey) - The relationship between undergraduates’ view on internet censorship, and their media literacy level	Lana Ciboci, Igor Kanižaj, Danijel Labaš (Croatia) - Media literacy from the perspective of parents of preschool children: challenges and trends in free time media use	Tena Perišin (Croatia) – Breaking news: a matter of trust
9.15 - 9.30	Kaja Žuran, Marko Ivanišin (Slovenia) - Elements and levels of media education/literacy	Ivanka Stričević, Franjo Pehar (Croatia) – Information behavior of parents in the context of social media	Gabrijela Gavran, Nada Zgrabljic Rotar (Croatia) – Media literacy and news libraries in Croatia and their importance for digital age journalism and reporting
9.30 - 9.45	Zoran Medved (Slovenia) - Do Media Wish A Literate Audience?	Dunja Potočnik (Croatia) - Digitally divided youth: Inequality, divide and risks	Blanka Jergović, Anđelka Raguž (Croatia) – Scientists on a new mission: audience or creators of media content?
9.45 - 10.00	Mark Marku (Albania) - Media literacy and the ethics of the new media	Andrea Bratić, Jelena Jurišić (Croatia) - Are we, as a society, ready for media literacy education of our children and young people?	Željana Ivanuš (Croatia) - Impact of new technologies on emergence and development of participatory (citizen) journalism
10.00 - 10.15	Alenka Valh Lopert, Tatjana Welzer Družovec (Slovenia) – Privacy: How far can media go?	Bernard Miočić, Jadran Perinić, Marko Kardum (Croatia) – New media literacy skills of youth in Zadar	Ljiljana Zekanović-Korona (Croatia) - The computer and e-learning: a medium to facilitate

				the spread of etiquette culture
10.15 - 10.30	Maria Angeles Gonzalez Cabrera (Spain) – Crowdfunding: How audiences promote innovation in journalism	Mateja Bubljić (Croatia) - ICT at preschool age	Nives Tomašević, Martina Mikrut, Jasna Horvat (Croatia) - Media Literacy in Marketing Communication of Digital Age	
10.30 - 10.45	Franja Pižmoht, Jozef Gyorkos (Slovenia) - The convergence evolution of nano-bio-info-cogno technologies	Anita Perešin (Croatia) – Al Qaeda e-radicalization and the creation of children suicide-bombers	Hrvoje Lisičar (Croatia) - The importance of the legal and regulatory framework for electronic media in supporting and enhancing media literacy in a digital age	
10.45 - 11.00	Tatjana Milivojević, Ivana Ercegovac (Serbia) - Selfie or virtual mirror to new narcissus emotional literacy in media education	Ivan Tanta, Maja Mihovilović, Zrinka Sablić (Croatia) – Uses and Gratification Theory: Why Adolescents Use Facebook?	Emil Dumić, Domagoj Frank (Croatia) - Planning migration of digital terrestrial television from DVB-T standard to DVB-T2 in Republic of Croatia	
11.00 - 11.15	Discussion	Discussion	Discussion	
11.15 - 11.45	Coffee Break			
	Parallel session A	Parallel session B	Parallel session C	Parallel session D
Moderators	Blanka Jergović, Tomislav Janović	Tena Perišin, Bernard Miočić	Amila Grbo, Nives Tomašević	Katarina Peović Vuković, Emina Berbić Kolar
11.45 – 12.00	Marija Boban, Silvana Oruč-Ivoš (Croatia) - The impact of the Media and Media Literacy to the Privacy and the Ethics of Communication in the Contemporary Information Society	Dunja Majstorović, Nensi Blažević (Croatia) - The Role of the „Vang“ Organization in Media Literacy of Young Persons	Spomenka Bogdanić, Vedrana Vojković Estatiev (Croatia) - Words are Crucial: Preparing Communication Sciences Students to Compete in the Digital Economy	Martina Poljičak, Nevena Jerak (Croatia) - Statistical Literacy as an aspect of Media Literacy
12.00 – 12.15	Ljiljana Marković (Serbia) - Media Literacy within the University Framework as a Precondition Enabling Competitiveness on the Job Market	Marijana Matović, Snežana Milin Perković (Serbia) – Television content rating in Serbia – the role of media in the process of citizen's media literacy development	Ljubica Josić (Croatia) - Excessive use of English loanwords on Croatian web portals as a problem of media literacy	Katarina Peović Vuković (Croatia) - New Media Literacy as an Event
12.15 – 12.30	Lana Ciboci, Leali Osmančević (Croatia) - The role of media literacy in protection of children's privacy in the media	Zdravko Palavra (Croatia) - Media Literacy and the Evolution of Communication Media	Martina Sertić (Croatia) - Digital educational content as the medium of the future	Tihomir Katulić (Croatia) - Network neutrality and electronic media
12.30 – 12.45	Goran Popović, Tanja Grmuša, Ines Tolić (Croatia) - Risks of media reporting in teenage magazines Teen and Ok!	Igor Subotić (Croatia) - Media literacy in the educational system: contents of media culture in the Croatian Secondary school education	Marina Gabelica (Croatia) - Children's Literature in Digital Media	Sanja Seljan, Barbara Pešorda, Mara Stojanac (Croatia) – Impact of summarizing and translation technology in online information transfer
12.45 – 13.00	Irena Sever, Mateja Šakić (Croatia) – Advertisements and gender stereotypes: importance of media literacy	Amila Grbo (Bosnia and Herzegovina) - Media literacy and the crises of society	Tijana Vukić, Iva Youens (Croatia) - Television program as a teaching resource for acquiring primary media competencies	Renata Relja, Vanja Čerenić (Croatia) - Media and occupational choice
13.00 – 13.15	Danijel Labaš, Marijana Previšić (Croatia) - Specific forms of skin care products marketing communication in	Suzana Peran (Croatia) - Media Literacy in Church Theory and Practice	Dejana Kurtović, Karolina de Vrgna (Croatia) - Apprentice Hlapić online - creating a digital artefact using web	Emina Berbić Kolar, Vjekoslav Galzina, Damir Matanović (Croatia) – Towards a safeguarding

	women's magazines Cosmopolitan and Elle		2.0 tools	concept of the intangible cultural heritage in Slavonia, Baranya and Strymnia – aspects of digitalization, processing, conservation and dissemination of sound, image and shape
13.15 – 13.30	Renato Ivanuš (Croatia) - How to prevent hate speech at Croatian news portals	Nikola Radunović (Montenegro) - Media Literacy and Divisions in Montenegro	Mihaela Majcen Marinić (Croatia) - Word, picture, movement – the role of animation in the process of reading media messages in digital era	Lidija Dujčić (Croatia) - The Carnevalization of Public Discourse: Popular Performance vs. Political Analogies
13.30 – 13.45	Discussion	Discussion	Discussion	Discussion
13.45 – 14.15	Closing address			
15.30	Lunch (optional)			
17.00	Zagreb Sightseeing Tour (start: King Tomislav Square)			