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| **PRELIMINARY PROGRAM** |
| **Thursday, June 5, 2014** |
| **Croatian Academy of Sciences and Arts** - Nikola Subic Zrinski Square 11, Zagreb |
| **18.00** | Welcome reception with a welcome speech of the President of the Croatian Academy of Sciences and Arts academic Zvonko Kusić. Exhibition in the Academy's Gallery of Old Masters. |
| **21.00** | Interactive theater night tour Secrets of Grič *(*optional, price 20€) – During a one hour walk along the streets and squares of the Upper Town, lantern in hand, you will have an opportunity to get to know the history of Zagreb. |
| **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 Zgrabljić 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 |
| **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** | Lejla Turčilo, 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"** |
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|  | **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 Anđevska, 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!” | **Lejla Turčilo (Bosnia and Herzegovina) -** Media literacy and education in Bosnia and Herzegovina: lack of serious policy of development of the media literacy in the edcuational system in Bosnia and Herzegovina |
| **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 | **Mimo Drašković (Montenegro) –** Necessity of media literacy for the suppression of hate speech in Montenegrin media |
| **15.15 - 15.30** | **Joseph Alegret Monroig (Spain) -** The Spanish case “Learn to watch”: a new form to understand the media education | **Jelena Jurišić, Ivan Burić (Croatia) –** Digital Literacy as predictor of political culture |
| **15.30 - 15.45** | **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 |
| **15.45 - 16.00** | **Discussion** | **Discussion** |
| **16.00 - 16.30** | **Coffee Break** |
| **Moderators** | Nada Zgrabljić 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 6, 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 Özçınar, Tayfun Tanyeri (Turkey)** - The relationship between undergraduates’ view on internet cencorship, 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, Franjo (Croatia) –** Information behavior of parents in the context of social media | **Gabrijela Gavran, Nada Zgrabljić 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)** - Is our society prepared for making children and youth media literate? | **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 Bublić (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, Jozsef 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 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** | **Ilija Musa (Bosnia and Herzegovina) -** Privacy of a child in Bosnian-Herzegovinian media (legal regulation and current media reporting) | **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, Maja 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 women’s magazines Cosmopolitan and Elle | **Ivan Tanta, Kristijan Sedak, Marko Pavić (Croatia) -** Media Literacy of Večernji List readers | **Dejana Kurtović, Karolina de Vrgna (Croatia) -** Apprentice Hlapić online - creating a digital artefact using web 2.0 tools | **Emina Berbić Kolar, Vjekoslav Galzina, Damir Matanović (Croatia) –** Towards a safeguarding concept of the intangible cultural heritage in Slavonia, Baranya and Syrmia – 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 | **Suzana Peran (Croatia) -** Media Literacy in Church Theory and Practice | **Katarina Mešin (Croatia) -** Media communication in The Croatian Tales of Long Ago by I. B. Mazuranic: an example of good practice | **Lidija Dujić (Croatia) -** The Carnevalization of Public Discourse: Popular Performance vs. Political Analogies |
| **13.30 – 13.45** | **Đurđa Vrljević Šarić (Croatia) -** Active participation of citizens in democratic electoral process: Analysis of media reports and readers comments on the campaign for the EU elections in 2014 on web portals in Šibenik-Knin County | **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 | **Discussion** |
| **13.45 – 14.00** | **Discussion** | **Discussion** | **Discussion** |
| **14.00 – 14.30** | **Closing address** |
| **15.30** | **Lunch (optional)** |
| **17.00** | **Zagreb Sightseeing Tour (start: King Tomislav Square)** |