

The Digital Media Challenge

12-14 June 2015

Zagreb, Croatia

8th Central and
Eastern European
Media and
Communication
Conference

CEECOM 2015

The Digital Media Challenge

12-14 June 2015

Zagreb, Croatia

8th Central and
Eastern European
Media and
Communication
Conference

CEECOM 2015

Impressum

Published by

Centre for Media and Communication Research
Faculty of Political Science
University of Zagreb

For the Publisher

Zrinjka Peruško, Chair
Centre for Media and Communication Research

Editors

Auksė Balčytienė
Domagoj Bebić
Antonija Čuvalo
Bogusława Dobek-Ostrowska
Michał Głowacki
Hrvoje Jakopović
Epp Lauk
Iva Nenadić
Krešimir Pavlina
Tena Perišin
Zrinjka Peruško, Editor in chief
Irena Reifová
Nada Zgrabljic Rotar
Sonja Špiranec
Ilija Tomanić-Trivundža
Tomáš Trampota
Dina Vozab, Executive editor
Mihaela Banek Zorica

Graphic Layout

ACT Printlab d.o.o.

ISBN-13: 978-953-6457-87-8



This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.

Table of contents

Preface _____	7
About Zagreb _____	11
CEECOM2015 organizing institutions _____	13
CEECOM 2016 _____	25
CEECOM2015 The Digital Media Challenge – Sessions _____	27
CEECOM2015 The Digital Media Challenge Program _____	33
Keynote addresses _____	51
Plenary 1. Digital Public Sphere, Friday 12.6.2015, 10:30-12:00, Hall 7 _____	51
Plenary 2. Communication and Technologies, Audiences and Communities, Friday 12.6.2015, 16:30-18:00, Hall 7 _____	54
Plenary 3. Media Freedom in Europe, Saturday, 13.6.2015, 11:45-13:00, Hall 7 _____	56
Plenary 4. The State and Visibility of Communication and Media Studies in CEE, Sunday 14.6.2015, 13:00-14:00, Hall 7 _____	58
CEECOM2015 The Digital Media Challenge: Abstracts _____	61
Session 1. Journalism Education for the Digital Age I, Friday, 12.6.2015., 12:15-13:45 _____	61
Session 2. Media and Elections, Friday, 12.6.2015, 12:15-13:45 _____	65
Session 3. Media Systems & Digital Transformations, Friday, 12.6.2015. 12:15-13:45 _____	69
Session 4. Journalism Education for the Digital Age II, Friday 12.6.2015, 14:45-16:15 _____	73
Session 5. Politics and Digital Media I, Friday 12.6.2015, 14:45-16:15 _____	76
Session 6. News in the Digital Media Landscapes, Friday, 12.6.2015, 14:45-16:15 _____	78
Session 7. Challenges to the Journalistic Profession, Saturday 13.6.2015, 08:00-09:30 _____	83
Session 8. Politics and Digital Media II, Saturday, 13.6.2015, 08:00-09:30 _____	86
Session 9. Digital Challenges to Journalism and Media, Saturday 13.6.2015, 08:00-9:30 _____	89
Session 10. Media Policy I, Saturday 13.6.2015, 08.00-9-30 _____	94
Session 11. New Models of Digital Journalism, Saturday 13.6.2015, 9:45-11:15 _____	99

Session 12. Politics and Digital Media III, Saturday, 13.6.2015, 9:45-11:15	104
Session 13. Gaming & Participatory Digital Culture, Saturday, 13.6.2015, 9:45-11:15	108
Session 14. Media Policy II, Saturday 13.6.2015, 9:45-11:15	111
Session 15. Political Participation and Digital Media, Saturday 13.6.2015, 14:00-15:30	115
Session 16. Participatory Digital Culture, Saturday 13.6.2015, 14:00-15:30	119
Session 17. Media Markets and Pluralism, Saturday 13.6.2015, 14:00-15:30	122
Session 18. Panel: Media Framing of Ukraine Crisis 2014, Saturday 13.6.2015, 15:45-17:15	128
Session 19. Panel: Public Communication, Political Actors and Citizen Activism: a Mediatization Perspective, Saturday 13.6.2015, 15:45-17:15	130
Session 20. Panel: Social Media and Politics in Central and Eastern Europe, Saturday 13.6.2015, 15:45-17:15	135
Session 21. Panel: Public Service Media – Social and Technological Challenges, Saturday 13.6.2015, 15:45-17:15	139
Session 22. New Models of Digital Journalism, Saturday 13.6.2015, 17:30-19:00	144
Session 23. Digital Media, Participation and Identity, Saturday 13.6.2015, 17:30-19:00	149
Session 24. Mediatization, Saturday 13.6.2015, 17:30-19:00	150
Session 25. Privacy Issues in Digital Media, Saturday 13.6.2015, 17:30-19:00	154
Session 26. Panel on Publishing Scientific Research in the Field of Media and Communication in CEE, Sunday 14.6.2015, 09:00-10:30	157
Session 27. Changing Public Opinion I, Sunday 14.6.2015, 09:00-10:30	159
Session 28. Media Literacy I, Sunday 14.6.2015, 09:00-10:30	163
Session 29. Audiences in Digital Mediascapes I, Sunday 14.6.2015, 09:00-10:30	166
Session 30. Redefining Legacy Journalism, Sunday 14.6.2015, 10:45-12:15	168
Session 31. Changing Public Opinion II, Sunday 14.6.2015, 10:45-12:15	171
Session 32. Media Literacy II, Sunday 14.6.2015, 10:45-12:15	175
Session 33. Audiences in Digital Mediascapes II, Sunday, 14.6.2015, 10:45-12:15	179

Preface

The transition of communication media to digital is a worldwide phenomenon. In Central and Eastern Europe the term “transition” is naturally assumed to mean democratic transition in the post-socialist period starting in 1990. For the past 25 years, many in these countries struggled to establish independent media industries with new democratic expectations and in a capitalist market environment. The focus was very much on the political and economic post-socialist transition, including in research in media and communication studies.

The 8th CEECOM conference is devoted to investigating the “Digital Media Challenge”, with the focus on the challenges to media industries, media audiences, and media regulators posed by the digital transition in the Central and Eastern European region and beyond. Since today’s media have an increasingly global dimension that is manifesting together with the digital technology, the conference will discuss the manifestations of these global developments and their challenges in a regional setting.

Authors in CEECOM2015 are presenting their research on mediatized cultures, democracy, politics and civic activism with digital media, redefinition of the legacy journalism paradigm, digital skills for the new approach to journalism education, mediatization and children in the mediatized world, media and information literacy, gaming and participatory digital culture, media policy, systems and markets, privacy issues in digital media, changing news, political communication and public opinion in digital mediascapes. Keynote addresses discuss issues of the digital public sphere, media freedom in Europe, digital communication technologies and user communities and audiences, and the state and visibility of media and communication studies in CEE.

CEECOM2015 works in 33 parallel sessions and panels with 128 papers from authors coming from 29 countries, and 8 keynote addresses in four plenary sessions. We wish you a fruitful and productive conference in Zagreb and look forward to CEECOM2016 in Tartu, Estonia!

Zagreb, June 2015

Zrinjka Peruško, University of Zagreb
CEECOM2015 conference chair

We thank the following organizations who helped support the organization of CEECOM2015 conference:



Ministarstvo znanosti,
obrazovanja i sporta

The Ministry of Science, Education and Sport



Agencija za elektroničke medije
Agency for Electronic Media

The Agency for Electronic Media



Sveučilište u
Zagrebu
University of Zagreb

Faculty of the Humanities
and Social Sciences, University of Zagreb



Sveučilište u Zagrebu
Fakultet političkih
znanosti



Faculty of Political Science, University of Zagreb



Republika
Hrvatska
Ministarstvo
kulture
Republic
of Croatia
Ministry
of Culture



REPUBLIC OF CROATIA
Ministry of Foreign and
European Affairs



INSTITUT
FRANÇAIS

Rendez-vous, festival Francuske u Hrvatskoj
(*Rendez-vous, France festival in Croatia*) - www.rendez-vous.hr

BADEL 1862

Badel 1862 d.d.



Turistička zajednica grada Zagreba (Zagreb Tourist Board)

About Zagreb

Zagreb is the capital of the Republic of Croatia and an old Central European city. For centuries it has been a focal point of culture, science, commerce and industry. It lies on the intersection of important routes between the Adriatic coast and Central Europe. Zagreb is also the hub of business, academic, cultural, artistic and sporting activities in Croatia. Many famous scientists, artists and athletes come from the city, or work in it. Zagreb can offer its visitors the Baroque atmosphere of the Upper Town, picturesque open-air markets, diverse shopping facilities, an abundant selection of crafts and a choice of traditional cuisine. Zagreb is a city of green parks and walks, with many places to visit in the beautiful surroundings. The city entered into the third millennium with a population of nearly 800,000 inhabitants. In spite of the rapid development of the economy and transportation, it has retained its charm, and a relaxed feeling that makes it a genuinely human city. Zagreb offers numerous theatres, museums, galleries, art collections, sport centres etc.

(The text is taken with permission from the Zagreb Tourist Board, <http://www.zagreb-touristinfo.hr/>, accessed: 21.5.2015.)



CEECOM2015

organizing institutions

In 2012 ECREA's Central and East European Network management together with representatives of existing organizers of media conference for Eastern and Central Europe established the CEECOM Consortium for organization the CEECOM conference annually in different CEE countries.

CEECOM2015 is organized by the University of Zagreb.

University of Zagreb

The University of Zagreb (www.unizg.hr), established in 1669, today includes 29 faculties, 3 art academies and the University Centre for Croatian Studies. With 7900 teachers and 72480 students, University of Zagreb is the flagship education institution in Croatia providing education and research in all of the areas of sciences, humanities and arts. The CEECOM2015 conference *The digital media challenge* is organized by four departments of the University of Zagreb - the conference secretariat and principal organizer Centre for media and communication research (www.cim.fpzg.unizg.hr), the Department of journalism and public relations, Faculty of Political Science, Department of information and communication science, Faculty of Humanities and Social Sciences, and the Department of communication studies, University centre for Croatian studies.

The Centre for Media and Communication Research (Centar za istraživanje medija i komunikacije CIM, www.cim.fpzg.unizg.hr) has emerged as the first university centre for the study of media and communication in Croatia. It was

established in 2007 at the Faculty of Political Science of the University of Zagreb. Past research includes issues in media policy in terms of pluralism and democratic media development, media and election coverage, media systems in comparative perspective, history of television, and media audiences in comparative perspective. CIM is dedicated to supporting excellence and to contributing to the development of media studies in Croatia through cutting edge research, innovative teaching, publication and networking. The CEECOM2015 secretariat is based in CIM.

The Department of Journalism and Public Relations is the home to the oldest university program in journalism in Croatia, established at the Faculty of Political Science of the University of Zagreb in 1970. The Faculty of Political Science was established in 1962, the first in the southeast European Region, and today offers undergraduate, graduate and post graduate study in political science, and an undergraduate and graduate program in journalism with concentrations in radio and television journalism, political communication and public relations, and new media. Faculty of political Science is also home to student media (with public reach), unique in this part of the world. Journalism students have a chance to work in appropriate facilities and get some real experience – at the radio station Radio Student, student television Televizija Student, student newspaper Global and the online platform Studosfera.

The Department of Information and Communication Science at the Faculty of Humanities and Social Sciences of the University of Zagreb was established in 1981 by merging the chairs in librarianship and informatology. Since then, the Department has nurtured its diversity in encompassing various aspects of information and communication sciences such as informatics, librarianship, archival science, museology and media and communication. This is witnessed through research and education on undergraduate, graduate and postgraduate level. The Faculty of Humanities and Social Sciences just celebrated a 140th anniversary since its foundation in the academic year of 1874/5.

Department of Communication Studies at the University Centre for Croatian Studies was established in 1996 as a department of journalism, and changed its name in 2005, and covers topics in communication science, journalism, media history and public relations. Centre for Croatian Studies of the University of Zagreb, was established in 1992, at first as a two semester University comparative program of Croatian Philosophy and Society. This program was subsequently transformed into a four-year program. Since 2009, scientific-educational and

research activities take place within nine departments: Department of Educational Sciences and Teacher Education, Department of Philosophy, Department of Croatian Latinity, Department of Croatology, Department of History, Department of Psychology, Department of Sociology and Department Communication Studies. Doctoral studies are offered in its departments of Croatology, Philosophy and History.

CEECOM Consortium

CEECOM Consortium is attached to ECREA's CEE Network and composed of members of CEE Network management and representatives of universities in organizing countries. Founding country members were: Czech Republic, Estonia, Lithuania, Poland and Slovakia. CEECOM Consortium included Croatia in 2013, and is open to universities from other CEE countries who would be interested to organize region-wide conference in the future. Consortium has prepared basic guidelines and characteristics of the conference format binding for the next rounds of the conference. It has been agreed that the 9th CEECOM conference in 2016 will be organized in Tartu (Estonia).

ECREA CEE Network

The CEE Network was established in October 2010 at the 3rd international conference of ECREA (European Communication Research Association) in Hamburg. The Network aims at a more harmonious integration and proportionate representation of CEE scholarship and scholars within the communication field and ECREA structures. It seeks to revitalize and strengthen cooperation and exchange links between CEE scholars and their colleagues and institutions outside the region. ECREA CEE Network chair is Václav Štětka, Senior Researcher and Leader of the PolCoRe research group (<http://www.polcore.cz>) at the Institute of Communication Studies FSV UK. Zrinjka Peruško (University of Zagreb, Croatia) and Irena Carpentier Reifová (Charles University in Prague, Czech Republic) are Network's vice-chairs.

ICA

CEECOM2015 is proud to have the co-sponsorship of the International Communication Association. ICA is an academic association for scholars interested in the study, teaching and application of all aspects of human and mediated communication. It began more than 60 years ago as a small organization of U.S. researchers and now is truly international with more than 4500 members in over 80 countries. It aims to advance the scholarly study of human communication by encouraging and facilitating excellence in academic research worldwide.

Members of CEECOM Consortium:

CEECOM2015 Chair



Zrinjka Peruško (University of Zagreb, Croatia) is professor of mass communication theory at the Faculty of Political Science, and Founder Chair of its Centre for Media and Communication Research. She is director of the Media and politics stream in the Doctoral program in political science, and post-graduate course Comparative Media Systems at the IUC Dubrovnik. She was visiting professor at University Carlos III Madrid (Spring 2014), and Fulbright visiting professor (2001/2) at Indiana University at Bloomington. She participates in academic research networks UNESCO ORBICOM, EU COST, and is vice chair of the ECREA CEE Network. She serves/ed on editorial boards of *Javnost/The Public*, *Central European Journal of Communication*, *Politička misao*, *Medijska istraživanja*, etc. She authored/edited five books and numerous articles. Her academic interests focus on comparative research of media systems, audience dynamics, media cultures and democratic media reform in Central and Eastern Europe, and disciplinary history of media and communication studies in CEE in pre, socialist, and post-socialist times. Peruško is Vice-chair of the ECREA CEE Network.

E-mail: zperusko@fpzg.hr



Auksė Balčytienė (Vytautas Magnus University in Kaunas, Lithuania) – professor of journalism and communications at VMU in Kaunas and currently Vice-Rector for Public Communication. She is also a core founding person of the school of media and communications. She is/has been teaching in international journalism programs, working in international projects funded through the EC 6th FP, COST program projects, and in different research initiatives as well as academic, PhD students' and professional media networks organized within Nordic and Baltic funding schemes. She was Chair of CEE Network of ECREA, member of the EuroMedia Research Group. In Fall 2012, she was also a Visiting Fellow in Oxford University (UK). Her scholarly interests lie in media and modernization theories, media's responses to democratization, comparative journalisms and communication cultures, political communication and the European public sphere, Central European studies.

E-mail: a.balcytiene@pmdf.vdu.lt



Irena Carpentier Reifová (Charles University in Prague, Czech Republic) – lecturer and researcher at Charles University in Prague, Faculty of Social Sciences, Department of Media Studies. She is a Vice-Chair of the ECREA CEE Network. She teaches courses on critical media theories, cultural studies and media audiences. Her major scholar interests are in televisual popular culture, focusing especially on Czechoslovak and Czech serial television fiction, theories of popular culture and convergence of popular culture and 'the political'. Between 2006 and 2009 she was a member of Editorial Board of Czech and Slovak journal *Media Studies*, in 2009-2010 she was an editor of the journal *Media Studies* and a member of Editorial Board of *Iluminace* journal. Currently she is a research coordinator in the Institute of Communication Studies, Faculty of Social Sciences, Charles University in Prague.

E-mail: reifova@seznam.cz



Bogusława Dobek-Ostrowska (University of Wrocław, Poland) – Head of the Department of Social Communication and Journalism at the University of Wrocław, Poland. She is General Editor of Series in Media and Communication published by the University of Wrocław Press. She is a founder and former President of the Polish Communication Association. She is editor of “The Central European Journal of Communication”. Her research interests are mass media in Poland and postcommunist countries, political communication with particular attention to the role of media in politics, journalism and journalists in Poland.

E-mail: dobek@uni.wroc.pl



Michał Głowacki (University of Warsaw, Poland) – Ph.D. in political science, Assistant Professor at the University of Warsaw, Poland; he was Vice-Chair of the ECREA CEE Network. In 2010 he was a programme advisor to the Ad hoc Advisory Group on Public Service Media Governance (MC-S-PG) at the Council of Europe. He has been awarded scholarships by the Danish Agency for Science, Technology and innovation, the Swedish Institute, the Research Council of Norway and the Polish-American Fulbright Commission. His research interests are media policy, media accountability, innovation culture and media governance.

E-mail: michal.glowacki@id.uw.edu.pl



Epp Lauk (University of Jyväskylä, Finland) – professor of Journalism at the University of Jyväskylä, Finland. She has also worked at the University of Tartu, as Guest Professor at the Universities of Oslo and Stockholm, and as visiting fellow at Oxford University. Her publications include over 90 articles and book chapters and five edited or co-edited books on media and journalism in post-communist countries, journalism cultures and history, and media accountability issues. She is Chairperson of the Estonian Press Council, Co-Chair of the

History Section of IAMCR and Board member of ECREA and former Vice-Chair of ECREA CEE Network.

E-mail: epp.lauk@gmail.com



Ilija Tomanić-Trivundža (Ljubljana University, Slovenia) – assistant professor at Department of Media and Communication Studies, Faculty of Social Sciences, University of Ljubljana. In October 2012, he was elected as a Vice-President of ECREA. His primary research interest spans across the field of visual communication, particularly photography and film. His published articles focus on visual representation of the Other and collective identifications in photojournalism and feature films. He was a member of the Executive Committee of the ECREA European Media and Communication Doctoral Summer School, is a president of the Slovene Communication Association and a co-editor of Fotografija magazine.

E-mail: Ilija.Tomanic-Trivundza@fdv.uni-lj.si



Tomáš Trampota (Charles University in Prague, Czech Republic) – Director of Institute of Communication Studies and Journalism at the Faculty of Social Sciences at Charles University in Prague. He has taught courses on Trends of Media Development, Sociology of News and Media Systems Comparison. He has been chair of CEE Network of European Communication Research and Education Association. He earned his Ph.D. degree in media studies. Trampota regularly publishes on Czech media in the Czech press and has co-authored and authored books *Media Research Methods* (2010) and *The News* (2006, with Martina Vojtechovska) and several academic studies and analyses.

E-mail: trampota@fsv.cuni.cz

Local organizing committee, University of Zagreb



Tena Perišin is an associate professor at the Department of Journalism and Public Relations at the Faculty of Political Science, University of Zagreb, where she teaches television journalism and production and newsroom convergence. She is a reporter, editor and producer in the News department at the Croatian radio television, the public service broadcaster (HRT), and has received Croatian and international awards for this work. She was head of the project of digitalization of news production and the project of the HRT News channel. Perišin studied at Harvard University, and at the S.I. Newhouse School of Public Communications, Syracuse University (USA). Her academic interests focus on the future of journalism, convergence and television news in the multimedia environment. She is one of the founders of Student TV established at the University of Zagreb.



Mihaela Banek Zorica is Associate professor and Chair of Media and communication at the Department of Information and Communication Sciences. She teaches at undergraduate, graduate and postgraduate level. Her research interests are e-learning, edutainment, new media and knowledge organization. She has participated in international and national conference either as an author, reviewer, member or a chair of the organization/ program committee. In 2010 she received the University of Zagreb e-learning award for the best utilization of social media in e-learning. She is member of the ENSIL Foundation board (Stichting ENSIL - European Network for School Libraries and Information Literacy) and vice-president of IASL.

Nada Zgrabljic Rotar is associate professor at the Department of Communication Sciences of the Centre for Croatian Studies. She is also a member of faculty at the graduate and postgraduate studies of journalism and media at the Universities of Ljubljana and Maribor



as well as at the postgraduate studies of the Department of Information and Communication Sciences at the Faculty of Humanities and Social Sciences of the University of Zagreb. She is the founder and the editor-in-chief of the journal *Medijska istraživanja/Media Research* (founded in 1995). She is a researcher in many national, international and European projects. Zgrabljić Rotar is the author, co-author or the editor of seven books. She is also the author of numerous papers focusing on media literacy, media culture, media policy and radio. She was a member of many professional boards for Croatian media policy. From 1981 – 2006 she worked at the Croatian National Radio and Television.



Sonja Špiranec is associate professor at the Faculty of Humanities and Social Sciences, Department of Information and Communication Sciences in Zagreb. She is engaged in undergraduate, graduate and postgraduate teaching, mentoring and research in the area of information literacy, subject access to information, subject information retrieval, scientific communication and Web 2.0. She has published a book on information literacy in Croatian, several articles on information literacy, information behavior, subject access, metadata and the Web 2.0 and has participated in numerous international conferences and workshops. In 2006 and 2008 she participated in regional-focused UNESCO activities in information literacy: she was involved in the preparation and co-authored the IL Platform and Action Plan for Central and South-East European Countries (Ljubljana: ICPE, 2006). She received the annual national award for using social software in higher education.



Krešimir Pavlina is associate professor at the Faculty of Humanities and Social Sciences, University of Zagreb, Croatia. He is Head of Teachers Education Center at the Faculty of Humanities and Social Sciences. Krešimir Pavlina has authored numerous scientific articles, mainly focusing on information sciences and education.



Domagoj Bebić is assistant professor at the Department of journalism and public relations, Faculty of political science, University of Zagreb. He teaches courses on cyber politics, on-line journalism, social media and methods and techniques in new media. His scientific interests include social media, e-democracy and online reputation. Bebić is author of several scientific papers and book chapters related to new media. In 2011 he became secretary general of IPSA RC 10, and is the organizer of the international conference Information technology and journalism (ITJ) held in Dubrovnik for the past 18 years.



Antonija Čuvalo is post-doctoral researcher and teaching assistant at the Centre for media and communication research, and the Department of journalism, Faculty of Political Science, University of Zagreb. She obtained her doctorate in sociology at the Department for Sociology, Faculty of Humanities and Social Sciences, University of Zagreb. She participated in the working group « New Media Genres, Media Literacy, and Trust in the Media » of the COST ISO906 «Transforming Audiences, Transforming Societies». Research interests include media practice, spacio-temporal and social structures of everyday life, media audiences, trust in media, mediatization, media generations, digital culture and everyday life. Her doctoral dissertation deals with young peoples' media use in everyday environments.



Dina Vozab is a PhD student and teaching and research assistant at the Department of Journalism and Centre for Media and Communication Research at the Faculty of Political Science, University of Zagreb. She is a teaching assistant in the undergraduate course Croatian Media System and graduate course Theories of Mass Communication. She is a research assistant at the project Media Culture in Contemporary Croatia: Media Pluralism and Media Policies, led by Zrinjka Peruško. Within this project, she has been involved in several research

projects- about history of communication discipline in Croatia, women in media, non-profit media in Croatia and media audiences.



Hrvoje Jakopović is teaching and research assistant at the Department of Journalism and Public Relations, Faculty of Political Science, University of Zagreb. He is currently PhD candidate at the Department of Information and Communication Sciences, Faculty of Humanities and Social Sciences, University of Zagreb. He worked on a project The Public, Elites, Media and Communication Strategy of Accession to the EU at Faculty of Political Science. He is editorial associate at scientific journal Media Studies and deputy director of the Public Relations postgraduate program, Faculty of Political Science, University of Zagreb. Some of his research interests include evaluation and information management in public relations, media framing and sentiment analysis.



Iva Nenadić is a PhD student in Communication Science at the Josip Juraj Strossmayer University of Osijek. She has years of experience working as a journalist in different media and participating in projects that promote media literacy, diversity and inclusiveness. Since April 2014 she has been working as a researcher in a EU funded project Civil Response to Clientelism in Media – MEDIA CIRCLE. Her research interests include media convergence, media integrity, alternative journalism, participatory journalism and third sector media, with particular interest in the potentials of the Internet and new IT solutions for increasing transparency and civil participation in media production.

CONTACT/CONFERENCE SECRETARIAT

***Centre for Media and Communication Research
Faculty of Political Science***

University of Zagreb

Lepušićeva 6, 10 000 Zagreb, Croatia

www.cim.fpzg.unizg.hr

E-mail: ceecom2015@gmail.com

Website: www.ceecom.org

Facebook: <http://www.facebook.com/ceecom2015>

Twitter: @ceecom2015 #ceecom2015

CEECOM 2016

The 9th CEECOM conference will be organized in Tartu, Estonia, in 2016, by the University of Tartu. Halliki Harro-Loit, professor of Journalism at the Institute of Social Studies on the University of Tartu is the CEECOM 2016 conference chair.



The University of Tartu was founded in 1632 and remains today the only classical university in Estonia. UT includes nine faculties and four colleges. UT is Estonia's leading centre of research and training. It preserves the culture of the Estonian people and spearheads the country's reputation in research and provision of higher education. UT belongs to the top 3% of world's best universities. To support and develop the professional competence of its students and academic staff, the university has entered into bilateral co-operation agreements with 64 partner institutions in 23 countries.



In the Institute of Social Studies it is possible to study in four academic levels: professional higher education studies, bachelor's, master's and doctoral studies. The Institute's research and teaching fields have, over the decades, developed and broadened. It is possible to study in several curricula: journalism, communication management, information and records management, information management, media and communication, librarianship and information environments, knowledge and information management, sociology, social work and social policy. The Institute members are actively participating in many national and international projects. Students are also involved in research; they are writing their bachelor's, master's and doctoral theses and are participating in different research projects.



Halliki Harro-Loit is a professor of Journalism, Institute of Social Studies, University of Tartu. Her main fields of research are journalism studies, media law and communication ethics, accountability systems, online journalism, media history, text analysis, communication policy, media education and curriculum studies. Halliki Harro Loit is participating in several international and national research projects. She is head of the research project "Actual complexity of cultural communication and methodological challenges of cultural research" and principal investigator of the research group in cultural communication studies: acceleration of social and personal time in the information society and effects of mediated communication (Centre of Excellence in Cultural Theory).

Sessions

KEYNOTE ADDRESSES

Plenary 1. The Digital Public Sphere, Friday 12.6.2015, 10:30-12:00, Hall 7

Plenary 2. Communication and Technologies, Audiences and Communities, Friday 12.6.2015, 16:30-18:00, Hall 7

Plenary 3. Media Freedom in Europe, Saturday 13.6.2015, 11:45-13:00, Hall 7

Plenary 4. The State and Visibility of Communication and Media Studies in CEE, Sunday 14.6.2015, 13:00-14:00, Hall 7

I DIGITAL SKILLS FOR THE NEW APPROACH TO JOURNALISM EDUCATION

Session 1. Journalism Education for the Digital Age I

Friday 12.6.2015, 12:15-13:45

Session 4. Journalism Education for the Digital Age II

Friday 12.6.2015, 14:45-16:15

II NEWS & MEDIA IN THE DIGITAL MEDIASCAPE

Session 6. News in the Digital Media Landscapes

Friday, 12.6.2015, 14:45-16:15

Session 7. Challenges to the Journalistic Profession

Saturday 13.6.2015, 08:00-09:30

Session 9. Digital Challenges to Media and Journalism

Saturday 13.6.2015, 08:00-9:30

Session 11. New Models of Digital Journalism

Saturday 13.6.2015, 9:45-11:15

Session 18. Panel: Media Framing of Ukraine Crisis 2014

Saturday 13.6.2015, 15:45-17:15

Session 21. Panel: Public Service Media – Social and Technological Challenges

Saturday 13.6.2015, 15:45-17:15

Session 22. New Models of Digital Journalism

Saturday 13.6.2015, 17:30-19:00

Session 30. Redefining Legacy Journalism

Sunday 14.6.2015, 10:45-12:15

III MEDIA & DEMOCRACY - POLITICAL COMMUNICATION IN THE DIGITAL CONTEXT

Session 2. Media and Elections

Friday, 12.6.2015, 12:15-13:45

Session 3. Media Systems & Digital Transformations

Friday, 12.6.2015, 12:15-13:45

Session 5. Politics and Digital Media I

Friday 12.6.2015, 14:45-16:15

Session 8. Politics and Digital Media II

Saturday 13.6.2015, 08:00-09:30

Session 12. Politics and Digital Media III

Saturday, 13.6.2015, 9:45-11:15

Session 15. Political Participation and Digital Media

Saturday 13.6.2015, 14:00-15:30

Session 20. Panel: Social Media and Politics in Central and Eastern Europe

Saturday 13.6.2015, 15:45-17:15

Session 19. Panel: Public Communication, Political Actors and Citizen Activism: A Mediatization Perspective

Saturday 13.6.2015, 15:45-17:15

Session 23. Digital Media, Participation and Identity

Saturday 13.6.2015, 17:30-19:00

Session 27. Changing Public Opinion I

Sunday 14.6.2015, 09:00-10:30

Session 31. Changing Public Opinion II

Sunday 14.6.2015, 10:45-12:15

IV MEDIA POLICY

Session 10. Media Policy I

Saturday 13.6.2015, 08.00-9-30

Session 14. Media Policy II

Saturday 13.6.2015, 9:45-11:15

Session 17. Media Markets and Pluralism

Saturday 13.6.2015, 14:00-15:30

Session 25. Privacy Issues in Digital Media

Saturday 13.6.2015, 17:30-19:00

V MEDIATIZED CULTURES - PRODUCTION, AUDIENCES AND SOCIAL PRACTICES

Session 13. Gaming & Participatory Digital Culture

Saturday, 13.6.2015, 9:45-11:15

Session 16. Participatory Digital Culture

Saturday 13.6.2015, 14:00-15:30

Session 24. Mediatization

Saturday 13.6.2015, 17:30-19:00

Session 29. Audiences in Digital Mediascapes I

Sunday 14.6.2015, 09:00-10:30

Session 33. Audiences in Digital Mediascapes II

Sunday, 14.6.2015, 10:45-12:15

VI MEDIA LITERACY

Session 28. Media Literacy I

Sunday 14.6.2015, 09:00-10:30

Session 32. Media Literacy II

Sunday 14.6.2015, 10:45-12:15

VII COMMUNICATION AND MEDIA STUDIES IN CEE

Session 26. Panel on Publishing Scientific Research in the Field of Media and Communication in CEE

Sunday 14.6.2015, 09:00-10:30

Pre-conference event – Open day with student media at the Faculty of political science (FPZG), University of Zagreb

Thursday, 11 June, 2015, 16.00-18-00

Faculty of political Science is a home to student media (with public reach), unique in this part of the world. Journalism students have a chance to work in appropriate facilities and get some real experience – at the radio station Radio Student, student television Televizija Student, student newspaper Global and the online platform Studosfera. As a pre-conference event you can visit student media and meet the student journalists and editors and see them at their work. Student Television (Televizija Student) is the only student television in the region broadcasting on a daily basis. It is a non-profit project for the young, curious and creative individuals from the academic community. It is a platform to ensure the practical work for the future journalists and many other professionals in television production and digital media.

Televizija Student started as a student production at the Faculty's TV studio and during ten years it has grown into a media outlet that started broadcasting on 6th November 2012, on its own channel via cable and IPTV operators, through the Internet stream. Selected shows are broadcast also on the public service Croatian Radio Television channel HRT4. All content is also shared and distributed via social networks and platforms such as Vimeo, Facebook, Twitter and a dedicated Web page. Its ambition is to grow into official University television and to connect various components of the University of Zagreb in its media production.

Radio Student on 100,5 Mhz is the first student radio station and the only student radio in Croatia. It has a non-profit, non-commercial local radio license and is serving as an educational radio for students of the Zagreb University, conceived as a training opportunity for students of journalism at the FPZG.

Radio Student has become in its 18 years of existence a recognizable media and well-known radio station in the city of Zagreb with its informative, socially engaging, ecological and critical program. Radio Student produces over 47 various shows on a week basis, and has received recognition in the forms of many awards and cooperation with other non-profit media and civil society organizations.

Program

THURSDAY, 11 JUNE 2015

Pre-conference event: Open day – visit student media at the Faculty of Political Science, University of Zagreb

16:00 – 18:00, Lepušićeva 6

Contact member of CEECOM2015 Organizing board Tena Perišin, tena.perisin@gmail.com
and for student media: Dejan Oblak, theoblak@gmail.com, +385917675582

FRIDAY 12.6.2015.

Time	
10:00 - 10:30	OPENING CEREMONY (Hall 7) Zrinjka Peruško, CEECOM2015 Chair, University of Zagreb Lidija Kos-Stanišić, Dean, Faculty of Political Science, University of Zagreb Vlatko Previšić, Dean, Faculty of the Humanities and Social Sciences, University of Zagreb Damir Boras, Rector of the University of Zagreb
10:30 - 12:00	Plenary session 1. The Digital Public Sphere (Hall 7) Chair Aukse Balčytienė Paolo Mancini: Fragmentation, digitalization and consequences on democracy Slavko Splichal: Internetization of publicity and privacy
12:00 - 12:15	Coffee break

Session 1	Session 2	Session 3
<p>Journalism Education for the Digital Age I Chair Epp Lauk</p> <p>Marju Himma-Kadakas and Signe Ivasik: Challenge on journalistic skill performance in online media</p> <p>Michał Kus: Data journalism education in Poland</p> <p>Turo Uskali: Data Journalism: Only for Specialists or for Every Journalist?</p> <p>Gordana Vilović and Dunja Majstorović: Motives for choosing journalism studies among students in Croatia</p>	<p>Media and Elections Chair Aukšė Balčytienė</p> <p>Paweł Baranowski: Comparative analysis of electoral communication during 2014 European Parliament and 2014 regional elections in Poland.</p> <p>Ilona Biernacka-Ligęza: Mediatization of the local elections and its influence on the creation of the civil society</p> <p>Kamil Pluta: Social media as a form of political communication - the presidential campaign in Poland in 2015</p> <p>Solikhah Yuliatiningtyas: Social Media Usage and Re-Building Good Image as Political Campaign Strategy in The 2014 Presidential Election in Indonesia</p>	<p>Media Systems & Digital Transformations Chair Bogusława Dobek-Ostrowska</p> <p>Snežana Milivojević: Going Digital in Southeastern Europe</p> <p>Zrinjka Peruško, Dina Vozab and Antonija Čuvalo: Digital Mediascapes, Institutional Frameworks, and Audience Practices Across Europe</p> <p>Natalya Ryabinska: Opportunities and challenges for consolidating media freedom in after-Maidan Ukraine</p> <p>Orlin Spassov: The Other Transition: IT and Bulgarian media system between 1989 and 2015</p>

Lunch for all registered participants			
13:45-14:45	Session 4 Journalism Education for the Digital Age II Chair Epp Lauk	Session 5 Politics and Digital Media I Chair Aukse Balcytienė	Session 6 News in the Digital Media Landscapes Chair Bogusława Dobek-Ostrowska
14:45-16:15	Wei Wen Chung: Educating Distributed Cognition in Journalism	Dorota Piontek and Agnieszka Hess: Surfer and elections: how to survive and make a reasonable choice.	Domagoj Bebić, Milica Vučković and Marija Volarević: Viral journalism: the rise of the new form
	Halliki Harro-Loit: Journalism studies, academic education and its impact on journalism culture.	Péter Bajomi-Lázár and Dorika Horváth: New media and new politics: Comparing rising parties in polarised pluralist Countries	Vladka Kubíčková: Detection of unlabeled PR articles
	Tena Perišin: Journalistic profession at stake: why journalism education is still needed?	Dragić Rabrenović: Mediatized political communication in Montenegro in social media (Analysis of the usage of social media by political parties and their leaders)	Tijana Pešić: Sensationalism in print media in Serbia- reporting of illness and death of Jovanka Broz

			<p>Agnieszka Weglinska: Relations between author, reader, publishing in the context of social media- the case of political reportage of Mariusz Szczygiel</p> <p>Pawel Wieczorek: To tame the inevitability or distribution of news in the web</p>
16:15 - 16:30	Coffee break		
16:30 - 18:00	<p>Plenary session 2. Communication and Technologies, Audiences and Communities (Hall 7) Chair Zrinjka Peruško</p> <p>Amy Jordan: Do media technologies define the experience of childhood? Reflections across the generations Dominique Cardon: Topography of online renown. A structural model of thematic communities of the French and German web</p>		

SATURDAY 13.6.2015.			
Time	Session 7	Session 8	Session 9
08:00 – 9:30	<p>Challenges to Journalist Profession Chair Tena Perišin</p> <p>Brindusa Armanca: New media, new ethics. Better or worse?</p>	<p>Politics and Digital Media II Chair Ilija Tomanić-Trivundža</p> <p>Roman Hájek: Politicizing platform, or another campaign tool. Locality related differences in perception of Facebook's role in pre-election period</p>	<p>Session 10 Media Policy I Chair Nada Švob-Đokić</p> <p>Michał Glowacki: Public in the processes of governance. Towards more advanced and participatory model of public media in Poland?</p>
	<p>Lumnije Bajrami: Challenges of journalists in SEE countries after the emergence of new media</p>	<p>Elena Johansson: Closed or close networks? Social media links between Swedish ministers and journalists</p>	<p>István Hegedűs: Changing Hungary: the latest maneuvers of the government to control the media and their limits</p>
	<p>Paulina Barczyzryn: Journalistic standards in the era of digital media challenge</p>	<p>Norbort Merkovity: How do representatives communicate? Result of a cross-country research on MPs' use of Facebook and Twitter</p>	<p>Alicja Jaskiermia: Democratization of the media policy - Polish dimension</p>
9:30-9:45	Coffee break		

08:00 – 9:30	Marten Juurik: Why distance matters? A theoretical concept for describing conflicts of loyalty in journalism ethics.		Waldemar Sobera: Tra- ditional vs. digital media in Poland	Andrej Skolkay: EU Me- dia policy for a digital media environment
9:45- 11:15	Session 11 New Models of Digital journalism Chair Michał Głowacki	Session 12 Politics and Digital Media III Chair Ilija Tomanić- Trivunđža	Session 13 Gaming & Participatory Digital Culture Chair Nada Zgrabljic Rotar	Session 14 Media Policy II Chair Nada Švob-Đokić
	Adam Michel: Changing journalistic profession. The concept of multiskilled journalist in Poland, Russia and Sweden	Vita Dreijere, and Alena Macková: But I'm a human being! Personalization in com- munication of politi- cians' on SNSs in Latvia and the Czech Republic	Vjekoslav Afrić, Win- ton Afrić and Luka Brajković: Designing social behav- ior and values through virtual worlds of games	Deimantas Jastramskis: Media policy and regu- lation in the digital net- work society: Case of Lithuania
	Anna Paluch: Women journalists in Poland and their status in legacy and digital media	Grzegorz Klein and Robert Kobryński: From misinformation to medialisation: information policy of the Polish army in the last 25 years	Luka Brajković, Winton Afrić and Vjekoslav Afrić: Social exchange theory in Massive Multiplayer On- line Role playing games	Aleksandra Krstić: Me- diatized political com- munication: audiovisual services of the EU insti- tutions

	<p>Júlio Costa Pinto: Trends in infographics in the Portuguese online newspapers</p>	<p>Krzysztof Kowalik: Polish local government's media - new enterprises in the modern media landscape. The changes, choices and challenges</p>	<p>Marina Gabelica: Videogames – a new form of fairy tale</p>	<p>Meredith Ratner: A Discussion of the influence of cultural forces on Croatian media compliance with European Union standards</p>
	<p>Sanja Vladović: Social sentiment analysis and its use in the context of journalism</p>	<p>Anna Shirokanova: The challenge of digital public sphere in Eastern Europe</p>	<p>Krešimir Krolo, Ivan Puzek and Željka Zdravković: The video gaming culture in Croatia: sociocultural correlates of gaming preferences</p>	<p>Aleksandra Uzelac: Access to culture in the digital environment: active users, reuse and cultural policy issues</p>
<p>11:15-11:45</p>	<p>Coffee break</p>			
<p>11:45-13:00</p>	<p>Plenary session 3. Media Freedom in Europe (Hall 7) Chair Michal Glowacki Dunja Mijatović, Organization for Security and Cooperation in Europe (OSCE) Gvozden Flego, Parliamentary Assembly of the Council of Europe (PACE)</p>			
<p>13:00-14:00</p>	<p>Lunch for all registered participants</p>			

14:00-15:30	<p>Session 15 Political Participation and Digital Media Chair Václav Štětka</p>	<p>Session 16 Participatory Digital Culture Chair Nada Zgrabljic Rotar</p>	<p>Session 17 Media Markets and Pluralism Chair Domagoj Bebić</p>
<p>Peter Berglez: Twitter and the “Almedalen Factor”: How to analyze the politics-PR-journalism interplay on the Web</p>	<p>Andrzej Adamski and Kamila Kwasiak: Social networking as a tool for building the image and popularity of sportsmen. Case study: Members of the Polish men's volleyball national team</p>	<p>Aukse Balcytiene: ICTs and the market: What are their lasting effects on the structure and functioning of democracy in Central and Eastern Europe?</p>	<p>Barbara Brodzinska-Mirowska, Lukasz Goniak, Aleksandra Seklecka and Lukasz Wojtkowski: Convergence and the construction of brand loyalty in the cross-media communication</p>
<p>Agnieszka Dytman-Stasienko: Infoactivism – egalitarianization of access to information</p>	<p>Bartłomiej Brach and Jacek Wasilewski: Constructing self through selfies</p>	<p>Hanna Lozowska: The image of women in digital media based on e-Cards</p>	

	Jakub Macek, Alena Macková and Kateřina Škařupová: Not that much digitally challenged? Civic participation and media-related practices in the Czech society	Aleksandra Kasztalska: “Polish your English with Donald”: The satirical use of English in Polish internet memes	Bogusława Dobek-Ostrowska: The CEE media in pincers of profits
	Tanja Oblak Crnic: Training citizens in populist participatory digital culture? contested links between political institutions and young citizens in Slovenia	Martina Schuegraf: Social media celebrity	Adam Szynol: From political to economic monopoly - the case of regional dailies in Poland
		Hanna Lozowska: The image of women in digital media based on e-Cards	
15:30-15:45	Coffee break		
	Session 18	Session 19	Session 21
15:45-17:15	Chair: Andrey Skolkay Panel: Media Framing of Ukrainian Crisis 2014	Chair: Ilija Tomanić Trivunđža Panel: Public Communication, Political Actors and Citizen Activism: A Mediatization Perspective	Chair: Agnieszka Weglinska Panel: Public Service Media – Social and Technological Challenges

<p>Dariya Orlova, Daria Taradai: 'Ukraine conflict' mirrored in Ukrainian media</p>	<p>Paško Bilić: The mediatized worlds of extension: Changing routines of media production in Croatia</p>	<p>Václav Štětka, Lenka Vochocová, Radim Hladík: Leveling the field but not changing the game: the role of social media in electoral campaigning in the Czech Republic</p>	<p>Katarzyna Konarska: Do we need PSM in digital era?</p>
<p>Anna Shpyntova: Framing the war: how Russian media covered the crisis in Ukraine</p>	<p>Ivan Balabanić: Media texts: an analysis of actor representation in online media in Croatia</p>	<p>Jernej Amon Prod-nik, Igor Vobič, Tomaž Deželan: Political use of social media and personalization of political communication in Slovenia</p>	<p>Bartłomiej Łódzki: Media markets in the age of digitalization and development of new technologies - the case of public media.</p>
<p>Roza Smolak: Coverage of the Russian-Ukrainian conflict by the online media in Poland</p>			
<p>Joran Hok, Gunar Nygrenf: Framing the Ukraine crisis in Scandinavian news media</p>	<p>Živa Humer, Mojca Pajnik, Žiga Vodovnik: Understanding social movements: the case of feminist and LGBT movements in Slovenia and their communication</p>	<p>Norbert Merkovity: Towards Self-mediatization of Politics: Representatives' Use of Facebook and Twitter in Croatia and Hungary</p>	<p>Agnieszka Węgłinska: Regional television - TVP Wrocław - public service media versus digital challenges.</p>

	<p>Andrej Škollakay: The framing of Ukrainian crisis in Slovak, Ukrainian and Russian media</p>	<p>Boris Mance, Jernej Amon Prodnik, Aleksander Sašio Slaček Brlek, Igor Vobič: Framing of the “all – Slovene People’s Uprising” in TV news program</p>	<p>Paweł Surowiec: Branding Poland online: Propagating and resisting nation branding on Facebook</p>	<p>Marek Zimnak The public service media in the context of communication between media and business or authorities.</p>
	<p>Olga Baysha: Progressive media framing of Ukrainian Euro-aid and the mythology of enlightenment</p>	<p>Dejan Adonov, Bojan Georgievski, Sanela Hodžić, Ilda Londo: Communication and citizen activism: case studies from South East Europe</p>	<p>Alina Ryabovolova: We have been to Bolotnaya: Russian protests, the online public sphere, and the discourse of division</p>	<p>Anna Zięty: Students media in Poland – origin, evolution, the present</p>
	<p>Roza Smolak: Coverage of the Russian-Ukrainian conflict by the online media in Poland</p>			
<p>17:15-17:30</p>	<p>Break</p>			
<p>17:30-19:00</p>	<p>Session 22</p>	<p>Session 23</p>	<p>Session 24</p>	<p>Session 25</p>
	<p>New Models of Digital Journalism Chair Sonja Špiranec</p>	<p>Digital Media, Participation and Identity Chair Domagoj Bebić</p>	<p>Mediatization Chair Zrinjka Peruško</p>	<p>Privacy Issues in Digital Media Chair Krešimir Pavlina</p>

<p>Elena Krivovvaz: The phenomenon of news portal The-Village.ru: case study of a new type of hybrid medium in the Russian digital space</p>	<p>Ianis Bucholtz: The use of social networking sites among Latvian emigrants</p>	<p>Paško Bilić: When meta-theories collide: mediatization and social change</p>	<p>Martina Poljičak Sušec, Hrvoje Jakopović and Hrvoje Staničić: Digital flow of sensitive information – privacy in personal and business related communication</p>
<p>Milica Ievtić: May Twitter be alibi for professionals?</p>	<p>Danka Ninković Slavnić: Media participation - what does it mean for those who participate?</p>	<p>Ilkin Mehrabov: Corporate Social Media: A surveilled public sphere?</p>	<p>Pille Pruulmann-Vengerfeldt, Maria Murumaa-Mengel and Katrin LaasMilkko: “I have nothing to hide”: a coping strategy in a risk society</p>
<p>Jacek Nożewski: Online journalism in Poland</p>	<p>Lenka Vochocová, Václav Štětka and Jaromír Mazák: Good girls don't comment on politics?: Online political expression in the Czech Republic from a gender perspective</p>	<p>Arko Olesk: Mediatization of a research group: the case of Estonian Satellite EstCube-1</p>	<p>Guna Spurava and Silva Senkane: Privacy and openness of young people in local social network sites: case study of Latvia</p>

Jana Žjak, Viktor Kamenický and Daša Krňanová: Citizen journalism as a form of mass media communication		Nada Švob Đakić: On mediatization of culture in Croatia	
--	--	--	--

19.00- 20.30 Drinks & snacks & networking for all

SUNDAY 14. 6. 2015.			
Time			
09:00-10:30	Session 26 Panel on Publishing Scientific Research in the Field of Media and Communication in CEE Chair Bogusława Dobek-Ostrowska Sead Alić, <i>In medias res</i> Viktorija Car, <i>Medijske studije/ Media studies</i>	Session 27 Changing Public Opinion I Chair Václav Štětka	Session 28 Media Literacy I Chair Mihaela Banek Zorica
			Session 29 Audiences in Digital Mediascapes I Chair Antonija Čuvalo Georgeta Drula: Mobile news consumption and content usability

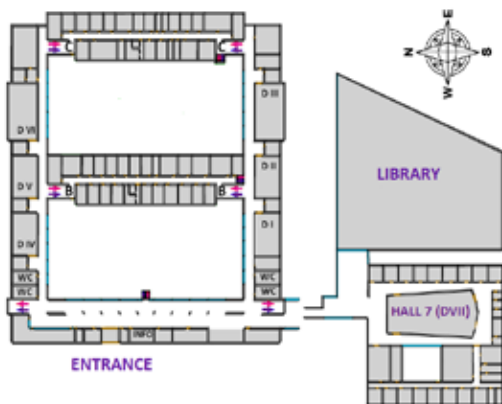
<p>Bogusława Dobek-Ostrowska, <i>Central European Journal of Communication</i></p> <p>Igor Klyukanov, <i>Russian Journal of Communication</i></p> <p>Demeter Marton, <i>Come an international journal of pure communication enquiry</i></p> <p>Andrijana Rabrenović, <i>Media and Communication / Mediji i komunikacije</i></p> <p>Mirosljub Radoković, <i>Communication Management Quarterly</i></p> <p>Nada Zgrabljic Rotar, <i>Medijska istraživanja / Media Research</i></p>	<p>Patricia González Aldea: Representation of Polish Community in Irish Media</p> <p>Davor Marko: Contested social role of the PSB: factors influencing the role and effectiveness of Serbian PSB in creating active citizenry</p> <p>Kornelia Trytko: Reshuffling power in the public sphere– the case of anonymous blogger 'Kataryna' and her battle with Polish media</p>	<p>Lana Ciboci, Igor Kanižaj and Danijel Labaš: „Digital natives“ and „digital immigrants“ – media literacy divide between elementary school children and their parents</p> <p>Gordana Lesin, Nives Mikelić Preradović and Mirjana Šagud: The role of parents in preschool information literacy education in Croatia</p>	<p>Marju Himma-Kadakas and Ragne Kóutsklemm: Who are willing to pay for online journalistic content?</p> <p>Ilija Musa and Maja Eriš: Media influence on children</p>
<p>10:30-11:45</p>	<p>Coffee break</p>		

10:45-12:15	<p>Session 30 Redefining Legacy Journalism Chair Sonja Špiranec</p>	<p>Session 31 Changing Public Opinion II Chair Snježana Milivojević</p>	<p>Session 32 Media Literacy II Chair Mihaela Banek Zorica</p>	<p>Session 33 Audiences in Digital Mediascapes II Chair Dina Vozab</p>
	<p>Antonov Pavel and Diana Trifonova: Opposing neo-journalism: Comparing digital news media outlets that practice journalism in public interest in Bulgaria</p>	<p>Abby Jones: It may not all be good: An examination of the content of global and foreign news frames</p>	<p>Lana Ciboci and Leali Osmančević: The role of elementary school principals in implementation of media literacy</p>	<p>Antonija Čuvalo: 'Dalliness' in The Multimedia environment: Youth media practices and the temporal structure of the life-world</p>
	<p>Ana Milojević, Aleksandra Krstić and Aleksandra Ugrinić: Tomorrow's journalists redefining legacy journalism</p>	<p>Mindaugas Savickas: Representations of "sustainable development" in Lithuanian online media</p>	<p>Sandra Hoffhues, and Mandy Schiefner-Rohs: The formation of digital scholars: Between media, information and research literacy</p>	<p>Anna Jupowicz-Ginalska: Multiscreening as a social, medial and marketing phenomenon. Global approach to the problem.</p>
	<p>Andrijana Rebreonović: Newsroom convergence in Montenegro</p>	<p>Igor Vobič, , Sašo Slaček Brlek, Boris Mance and Jernej Amon Prodnik: We don't need help, we just need time: News media aspects of the crisis in Slovenia</p>	<p>Meedi Neeme: Digi-technology and self-study: new possibilities for self-reflection for teachers</p>	<p>Teuta Mihili and Zlatan Krajina: Letters from the other side of the Iron Curtain: Radio Free Europe/ Radio Liberty, ideology and life in the blocs</p>

		Malgorzata Winiarska-Brodowska: European public sphere online	Karmen Palts and Meedi Neeme: Parents' concerns in privacy protection in teacher-parent digi-communication in Estonian Schools	
12:45	Break			
13:00 - 14:00	<p>Plenary session 4. The State and Visibility of Communication and Media Studies in CEE (Hall 7)</p> <p>Chair Ilija Tomanić-Trivundža</p> <p>Václav Štětka: Stepping out of the shadow: internationalizing communication research in CEE</p> <p>Zrinjka Peruško: Past and present of communication and media studies in CEE</p>			
14:00 - 15:00	<p>CLOSING CEREMONY</p> <p>Zrinjka Peruško, University of Zagreb, Chair of CEEKOM2015</p> <p>Ilija Tomanić-Trivundža, University of Ljubljana & ECREA Board</p> <p>Hallili Harro-Loit, University of Tartu, Chair of CEEKOM2016</p>			

Conference venue

Faculty of Humanities and Social Sciences, University of Zagreb
(Filozofski fakultet, Sveučilište u Zagrebu)
Ivana Lučića 3, 10000 Zagreb



Keynote addresses

Plenary 1. The Digital Public Sphere, Friday 12.6.2015, 10:30-12:00, Hall 7



Paolo Mancini

Fragmentation, digitalization and consequences on democracy

This presentation will contrast the so called “techno-optimism” with necessary caveats. Indeed, increased mass media commercialization together with technological innovation is determining what many scholars have defined the “death of mass audience” that more and more is replaced by “niche audiences” and audience segmentation. Already in 1996 Elihu Katz was stressing the risks of this transformation in his paper not by chance titled “And deliver us from segmentation”. Since then media fragmentation has increased determining new risks of political polarization, progressive replacement of traditional political parties with new, volatile political organizations: there are many examples both in the United States and in Europe. Public sphere has become more crowded: while this represents an enrichment of democratic life, there is no doubt that all the decision making processes are consequently becoming longer, more complex and difficult. By reaction this may determine attempts to easy and simplify the decision making through centralization and personalization.

Paolo Mancini is professor at Dipartimento di Scienze Politiche, Università di Perugia. His major publications include “Politics, Media and Modern Democracy” with David Swanson (New York, Praeger, 1996), “Sociologie della comunicazione (with Alberto Abruzzese) (Laterza, 2008); “Elogio della

lottizzazione” (Laterza, 2009), “Between Commodification and Lifestyle Politics. Does Silvio Berlusconi Provide a New Model of Politics for the Twenty –First Century” (Oxford, 2011). In 2004 with Dan Hallin, Mancini published “Comparing Media Systems. Three Models of Media and Politics” (Cambridge, Cambridge University Press). This book won the 2005 Goldsmith Book Award from Harvard University, the 2005 Diamond Anniversary Book Award of the National Communication Association and the 2006 outstanding Book Award of the International Communication Association. Mancini has published articles in all major communication and journalism studies journals.



Slavko Splichal

Internetization of publicness and privateness

Inseparably connected with globalization, which Levitt (1983) related in one of the earliest discussions of the concept to the irreversible, technology-driven process of convergence in which everything becomes more like everything else, all differences are erased, and needs and desires are homogenized, the term internetization was initially coined to capture the enormous influence the internet has had on the scope and magnitude of the global economy (Passaris 2006). Both tendencies do not only apply to markets and physical spaces but also to different spheres of human life and social relationships. Whereas civil society was traditionally linked to, but autonomous from the power structure of the state, internetization made the boundary between the two much more porous. In many professions a sharp boundary between production and consumptions is vanishing and a new layer of prosumers or producers is generated, consisting of that kind of users (e.g. of the web) who simultaneously create (produce) and consume products (such as web contents) thus transforming of leisure into working time at home (creating content that indirectly enable the exploitation of human consumption capability). Similarly, the boundary between privateness and publicness, which is socially permeable and historically variable, becomes increasingly porous

in the age of the internet. Both privateness and publicness are closely linked with our actions aiming to control our relationships with others by controlling information and access. The issues of privateness and publicness became particularly contentious with the advance of communication technologies (most notably the Internet) and general acknowledgement that changes in communication technology and its social uses shape, often in controversial ways, the relationship between the right to privacy and the right to communicate.

Slavko Splichal is professor of communication and public opinion at the University of Ljubljana's Faculty of Social Sciences and fellow of the Slovenian Academy of Sciences and Arts. He is founder and director of the European Institute for Communication and Culture and Editor of its journal *Javnost-The Public*. He was a member of the International Council and Deputy Secretary General of the International Association for Media and Communication Research and has been on the editorial boards of the *International Journal of Public Opinion Research*, *Journal of Communication*, *Journalism Studies*, *Gazette*, *New Media and Society* and many others. Since 2011 he is Chair of the Advisory Board of the European Communication Research and Education Association ECREA. His recent English-language books include *Public Opinion: Developments and Controversies in the Twentieth Century* (Rowman & Littlefield, 1999), *Principles of Publicity and Press Freedom* (Rowman & Littlefield, 2002), *Ferdinand Toennies on Public Opinion* (with H. Hardt, Rowman & Littlefield, 2004), and *Transnationalization of the Public Sphere and the Fate of the Public* (Hampton 2012). His research interests include communication theory, media politics, public opinion, and communication research methods.

Plenary 2. Communication and Technologies, Audiences and Communities, Friday 12.6.2015, 16:30-18:00, Hall 7



Amy Jordan

Do media technologies define the experience of childhood? Reflections across the generations

This presentation explores the role of media technologies in defining the experience of childhood. The introduction of each “new” medium – from comic books to television sets to smartphones – has raised hopes for improving education or reducing inequalities but also raised concerns about deleterious effects for children’s healthy development. Rapid changes in the types of devices used by children today have led some observers to argue the current generation of children live very different lives and see the world in very different ways than did children even a decade ago. But is this true? What is unique about the experience of childhood in the current media environment? What remains constant? And how can communication scholarship address the needs of educators, policymakers, parents, and children themselves as they navigate the new media landscape?

Amy Jordan is associate director of policy implementation at the Annenberg Public Policy Center and adjunct full professor of communication at the Annenberg School for Communication at the University of Pennsylvania. Dr. Jordan’s most recent work focuses on developing evidence-based health communication messages in the areas of nutrition, sun exposure, and cognitive health. Her research has been funded by the Centers for Disease Control and Prevention and the National Institutes of Health, and appears in a wide range of peer-reviewed journals, including *Pediatrics*, *Communication Research*, *Journal of Family Communication*, and *Media Psy-*

chology. She serves as co-editor (with Dafna Lemish) of the *Journal of Children and Media* and is on numerous editorial advisory boards, including *Human Communication Research* and *Journal of Communication*. Dr. Jordan is President of the International Communication Association.



Dominique Cardon

Topography of online renown. A structural model of thematic communities of the French and German Web

This talk proposes an analysis of the different forms of structuration of online thematic communities. It additionally describes some typical trajectories that lead to specific structural positions while building up a reputation within these communities. It draws on two corpuses, one French and the other German, each containing some ten thousand websites and blogs, manually classified according to their main theme (technology, home, cooking, politics, etc.). We apply a model for characterizing sites according to incoming and outgoing links, within and outside of communities, and thus propose a map of the different structural positions. This map highlights the opposition between two ways of building up authority: the construction of digital interactions within one's community, and the exploitation within the community of renown built up outside of it. We use our model to construct a sociology of the variety of resources (relational authority, prestige, institutional or market support, media coverage, etc.) mobilized to build a website's reputation. It is thus possible to identify the different topological structures behind the unifying term "community", depending on the topic to which websites and blogs are affiliated.

Dominique Cardon is sociologist in the Laboratory of uses of France Telecom R&D and associate professor at the University of Marne la vallée (LATTs). He is working on the transformation of the public space and the uses of new technologies. He published different articles on the place of new technologies in the no-global movement, alternative media and on the process

of bottom-up innovations in the numeric world. Recently, his researches deal with the use of social media (blogging, Wikipedia, Facebook and Flickr) in different context. He published *La démocratie Internet* (Paris, Seuil/République des idées, 2010) and, with Fabien Granjon, *Médiactivistes*, Paris, Presses de Science po, 2010.

Plenary 3. Media Freedom in Europe, Saturday, 13.6.2015, 11:45-13:00, Hall 7

25 years after the introduction of democracy in Central and Eastern Europe, media freedom in the world is receding, and remains a topic at the forefront of discussions in journalistic circles, academia, and in international organizations. This plenary session will discuss, with keynote addresses by Dunja Mijatović and Gvozden Flego, the state and trends of media freedom in Europe, and the policies and actions for its improvement undertaken by two European institutions that include media freedom in their core mandates – the Organization of Security and Cooperation in Europe (OSCE) and of the Council of Europe (CoE).



Dunja Mijatović

Dunja Mijatović is an expert in human rights, media law and regulation, regulatory and policy framework and institution building in transition states particularly for the media in a complex post-war society. She was appointed OSCE Representative on Freedom of the Media in early 2010, is an expert in media law and regulation from Bosnia and Herzegovina. In 1998, as one of the founders of the Communications Regulatory Agency of Bosnia and Herzegovina, she helped create a legal, regulatory and policy framework for the media in a com-

plex post-war society. She was also involved in setting up a self-regulatory Press Council and the first Free Media Helpline in South East Europe. In 2007 she was elected President of the European Platform of Regulatory Agencies – EPRA, the largest media regulators’ network in the world. She has chaired the Council of Europe’s Group of Specialists on freedom of expression and information in times of crisis, during which the CoE Committee of Ministers adopted the Declaration by the Committee of Ministers on the protection and promotion of investigative journalism and Guidelines on protecting freedom of expression and information in times of crisis.



Gvozden Flego

Gvozden Flego was professor of social philosophy at the Faculty of social sciences and humanities at the University of Zagreb. He is MP since 2007, member and chair (since 2012) of the Croatian parliamentary delegation to the Parliamentary Assembly of the Council of Europe (PACE), where he now serves as vice-president of the Parliamentary Assembly and was Chair of the Committee of Culture, Science, Education and Media (2010-12). He is the author of three PACE resolutions: on violence in schools, good governance in higher education, and safety of journalists and media freedom in Europe. He is member of the Bureau of the Socialist Group at PACE. Gvozden Flego was Minister of Science and Technology (including higher education) in 2002-3. Dr. Flego was/is secretary, president and member of committees of several Croatian and international learned societies and/or higher education institutions.

Plenary 4. The State and Visibility of Communication and Media Studies in CEE, Sunday 14.6.2015, 13:00-14:00, Hall 7



Václav Štětka

Stepping out of the shadow: internationalizing communication research in CEE

While Central and Eastern Europe has been getting increasingly more visible on the map of international media and communication scholarship in the recent years, academic research originating in this region is still characterized by a notable structural gap when compared with the West, particularly when it comes to the ability of CEE scholars to break into the top-ranked academic journals in the field. My presentation will try to shed more light on this issue by elaborating on a pilot study of the publication output of CEE-based authors in communication journals indexed in the Web of Science over the last decade, with particular respect to genres and topics of articles, types of methodologies and forms of authorship. Based on this preliminary analysis, I will further discuss the existing publication challenges faced by the CEE authors as well as some more promising trends and strategies with the potential to bridge the gap and increase the international impact of CEE communication research in the future.

Václav Štětka is senior researcher and head of the Political Communication Research Group (PolCoRe) at the Institute of Communication Studies, Charles University in Prague (<http://www.polcore.cz>). Between 2009 and 2013 he was Senior Research Fellow at the Department of Politics and International Relations, University of Oxford, where he worked on an ERC-funded project Media and Democracy in Central and Eastern Europe (<http://mde.politics.ox.ac.uk>). Before that he was Assistant Professor at the Department of Media Studies and Journalism, Masaryk University in Brno. He is currently serving

as member of the Executive Board of ECREA and also Chair of the ECREA Central and Eastern European Network (since 2014). His research interests encompass political communication and the role of new media, transformation and democratization of media systems, media ownership and globalization.



Zrinjka Peruško

Past and present of communication and media studies in CEE

According to received history, communication and media studies developed in Central and Eastern Europe only after 1990 with a strong focus on media and journalism studies (Jiráček & Köpplová, 2008). While recent research challenges this, with evidence from former Yugoslavia, especially Slovenia, Croatia, Serbia, and Poland (Filas & Planeta, 2014, Peruško & Vozab, 2013, 2014), after 25 years of its institutionalization in university programs, journals and professional associations, we still have no comprehensive idea of the character of the discipline in this part of Europe (Peruško & Vozab, forthcoming). What is the state of the discipline of communication and media studies in CEE today? What are the topics, theories and research methods that predominate? I begin to answer this question by analyzing communication and media studies journals published in 2014 or 2013, and included in the CEE Communication and media journals database (<http://www.ceecom.org/cee-journals>).

Zrinjka Peruško is sociologist, professor of media and communication theory at the Faculty of Political Science, University of Zagreb, and Founder Chair of its Centre for Media and Communication Research. Her academic interests focus on comparative research of media systems, audience dynamics, media cultures and democratic media reform in Central and Eastern Europe, and disciplinary history of media and communication studies in CEE in pre, socialist, and post-socialist times. In addition to five authored/edited books (in Croatian), and book chapters published internationally, her work appears

in *International Journal of Communication*, *Central European Journal of Communication*, *Medialni studia*, *View - Journal of European Television*, *History & Culture*, *East European Politics and Societies* and *Medijska istraživanja (Media research)*, among others. She presently serves as Vice-chair of the CEE Network of ECREA.

Abstracts

Session 1. Journalism Education for the Digital Age I, Friday 12.6.2015, 12:15-13:45

Challenge on journalistic skill performance in online media

Marju Himma-Kadakas

*Department of Social Studies, University of Tartu, Estonia
marju.himma-kadakas@ut.ee*

Signe Ivask

*Department of Social Studies, University of Tartu, Estonia
signe.ivask@ut.ee*

The news production cycle has shortened and due to that the information processing for news texts demands different skills and practices. Time acceleration and the amount of information entering online newsrooms are setting increasing pressure on the role performance of journalists and on the practice of journalistic skills.

Online journalism has intensified audiences' demand for immediate digital media content. Multimediality in particular has created the notion that journalists need to be multi-skilled.

In this study we argue that the variety of skill performance has been changed due to time acceleration in online journalism. In-depth interviews with Estonian online editors and observations of work shifts indicate that there far less skills, that were common in legacy media, are put into practice for creating online content. At the same time some additional skills specific to online newsrooms demands are put into practice. This challenges journalistic training, which faces the pressure to reconfigure for applying core journalistic competences for diverse work routines and tempos.

In this study the journalists' skills perception is separated from skills performance, and the latter is compared to the framework of Key competences of lifelong learning developed by European Commission. This rises paper the discussion over the core journalistic competences that need to be attained in the journalistic training.

Data journalism education in Poland

Michal Kus

*Department of Communication and Journalism, Institute of Political Science,
University of Wroclaw, Poland
michal.kus@uni.wroc.pl*

From year 2013, data journalism is being increasingly promoted by major media organizations in Poland. For example, in 2013 publisher of weekly opinion magazine Polityka started project Polityka Insight and from September 2014 Gazeta Wyborcza, the biggest quality newspaper, launched service Biqdata. At the same time, educational initiatives on this field have been developed.

The paper discusses educational programs with regard to data journalism in Poland, including academic and non-academic initiatives. It is a partial result of project "Teaching Big. Educational strategies in the field of data journalism", including comparative analysis in six European countries - Germany, Switzerland, the Netherlands, Italy, Poland, and the UK.

Project participants tried to answer following research questions: How is data journalism being taught in the various journalism cultures in Europe? What kinds of programs, which skills and topics are presented? How can we characterize the experts and students in the field? And in what ways do contextual factors explain the characteristics of different training programs?

Data journalism education has been identified as the teaching of newsmaking made by data, including each stage of the production: processing, collecting, analyzing and visualizing data. Research methods included: a) systematic desk studies to describe existing curricula and courses and b) in-depth interviews, made during January-June 2014, with data journalism educators. The two steps have to be meant as integrated: the in-depth interviews have helped to clarify the map of data journalism education, which has helped to detect whom to interview.

Data journalism: Only for specialists or for every journalist?

Turo Uskali

Department of Communication, University of Jyväskylä, Finland

turo.i.uskali@jyu.fi

Data journalism or data-driven journalism has been often defined as journalism based on large data sets (or big data). This paper presents the results of a Finnish two-year long research project focusing on data journalism work practices in several countries. The main research question was, whether data journalism work practices are suitable only for some specialists, or for every journalist. The empirical findings are collected from the interviews of leading data journalists in Finland, France, Spain, the UK, and the USA (N=30). The theoretical framework is built on extensive research literature on data journalism (Cohen et al. 2011; Sirkkunen et al. 2011; Rogers 2011; Bounegru et al. 2012; Parasie–Dagiral 2012; Powers 2012; Nygren et al. 2012; Mair et al. 2013; Hewett 2013; Gynnild 2013; Parasie 2014; Howard 2014; Appelgren–Nygren 2014; Coddington 2014; Lewis 2014; Young – Hermida 2014; De Maeyer et al. 2014.) Based on the interviews and literature, the paper argues that data journalism could already be defined as a new genre of digital journalism, and it offers, actually, many possibilities for every journalist. Contemporary data journalism practices in the newsrooms already consist of several different skill sets that could be defined as 1) basic and 2) advanced. In the basic level, a journalist should be capable of working with spreadsheets like Excel and simple data visual programs. In the advanced level

of data journalism also programming skills are needed. Finally, and surprisingly, data journalism is still very much concentrated only on the most resourceful newsrooms in the world. Also, in practice, data journalism is mainly team work. Finally, the paper argues that journalism education is in central position for the future of data journalism. Furthermore, the paper suggests that journalism educators should start a European wide collaboration in order to share their best data journalism education practices.

Motives for choosing journalism studies among students in Croatia

Gordana Vilović

*Faculty of Political Science of the University of Zagreb, Croatia
gordana.vilovic@zg.t-com.hr*

Dunja Majstorović

*Faculty of Political Science of the University of Zagreb, Croatia
dunja.majstorovic@gmail.com*

Despite far from idealistic state of journalistic profession in Croatia and the lack of any perspectives for young generations in media institutions, students don't seem to be less interested in studying journalism.

Our goal is to question their motives for choosing journalism studies, the expectations they have regarding the studies as well as their desire to work in the media.

This research will be based on a preliminary research of students' motivation to study journalism and their expectations regarding the study that was conducted on a convenience sample of journalism students at the Faculty of Political Sciences in Zagreb (academic year 2010-2011).

The first research included a survey based on open-ended questions that gave widely dispersed answers (one of the main disadvantages of open-ended questions) which required a classification into subsequently defined categories. Since open-ended questions are known to be less suggestive and they also provide a more realistic range of answers, we plan to use the obtained answers and subsequently defined categories to compose a survey of close-ended questions about students' motives and expectations regarding their studies.

The survey will include journalism students of the Faculty of Political Sciences, University of applied sciences VERN and University North.

Session 2. Media and Elections, Friday, 12.6.2015, 12:15-13:45

The comparative analysis of electoral communication during 2014 European Parliament and 2014 regional elections in Poland.

Pawel Baranowski

University of Wrocław, Institute of Political Science, Poland

pawbar@gmail.com

Internet and new media are present in Polish election campaigns since the nineties. However, the 2011 parliamentary elections was the first time, when Internet was used by a broad spectrum of candidates. Scholars from Poland started to analyze election campaigns on-line, often criticizing politicians for poor design of websites, which appeared like old, web 1.0 bulletin boards. The revolution of social media and web 2.0 forced on the candidates the implementation of interaction and interactivity as a vital element of election campaign.

This paper analyzes two campaigns in Poland, which took place in 2014: European Parliament election campaign (May) and election campaign to the Voivodship Sejmik of Lower Silesia (November). Basing on content analysis, it was possible to analyze the structure of candidates websites and official Facebook and Twitter profiles during both campaigns. The aim of this study is to evaluate and compare two electoral campaigns on different institutional levels. The analysis will be conducted basing on the results of the content analysis of over 200 websites, almost 300 official Facebook profiles and about 170 Twitter accounts of the candidates for European Parliament and Voivodship Sejmik of Lower Silesia region.

European Parliament is much more prestigious institution and political parties dedicated more financial resources for that election campaign. Voivodship Sejmik is the assembly on provincial level, which has got the constitutional power of adapting the local law on the matters which are not reserved for the central government. Besides the differences in the type of election, campaign budget and the prestige of the elected deputies, the campaign may show some similarities. The costs of constructing the website and renting the hosting servers are constantly decreasing. The presence in the social media doesn't consume any financial resources and can be very effective tool of interactive, electoral communication. How different and how similar are these two online election campaigns? Have the candidates adopted the technological innovations or are they still in the web 1.0 era?

Mediatization of the local elections and its influence on the creation of the civil society.

Iłona Biernacka-Ligieza

*Maria Curie-Skłodowska University, Faculty of Political Studies, Lublin, Poland
ilona-jbl@o2.pl*

Discussing various types of communication, the role of the local media in today's global system of information cannot be left unnoticed. It must be emphasized that the expansion of the local media depends on the economic development of given local areas. The development of the internet strengthens localness as many websites deal directly with local matters – companies, offices, political parties have their own sites. Researchers (Donges; Graber; Bennet & Entmann; Kepplinger Mazzoleni and Schulz; Schulz, Zeh. & Quiring; Hjarvard) have discussed how the political parties and governments have changed their structures, organizational patterns and schemes of action as a response to the growing influence of mass media logic in the past years. This paper focuses on democratic processes, like local election campaigns, policy-making and the intermediation of political messages and policy output, in which parties and governments communicate and try to legitimize political action. The objective is to understand how and to what extent mediatization has altered the communicative performance of parties and governments in Poland. The aim of the paper is to answer the following questions: Whether and how media has changed the functioning of local public sphere in Poland? Do local media support political communication? Are local media used as platform for local debate? Do media change the shape of

local democracy? Does Internet - interpreted usually as a global medium - play an important role in the micro level scale? Can the Internet help in formation of a “local agora”? The paper is going to present the analysis both traditional and new media (e.g.: web portals, civil journalism, forums, advertisements section etc.) devoted to local and regional problems but the main focus will be put on ICT usage. Together with creating contemporary local public sphere it can be asked the question about the existence of unexploited and untapped potential of the Internet at the local communication level. The paper will also analyse, the following concepts as: the category of “locality” in the context of communication mediated by the Internet; the concept of “network society” and related with it different types of social relationships (virtual community, proximity, locality, etc.) together with media that are used by these groups to communicate. The paper is based on the qualitative and quantitative research. Survey has been carried out constantly since 2002. It is being analysed the case of the Lower Silesia and Opole Region. The analytical part is based on the description of the local media usage in chosen municipalities - for comparison, a survey has been carried out in different parts of Lower Silesia and Opole Region (urbanized; semi-urbanized; rural). This comparative study was prepared due to: 1) interviews with politicians; clerks; journalists; entrepreneurs; 2) questionnaires distributed between inhabitants; 3) national statistics reports; 4) municipality statistics; 4) SMG/KRC reports; 5) PBI reports; 6) Zenith Optimedia reports; 7) Gemius reports. To achieve goals mentioned above there were used: descriptive methods; in depth interview method; telephone interview (representative group of the community) and content analysis method. Followed research proved media to be for majority of analysed communities the main source of local political information.

Social media as a form of political communication - the presidential campaign in Poland in 2015

Kamil Pluta

University of Wrocław, Poland

kam.pluta@gmail.com

The presidential election of 2015 was the first presidential campaign, where social media can play an important role in political communication. The most important is fact that the role of social media is here indeed noticed due to the intensification of political activity in social media over the past few years. Politicians have seen the potential of social networks to communicate both political

and populist assumptions implementing social framework. Particularly powerful politicians noticeable intensification on two sites: *Facebook* and *Twitter*.

The aim of the paper is a summary of activity candidates in social media in relation to followers profile and the result of the election. The research was presented by a quantitative method in a comparative perspective. It were taken into account three variables: the size of the profiles (number of followers), involvement profiles (number of active observers), activity (index of all activity in a given period divided by the number of followers).

The research have shown that political activity on social networks are massively watched by other users. Politicians with a high result of the election had been active on social networks and have a high rate of observers. Candidates with less electoral result had been less active in political communication by social media. The scope of the information presented took into account the time period from the official start of the election campaign (announcement of the election date) to the second round of the presidential election and were concerned two portals: *Twitter* and *Facebook*.

Social media usage and re- building good image as political campaign strategy in the 2014 presidential election in Indonesia

Solikhah Yuliatiningtyas

School of Communication, International Studies and Languages, University of South Australia

yulsy001@mymail.unisa.edu.au

The use of social media for political campaigns in Indonesia is growing exponentially. This research investigates whether the social media could be used as an effective media campaign to re-building good image of one presidential candidate in Indonesia, who have been claimed involve in the human rights violations from previous regime (New Order 1998). By using 'Critical discourse analysis' (CDA) of Norman Fairclough, a model that attempted to link the micro-level analysis of the text on the larger social context. Then linking to socio-cultural context. This research argues that every single text, picture, and video in Facebook can be analysed based on three basic elements, including representation,

relation, and identity. The finding shows social media as political campaign has succeed to repairing miss-conception history about reformation era in 1998, and re-building good image of Prabowo Subianto. By managed to overcome these negative issues by using social media has worked effectively, and he gained sympathy and public trust as a result. Finally, increase votes from 11.81% (in legislative election) to 46.85% in the 2014 presidential election in Indonesia.

Session 3. Media Systems & Digital Transformations, Friday, 12.6.2015. 12:15-13:45

Going digital in Southeastern Europe

*Snjezana Milivojevic
Univeristy of Belgrade, Serbia
snjezana.milivojevic@fpm.bg.ac.rs*

Due to prolonged transition to democracy many Southeast European countries are now caught in a 'wrong transition'. While media globally are transiting into digital world they still struggle with the goals set up in the early phase of transformation to liberal democracy and market economy. But, this time delay brought together simultaneously triple set of challenges - technological changes, economic crisis and political backlash - in a way particular to the region. The paper considers how digitalization is going to affect Southeast European media systems among three different processes that they have triggered:

1. convergence- many media outlets are already integrated into global media environment (as part of global media like Al Jazeera or N1; through corporate international ownership or 'transnationalized' domestic media etc.
2. deregulation and market liberalization - EU regulatory framework often applied by political elites with authoritarian or non-democratic tendencies, and
3. commercialization - decreasing advertising revenue, underdeveloped state aid mechanisms, consumer pressure and content trivialization etc.

They are jointly creating a context for possible digital divide in Southeastern Europe where five countries have not completed digital switch off (date set for June 2015 in Albania, Kosovo, Montenegro, Romania and Serbia) and where economic crisis and deteriorating journalism standards and bringing especially public interest content under attack even in EU member states (Bulgaria and Croatia). Within this frame the paper will focus on two problems: first, how adequately policy and regulation responds to digital media challenges, and secondly, audiences participation, openness and responsiveness for public communication in the region. It will address a possible paradox that while media transition in many respects assisted political backlash, fast growing Internet access, grassroots and media startups outside conventional media might be an indication of broadening citizens participation in SEE.

Digital mediascapes, institutional frameworks, and audience practices across Europe

Zrinjka Peruško

*Centre for Media and Communication Research
Faculty of Political Science, University of Zagreb, Croatia
zperusko@fpzg.hr*

Dina Vozab

*Centre for Media and Communication Research
Faculty of Political Science, University of Zagreb, Croatia
dina.vozab@gmail.com*

Antonija Čuvalo

*Centre for Media and Communication Research
Faculty of Political Science, University of Zagreb, Croatia
antonija.cuvalo@gmail.com*

This article explores the relationship between the media-use patterns of European audiences and the institutional contexts of digital media systems in a multilevel, cross-national comparative research design. A theoretical model is proposed for describing contemporary digital media systems, applied through cluster analysis to a set of 22 European countries. Four digital mediascapes/media system clusters are identified. Regression analysis shows the influence of macro-level media systems on micro-level audience preferences for different

media. The media system clusters are related to data on media use from the nine countries in the “audiences across media” study. The findings strongly support the explanatory power of structural aspects at the macro-institutional level for audience choices in terms of both legacy and Internet-based media.

Opportunities and challenges for consolidating media freedom in after-Maidan Ukraine

Natalya Ryabinska
Collegium Civitas, Ukraine
nryabinska@yahoo.com

This paper is aimed at contributing to a better understanding of protracted transformations of media systems in democratic laggards of Central Eastern Europe and Former Soviet Union. It discusses the prospects for completion of media reforms in the post-communist countries, which different from democratic frontrunners like Poland or Estonia never managed to implement quick and substantial economic and political changes, adopting wholly democratic systems, but situated themselves in a “gray zone” between democracy and authoritarianism (Carothers, 2002).

I focus on the case of Ukraine, the post-Soviet country which, after a two-decades “vicious cycling between shallow democratization and autocratic reversal” (Kudelia, 2012), received a new chance for movement towards democracy after a wave of anti-government protests in late 2013- early 2014, and a formation of new, Western-oriented government.

The paper bases upon a “gray-zone” scholarship in comparative politics, which helps to identify the obstacles to successful media reform which appeared in Ukraine after the communist breakdown. Different from the studies in post-communist media systems, which, if speaking about reforms-impeding legacy of the recent past, often mean either the enduring political culture inherited from the communist and pre-communist times (Vartanova, 2012; Pfetch&Voltmer, 2012) or reform fatigue (see, for ex, Jakubowicz&Sukosd, 2008: 33-35), it focuses primarily on institutional and structural effects of delayed democratization on the media. In case of Ukraine this delayed democratization resulted, for example, in a specific structure of media ownership with the news media concentrated in the hands of politically engaged business tycoons, in intentionally

weakened state media regulators, as well as in informal institutions of political interference in the media. The paper will discuss the possible means to address these obstacles referring to the last developments in Ukraine.

The other transition: IT and Bulgarian media system between 1989 and 2015

Orlin Spassov

*Faculty of Journalism and Mass Communication,
Sofia University "St. Kliment Ohridski", Bulgaria
orlin.spassov@fmd.bg*

Parallel to the widely discussed political and market transition after 1989, a technological transformation unfolds, one of the important elements of which is the gradual distribution of the Internet in the country. The impact of information technology imperceptibly reshapes many aspects of the media and is essential for understanding what happened in Bulgaria after 1989. One of the main questions is how the political and technological changes interact. They are related, but each follows its own logic. Thus, corresponding with what are usually labeled as a "transition", the analysis offers an insight into the role of other factors, developed under the sign of technological change.

Session 4. Journalism Education for the Digital Age II, Friday 12.6.2015, 14:45-16:15

Educating distributed cognition in journalism

Wei-Wen Chung

*Department of Journalism, National Chengchi University, Taiwan
waynechuster@gmail.com*

This paper contends that the current definition of expertise for journalism, which focuses upon the cognitive ability of the individual, may be obsolete in view of the fact that with the advent of the digital media more and more cognitive tasks such as information gathering are delegated to non-human artifacts and other people. Put differently, cognition required for a given task tends to be distributed among the individual, artifacts such as the internet and media, and other people rather than come from an individual. Journalism education thus needs to shift gears and place more emphasis on cultivating the ability to exploit distributed cognition.

This paper is divided into three parts. The first part will survey the evolving context of journalism and observes that more and more cognitive functions in journalism have been downloaded onto the environment, which results in an increasing reliance on distributed cognition. The second part proceeds to argue that distributed cognition compels a reconceptualization of journalistic practice and expertise. Expertise in journalism may lie in the knowledge of distributed cognition and the ability to collaborate with the artifacts and other people. The third part of this paper proposes, on the basis of the discussion on journalistic expertise, that journalism curriculum be designed in response to distributed cognition. To be specific, more emphasis may be placed on acting and thinking with tools and other people rather than focus exclusively on the individual. Design thinking could be incorporated into the curriculum. Students could be encouraged to experiment with new forms of media practices.

Journalism studies, academic education and its impact on journalism culture

Halliki Harro-Loit
University of Tartu, Estonia
halliki.harro@ut.ee

Research on professional education in post-soviet countries and professional culture (e.g. Kovacic, Erjavec 2008; Köpplova and Jirak 2008; Kovačič, 2009; Balcietiene 2009; Balcietiene and Harro 2010; Szot 2010; Balcietiene and Harro 2011 etc.) provide evidence about various problems and differences in CEE countries. The aim is to analyze academic journalism research and education in Central and Eastern Europe and see whether there is a connection between journalism studies, academic research on media and national journalism culture? This research will ask about the various ruptures concerning academic media culture and drawbacks during the 20th century in Central and Eastern European countries – and how these ruptures would have been influencing the journalism culture: continuity of the generations; identity of professional community; collective memory of the professional community and ability of critical reflection. I propose that if there is not “enough” local academic scholarship (international publications), academic analysis and research on media (history), journalism and media programmes that create academic discourse on journalism – the commercial values and “cheap” journalism dominates. Rupture of values as well as generational continuity is another risk that weakens the professional culture.

Journalistic profession at stake: why journalism education is still needed?

Tena Perišin
Faculty of Political Science in Zagreb, Croatia
tperisin@fpzg.hr

The journalistic profession is having a hard time facing the challenges of the digital revolution and global economy, but also the pressures of commercial interests and the questionable competences of young journalists. The trust citizens have in state institutions and mass media has been significantly declining. Media analysts have been warning that the so-called corruption of basic journalistic

values – through infotainment, never greater imperative of speed and the use of digital technologies to raise the popularity instead of quality – has been undermining the very foundations of democracy.

The problem is even bigger because the citizens are surrounded with media offer that has never been wider, but at the same time they have never been less involved. In Croatia, after the independence and the war, the society has been going through a long democratic transition and as such, with the still insufficiently developed democratic institutions and procedures, it is much more vulnerable. The paper examines how much media research and practice goes along with the technological development, how much education follows media trends, the implementation of new forms of reporting, new genres appearing in digital media, data analysis and storytelling. The paper is trying to prove the need of the new journalism education curriculum. It would involve interdisciplinary approach within the University and also establish permanent cooperation between student practice and the local community, ensuring sustainable cooperation and the direct link with the relevant economic entities.

The aim of the paper is to initiate the process of raising digital and media literacy for the benefit of so-called quality digital journalism. The journalism faculties have important role with the responsibility to improve the current situation, but also to build good foundation of responsible public communication.

Session 5. Politics and Digital Media I, Friday 12.6.2015, 14:45-16:15

Surfer and elections: how to survive and make a reasonable choice?

*Agnieszka Hess
Jagiellonian University, Poland
agnieszka.hess@uj.edu.pl*

*Dorota Piontek
Adam Mickiewicz University, Poland
dorota.piontek@amu.edu.pl*

Democratic governance increasingly takes the form of network co-operation of public and private entities. This is due to the transformations taking place in the structure of modern societies in the field of power relations and the public sphere.

The use of new communication tools makes it easy to direct contact with and among citizens. Web 2.0 technologies also facilitate the control of power by the citizens. This is especially important during election campaigns.

The proposed paper will present two web applications: EVOUX and ELECTION BAROMETER that allowed voters to compare their political positions with those of the election committees running in the European Parliament elections as well as in local elections in Poland. The assumptions and methodology of those applications will be presented. The aim of the presentation is to determine the functions they perform in the context of the development of modern democracy.

The birth of “clicktivism” Comparing online movements and parties in new democracies

Dorka Horvath

Corvinus University of Budapest, Hungary

dorkapro@gmail.com

This research plan presents the assessment of emerging online movements in young democracies. Hundreds of new movements and parties are established each year, but few of these actually succeed and even fewer manage to earn seats in parliament. This study concerns itself with the question of which online movements and parties under what conditions are likely to make it to the national parliaments. More specifically, this paper asks what methods of communication on which issues appeal to voters and mobilize them. In an attempt to answer this question, a comparative approach will be taken, assessing most similar cases in the context of post-communist countries with semi-consolidated party systems. Particular attention will be paid to the recent history and structure of party systems in the chosen countries (POL, SVK, HUN), dominant patterns of Electoral behavior, including party membership figures, Voter turnout, and electoral volatility in the young democracies of Central and Eastern Europe.

Mediatized political communication in Montenegro in social media (analysis of the usage of social media by political parties and their leaders)

Dragić Rabrenović

Radio Bijelo Polje, Montenegro

rbbpdesk@gmail.com

The concept of digital democracy means, among other things, constitution of mediatized political communication which occurs primarily through social media. The hypothesis in this paper is that social media is redefining the process of political communication in Montenegro. Social media have enabled to political actors and parties to promote content without selection, also not to depend on the editorial policy of some media outlets, but also to have direct communications with citizens, feedback and participation of citizens on important topics in the digital public sphere.

In this paper we analyze the profile of representatives of government and opposition, political parties and their leaders, on the social media: Facebook, YouTube and Twitter. We will use the content analysis method and comparative method in order to investigate the trend of usage of social media. Duration of the study is from 1st March to 1st April 2015. The parameters that we will use are occasion for publishing, actuality of published information, intensity of publishing, content type, the most common topics that are published, forms of presentation of content, way and intensity of communication with citizens and the level of their participation.

Session 6. News in the Digital Media Landscapes, Friday, 12.6.2015, 14:45-16:15

Viral journalism: the rise of the new form

Domagoj Bebić

*Department of Journalism, Faculty of Political Science
University of Zagreb, Croatia
dbebic@fpzg.hr*

Milica Vučković

*Institute for New media and E-democracy, Croatia
milica@edemokracija.hr*

Marija Volarević

*Institute for New media and E-democracy, Croatia
marija@quintana.hr*

Current technological and communicational changes introduced with the rise of social media fundamentally changed the way the content is created, organized and distributed to the news consumers. Hence, a concept such as online journalism does not seem to be appropriate for the emerging changes in the field. The concept “viral journalism” is introduced to describe networking logic of the

media content that not only tend to be popular, attractive, visual but most of all viral meaning that it tends to reach large audience in a short period of time.

These changes happened because of several factors: (1) brands, corporations, celebrities now tend to be publishers as well as media companies (2) publishers and content creators now have direct communication with their readers (3) characteristics of online social media content are tailored to attract and keep users attention via such channels. News content that has viral potential has several characteristics, it has to be interesting, creatively presented, encourage curiosity and present itself as “shareable”. It includes infographics, polls, videos, memes, etc. The information itself isn't in the primary focus of editors but attracting more users. With all these changes in content creating, newsgathering processes and media organizations there has also been a change (or need for a change) in journalism ethics, regulations, role of journalists as it always happened with big changes in media eco system. With question sentences, braking news, tagging celebrities and brands the primary goal is to attract and interact with the users, not just to inform. The best practices for this kind of communication are Buzz-Feed or 9gag portals that have gained huge audience attention as up-to-date portals. The content on these sites can't be called news, but viral news - because it is created for sharing.

Detection of unlabeled PR articles – the theory and application on comparison of Czech dailies

Vladka Kubíčková

Charles University Prague, Faculty of Social Science

Institute of Communication Studies and Journalism, Czech Republic

vladka@kubickova.cz

The notion that economic entities influence media contents through their public relations professionals is shared by both academics and journalists. This social process is thus confirming hegemony of strong, influential, often multinational companies with big marketing budgets. One feature of this effect on media is publishing unlabeled public relations (PR) articles. This thesis „*Detection of Unlabeled PR articles – the Theory and Application on Comparison of Czech Dailies*“ deals with methods that can reveal such texts. This work assumes that an unlabeled PR article is characterized by a lack of journalistic objectivity and as for the language aspect, by its persuasive component. The theoretical part there-

fore focuses on objectivity of journalistic texts and communication intention as seen from pragmatist theory. For consequent use in the empirical part, this work summarizes existing research of unlabeled PR articles, with a special consideration for methods used by scholars. It stems from the findings of the critical political economy of communication, particularly the issue of advertisers influence on media contents. On grounds of these conclusions, this work then introduces its own design for detecting unlabeled PR articles, by classification according to several predefined PR parameters. Application of the concept, and thus also its verification, is illustrated on a comparison of PR tendencies of five national and one regional printed daily newspaper. The empirical part of this work verifies that with a relatively high plausibility, this classification concept is capable of detecting journalistic texts created from pre-packaged PR materials, or originated from an initiative of an economic entity.

Sensationalism and infotainment in newspaper- reporting of illness and death of Jovanka Broz

Tijana Pešić

ACIMSI- University of Novi Sad

Center for gender studies, Serbia

tijana.peshic@gmail.com

The commercialization of media and big rivalry is leading to degradation of the expression of media. The content of every report is being turned into entertainment. The reporting code is being constantly broken and the media is hiding behind sensationalism and infotainment. Infotainment is an old phenomenon but today it has reached its maximum. The audience is used to spectacle and in order to fulfill the requirements of the audience even the most respected newspaper is turned into tabloid. The quality of the news is slowly being disregarded while sensationalism becomes the biggest selling weapon. The topic of this research is the usage of sensationalism in reporting about the illness and death of Jovanka Broz. The main goal of this research is to determine the presence of sensationalism in articles written and published about Jovanka Broz in Serbia. The corpus of analysis includes articles published in Serbia during Jovanka's illness and after her death (September-November 2013). The method used in this research is a qualitative content analysis. The results have shown that all the articles published in "Blic", "Dnevnik", "Kurir" and "Novosti" about Jovanka Broz were sensationalistic, "Politika", "Nin" and "Danas" haven't published any

sensationalistic article. The conclusion is that journalism in Serbia is turning into infotainment and the only solution for this problem is clearly defined media strategy.

Relations between author, reader, publishing in the context of development of the social media - the case of political reportage of Mariusz Szczygieł

Agnieszka Weglinska
University of Lower Silesia, Poland
agnieszka.weglinska@dsw.edu.pl

The main field of research will be various ways of promotion book with ware published before digital transformation. The Main subject of scrutiny will be political reportage of Polish journalist and writer Mariusz Szczygieł – “Gottland”. The book was published in 2003 and in 2014 film version of this book was broadcasted. “Gottland” is a political reportage with historical context. The Book will be treated from the perspective journalism genres. Author will characterize FB sites and lubimyczytac.pl established by active users – readers, completely voluntary. A number of competing terms have been used to highlight different elements of the changes that have taken place in the web over the last decade or so. There is a list of various names and phrases that have been used to refer to the phenomena of the internet. We say: ‘Web 2.0’ (O’Reilly), these include: ‘user-generated content’; ‘convergence culture’ (Jenkins); ‘the people formerly known as the audience’ (Rosen); ‘participatory media’; and ‘peer production’(Benkler). We could quote Philip Seargeant and Caroline Tagg that FB ‘translating local cultures’ and local identities to an audience with global potential. Main purpose of this presentation is to show up relations between author, reader, and publishing in the context of development of the social media. Social sites witch will be analyzed are prepared without any influence of author, publishing and manager, completely grassroots. The question is, could this FB and lubimyczytac.pl be useful for author or publishing, or maybe they fill out of control book and author image. An interesting factor will be also film version FB site, how this audience (active) is connected with readers, are there any fluctuations? Method of research will be an interview with Mariusz Szczygiel author of “Gottland” and creators of this FB sites and lubimyczytac.pl.

To tame the inevitability of news on the Web

Paweł Wieczorek

University of Social Sciences and Humanities, Warsaw, Poland

pawelwiec@gmail.com

Media provide recipients with information part of which is subsequently further distributed by these recipients. My objective is to explore the ways in which news is socialized, i.e. what users do with the professional news after it has been found on the net: how and where they send the link with information, who and why chooses this and not any other news and what the benefits - including social benefits - derive for the participants in the process. Similar questions have been posed by researchers who however usually explore *a priori* assumed distribution channels and their conclusions regarding the user motives are equivocal. While applying the qualitative research method, I made an attempt at identifying an answer to these questions on the Polish ground. As regards news distribution, I found that it reaches the recipients mainly through websites, TV, social media and conversation. I came to a conclusion that the interactions between the network users remind of a traditional conversation also with respect to the news: the latest events are a pretext to begin a conversation, develop a discussion, and express joy or outrage. Such interactions are also a source of entertainment and favor keeping up the relationships. Social media are used in exactly the same way and with the same objective in mind.

Session 7. Challenges to the Journalistic Profession, Saturday 13.6.2015, 08:00-09:30

New media, new ethics. Better or worse?

Brindusa Armanca
State University Arad, Romania
brindusa.armanca@gmail.com

One of the conditions of the credibility of journalists is integrity. Fair, balanced and correct news are required by the public. But, how to verify facts on the Internet? How to keep the ethical and professional standards in the new digital environment? Now journalists are competing with bloggers, people from the public posting interesting stories on Facebook and websites. How to define the mission of journalism, because “*under pressure from the internet and mobile communications, journalists are turning from “information hunter-gatherers” into “content farmers”*”? (Mapping Digital Media, OSI, 2010). Another sensitive case in CEE countries is the unethical relation between journalists and owners generating obedience and opportunism. Transition means in the same time change of media technology, but also political change. Reports on the CEE countries show that “*perceived as the main instrument for electoral coverage, news television channels are not free from political editorial bias. With several channels owned by politicians or parliamentary candidates, it is clear that editorial content is vulnerable and less trusted by average citizens*”(OSCE Report on Romanian Media, 2013).

Romania decreased 6 positions in 2014 in the ranking of the Reporter without Frontiers evaluating the freedom of the press, and Romanian media is qualified in 2014 as “partially free” (84 global position, 36 European position) on the scale of Freedom House. The last report of FreeEx on the freedom of the press in Romania underlines the traps of the new technological environment, as the advantage of the rapid searches on the Internet for news, as the instant communication of the journalist with the public etc. Sometimes, the advantages could be reversed, becoming instruments against the fair, rigorous and legal behavior in journalism. The question is topical: does the profession need new ethics or not? The presentation will focus on changes of media ethics and the ways to adapt it to the new environment – codes of conduct for journalists, bloggers, manifestos, netiquettes etc.

Challenges of journalists in SEE countries after the emergence of new media

Lumnije Bajrami

University of Prishtina "Hasan Prishtina", Kosovo

lumnie@yahoo.com

The main aim of this article is to convey a research about challenges that the journalists in South East European Countries are facing in their profession as a result of dynamic changes caused by the emergence of new media. With the dynamic developments in the field of media technologies the concept of journalism and the role of traditional journalism is changing rapidly. In order to have an insight on these changes it is necessary to identify and to have an insight from the journalists facing these challenges during their work. In order to have a clear view on the impact of the new media in the journalists it is very important to have findings from the field. The main research questions are: What are the specifics and challenges that journalist are facing by going from traditional to the new media? Is the journalism as profession changing? What are the new skills required in order to cope with the requirements of the new media? In order to reply to these questions will be used triangulation methodology by combining desk study, focus groups and open not standardized interviews with the journalists from Albania, FYROM and Kosovo.

Journalistic standards in the era of digital media challenge

Paulina Barczyszyn

University of Wroclaw, Poland

paulina.barczyszyn@uni.wroc.pl

This paper presents the results of the empirical research concentrated on journalistic perception of standards and values in three countries: Poland, Sweden and Russia. The authoress tries to answer the following questions: Does the media sector affect the journalists' perception of professional standards and values? Is there a difference in approach to ideals and standards between traditional and new media or local and nationwide media or private and public media?

The journalistic profession is having a time of changes connected with time pressure, development of new technologies, economic crisis and other factors. Also journalistic standards are changing. They have been a subject of

various studies, but there are not many dedicated to differences between various types of media. This paper aims at showing the differences in perception of ideals and values between journalists working in different types of media. Journalistic opinion about quality and future of journalism, relations between journalists and politics, relation between journalists and PR and evaluation of these connection, responsibilities to society, fulfilling of journalistic duties, mission in the profession and many other issues are analyzed in the study. The authoress tries to distinguish some universal values, practices and standards which are common for all types of media and some standards which are understood in different ways in different kind of media sectors. This study is based on the results of quantitative and qualitative research conducted in 2012-2013 in the framework of international project "Journalism in change – professional journalistic culture in Russia, Poland and Sweden". The base of data includes 1500 surveys (500 from each of countries) from journalists working in all types of media.

Why distance matters? A theoretical concept for describing conflicts of loyalty in journalism ethics

Marten Juurik

University of Tartu, Estonia

marten.juurik@ut.ee

The paper examines conflicting loyalties in professional journalism ethics. Most of the theoretical discussions about journalism ethics rely on values, norms or general concepts closely related to either of them, like 'objectivity' and 'public interest'. The role of loyalties has been acknowledged but not widely discussed or researched. This study tries to alleviate this by introducing a more general concept of loyalty conflicts that is not based on personal preferences or acquaintances of journalists, but instead relies on the concept of distance. This general concept hopefully helps to overcome the difficulties related to researching personal motives that could be subliminal, unacknowledged or intentionally hidden. The study is based on secondary analysis of interviews with Estonian journalists for the purpose of data collection and uses grounded theory approach for the conceptualization and analysis of data. Special attention was given to relations between journalists and their editors, sources and the public. As a result, the concept of distance emerged and seemed helpful for describing conflicting situations by focusing on the 'position' of the journalist and not on his/hers personal

motives. Certain conflicts of loyalty can be described as a distance-proximity conflict where both distance to a certain party (e.g. neutrality) and proximity (e.g. concern for children) are required simultaneously.

The proposed concept can have significant implications regarding the study of externalities that may affect the journalist's moral decisions in addition to internalities like personal values or subjective preferences. Of special interest are situations where either proximity or distance is limited or amplified. The concept on distance also shifts the focus from influencing individual journalist to the decision-making context. This in turn offers a new perspective for addressing the issues of modern ICTs by focusing on its effect on journalist's decision-making context instead of their individual use of the new technologies.

Session 8. Politics and Digital Media II, Saturday, 13.6.2015, 08:00-09:30

Politicizing platform, or another campaign tool: locality related differences in perception of Facebook's role in pre-election period

Roman Hájek

*Institute of Communication Studies and Journalism, Faculty of Social Sciences,
Charles University in Prague, Czech Republic
roman.hajek@fsv.cuni.cz*

Despite growing evidence that its contribution to political activity is not as extensive as one may have expected, Facebook has undoubtedly changed the character of political campaigning. Thanks to extensive research, we know how politicians and political parties exercise it during campaigns; however, much less is known about the audience's actual use of Facebook for political purposes, and about its perception, which is an important precondition of the willingness to use it. Moreover, when inquiring differences between Facebook's political

role, current research pays highest attention to the significance of age, which actually might not be the only relevant factor.

This research tries to fill some of these gaps. It focuses on the importance of local specifics – concretely of the character and diversity of local media – for Facebook’s use and perception before 2014 Czech communal election. This type of election differs from the others since it is strongly related to local context in which the character of media landscape cannot be ignored. However, one might argue that regarding Facebook’s affordances, its use and perception should be the same everywhere.

Based on qualitative data from semi-structured interviews and diary research conducted on 25 people from two significantly different localities, the study shows that the character of locality (and its media) is important, for perception of Facebook’s political role. Although there were no significant differences in its use – which was in both cases quite small – the attitudes toward Facebook were clearly divided. While respondents from a small city emphasized its politicizing character and considered it as a platform that could supplement an almost non-existent campaign, people from a large city tended to skeptically condemn it as “just another” campaign tool. That points to a need for further research of contextual factors that influence the position of platforms like Facebook in political communication.

Closed or close networks? Social media links between Swedish ministers and journalists.

Elena Johansson
Södertörn University, Sweden
elena.johansson@sh.se

Journalists and their sources including political and elites depend on each other. In Western democracies journalists have traditionally been delegated on the role of watchdogs. Their relationships have often been described as a struggle or at least a competition for shaping public opinion. However, in modern commercialized media world another trend also becomes usual: media-politicians relationships can take a symbiotic form, mutually beneficial for both sides. Television and radio still remain the most trusted sources of news. However, new media (e.g. social media) modify communication practices. Social media

play increasing role in journalists-sources communication. Being eventual providers of interactive participation, social media can maintain direct contact between users and give a chance to get an instant feedback. Thus “face-to-face” and “voice-to-voice” interaction has moved into the Internet but the boundaries between journalists and sources become blurred.

Existing researches confirm that politicians usually do not avail themselves of the main advantages of social media. Instead of interactive participation they often use social media for one-way communication, as a channel of propaganda. Journalists, in turn, consider social media rather as a source of information than as a platform for dialogue with audience. Nevertheless both politicians and journalists construct social networks in the cyberspace and their interaction does not remind a group of users fully controlling information.

The focus of this paper is on the following questions: 1. To what extent Swedish ministers and political journalists active in social media? 2. How are they linked together in social media? 3. What form (opened or closed) does this communication take?

How do representatives communicate? Result of a cross-country research on MPs’ use of Facebook and Twitter

Norbert Merkovity

University of Szeged / National University of Public Service, Hungary

merkovity@juris.u-szeged.hu

Modern politicians are forced to use the internet as a communication tool during their work, in order to demonstrate their engagement with the issues voters consider to be important. The modes of communication can be numerous in the world of the internet. Members of the parliaments (MPs) can choose anything from email to social networking sites (SNSs).

This presentation will introduce the findings from the content analysis results of Australian, Austrian, British, Canadian, Croatian, Irish, Hungarian, Montenegrin, New Zealand and Swiss MPs’ communication with the public via their Facebook and Twitter profiles. The data has been collected for three months, from November 2012 until January 2013 on Facebook, and one year later during

the same three months on Twitter. The sample contains 10 percent of the parliaments, but in the case of Twitter the MPs' were less active users in several states (e.g. found only 5 MPs from Croatia and 14 from Hungary). The comparison of the countries was based on the fact that the Twitter is more popular in the Westminster states, while the Facebook is more popular SNS in continental European states. A total of 15,121 Facebook posts and 38,260 Twitter posts were analyzed. 6 categories were set-up for Facebook, and 7 categories for Twitter. The main findings of this research are that ICTs do not create a further advanced 'public sphere' but rather guarantee unidirectionality of communication. The research results showed that the Facebook is significantly more used for informational (press conference like) and subjective (opinion-centered) communication. Most of the categories are dominated by male representatives, except for positive interaction on Twitter that is more used by female MPs. These results could help us understand how politicians use social networking sites like Facebook and Twitter.

Session 9. Digital Challenges to Journalism and Media, Saturday 13.6.2015, 08:00-9:30

The new paradigm of traditional radio broadcasting and new technologies in Russia

Dr. Ekaterina Bolotova

*Faculty of Journalism, Lomonosov Moscow State University, Russia
bolotova_e1961@mail.ru*

Dr. Ludmila Bolotova

*Faculty of Journalism, Lomonosov Moscow State University, Russia
bolotovald@gmail.com*

The modern broadcasting in Russia exists for more than quarter of the century. It starts in 1990 with USSR Press Act adoption. The next step was made in 1991 when Russian Federation Media Act was enacted. The State monopoly for mass media and censorship were totally cancelled.

Russia's broadcasting evolution analysis demonstrates this mass media industry segment develops in line within the global tendencies of commercialization. In the decisive phase of this process the main part of metropolitan radio stations and regional ones were concentrated in large media companies. In order to realize high-rated projects they need to use new technologies and different types of multimedia.

Radio presence within the Internet creates new dimensions for stations such as encouraging listeners to use the webpage's different content including interviews, commentaries, blogs, photos, videos and, of course, studio live broadcast. Modern radio content consumers have an opportunity to listen to or to watch live broadcasts of the most significant events. By the way, now it is possible to have a direct connection with any well-known people or offline radio journalist using the radio website. Listeners have an opportunity to participate in online chats, discussion boards or to comment live programs. All it can be called the real interactivity.

Radio stations also use internet services as an additional tool to attract the listeners' attention to content. Push-Notifications, alarms, mobile players and mobile applications make radio station quite closer to consumers. Other ways such as profiles in blogosphere and social networks are also used.

Some stations don't appreciate the social networks significance. But this part of Internet has become the unique part of people's social and private life. Social networks now are the example of communication platform, the aggregator of news from different sources. Also these networks consist of civil journalism forms, which become a real challenge for professional one.

The main part of social networks content consists of news, photos, videos not only about private life but also about some important events such as episodes of war, economic crisis, situation in Earth hot points. So, social networks can be portrayed as a real rival for the traditional media. Modern progressive radio stations have the only way to control the situation in media sphere: they have to create a balance between air work and work in the Internet. Radio stations use such networks as Twitter, Facebook, VK, Odnoklassniki.ru as the air content distributors. As a result, the radio stations' followers in social networks become the live listeners. Also they accustom to visit stations web pages and other platforms. Unfortunately, some radio managers do not figure out the positive effect of using different Internet platforms. So, they lose not only the sources of information but also new radio content consumers.

Changing public radio – convergence challenges towards deliberative citizens

Nada Zgrabljic Rotar

Department of Communication Sciences

Centre for Croatian Studies, University of Zagreb, Croatia

Ivan Burić

Department of Communication Sciences

Centre for Croatian Studies, University of Zagreb, Croatia

Silvio Šop

Croatian Radio and Television Zagreb, Croatia

silvio.sop@hrt.hr

Radio is nowadays still a widely followed media. Advancement of technology within the field of communication opens up new perspectives for the development of radio. Namely, there are possibilities to digitalize the radio and develop it on new platforms. Audience for the new radio is an interactive one with a wide freedom of choice regarding social activities, media platforms and virtual area. In this paper we are exploring the technological changes that Croatian radio went through specifically as it is a public media with a leading role in the development and implementation of the new technologies. Several questions have been asked: Is the converged and digitalized radio attractive for the modern audience? If yes, to which parts of that audience? How does radio audience migrate towards other platforms? What is the key motivator for the radio listeners?; How does the listener select media content? Is the listener motivated to participate in the program?; And finally how does the listener evaluate radio as a media? An on-site face-to-face survey research has been conducted on a nationally representative sample of 1000 Croatian citizen older than 15 years. We will research the demographic characteristics of the audience that is listening to the radio on different platforms, their preferences regarding the content, their affinity towards interactive participation in the program as well as their overall relationship towards the radio as a media.

New paths opening for journalism? Opportunities and limits of using camera drones in journalism

Epp Lauk

*Department of Communication, University of Jyväskylä, Finland
epp.lauk@jyu.fi*

Turo Uskali

*Department of Communication, University of Jyväskylä, Finland
turo.i.uskali@jyu.fi*

Heikki Kuutti

*Department of Communication, University of Jyväskylä, Finland
heikki.kuutti@jyu.fi*

Technological innovations are among the challenges that are stimulating the emergence of new practices, norms and structures of journalism (Picard 2014). In our paper we focus on one of the latest innovations – the use of camera drones (also known as Remotely Piloted Aircraft Systems or RPAS, Unmanned Aerial Vehicles or UAV and small Unmanned Aerial Systems or UAS) for journalistic purposes. The first attempts to use camera drones in newsgathering have already revealed legal complications and safety issues, and raised new ethical problems. In the USA and Britain, the aviation authorities severely restrict the commercial use of drones, including the journalistic use. Finland is currently preparing new aviation regulations that include use of camera drones. News organizations in the USA and Britain are trying to reach agreement with the aviation authorities about cooperation in establishing the rules of using camera drones. The Professional Society of Drone Journalists was founded in 2011 and launched its ‘Drone Journalism Code of Ethics’. Our paper is based on an ongoing research project on ‘drone journalism’ in Finland. The project is carried out at the Department of Communication of the University of Jyväskylä and funded by Helsingin Sanomat Foundation. It deals with three major aspects that we will briefly present in our paper: 1) journalistic potentials of camera drones (experimenting in news organizations and journalism training) and how their use might affect journalistic credibility; 2) current legal and technical regulations and the policies of aviation authorities, and how they relate to press freedom; 3) emerging ethical issues and how the traditional journalistic ethics is applicable to ‘drone journalism’.

The role of digital media in security management in Poland

Waldemar Sobera

University of Wrocław, Poland

waldi.sobera@wp.pl

Presentation will be about issues connected with security management, especially during natural disasters. Firstly I will try to show, in short form, how Polish law describes the responsibilities of public administration in crisis situations. It will be beginning to considerations about a role of communication and public relation during a crisis management. Public administration uses varied mechanisms and tools, but these mechanisms are a little bit different than in crisis management in companies. Public administration has to face up with limitations and difficulties related with time, media and public pressure, especially that it is responsible for the security of the population. Digital media and new technologies are opportunity and threat for spokesman in building suitable image of public institutions. During the presentation I will try to present characteristic features of new digital solutions used in crisis management in Poland like: SMS notification system (SISMS), Regional Warning System of public television and profiles in social media. Problematic areas for public administration are: TV news channels and new form of journalism – citizen journalism, which is very popular in Poland thanks to the development of new technologies. During my presentation I will also present advantages and disadvantages of the functioning and usage of digital media in crisis management and their role in providing public safety.

Session 10. Media Policy I, Saturday 13.6.2015, 08.00-9-30

Public in the processes of governance: towards more advanced and participatory model of public media in Poland?

Michał Glowacki

University of Warsaw, Poland

michal.glowacki@id.uw.edu.pl

The development of online platforms together with changes in users' behavior (social media, collaborative media making, media activism, and so on) call traditional media organizations (including radio and TV) to adapt to the digital mediascapes. The user-centric approaches, which are based on openness, responsiveness, transparency and empowerment of the public, are of critical importance for public service media (PSM), which has been tasked to serve the societal and cultural needs of a given nation and to promote democracy and participation within the geographical boundaries (Council of Europe, 2012; EBU, 2012). Participatory and advanced model of PSM firm requires tools to support the inclusion of the public in the processes of content production, distribution, innovation, and so on. In addition to this, the idea of user-generated PSM is potentially suitable when it comes to participation in the decision-making and control (Lowe, 2010; Glowacki and Jackson, 2014); this could be facilitated through institutional arrangements (audience councils, supervisory bodies), media criticism (and accountability), viewers' and listeners' associations as well as inclusion of the public in consultations related to media policy.

This paper is to analyze the role of the public in governance processes in PSMs in Poland. With a reference to the ongoing research project, entitled "Democratization of media policy in the digital ecosystems" (2013-2014), it aims to map mechanisms and attitudes toward opening-up public media to the public. Examination of media regulation, grey literature (corporate documentation, strategies, reports) and civil society initiatives will indicate the ways and extend to which members of the public might participate in the decision-making and control. Given the hypotheses that public media enterprises in Poland are not fully

prepared for the advanced and multi-stakeholder model of PSM, the study will also take into account possible regulatory, organizational, social and mental barriers for change. The salient questions to be addressed are: What are the strategies and practices through which public gets involved? At what stages are the publics able to engage? How PSM can take the advantage from the development of online tools offering a room for interaction and collaboration? How to make public more interested in the processes of governance?

Changing Hungary: the latest maneuvers of the government to control the media and their limits

István Hegedűs

Hungarian Europe Society, Hungary

ihgedus@t-online.hu

As it is well-known and discussed in the international media and amongst experts, media freedom and media pluralism have been under attack since Viktor Orbán and his party won an overwhelming majority in the Hungarian parliament in 2010. Although government-partisan influence on public broadcasting, polarized and low-level coverage of public events, de-politicization and sensationalism had been strongly present in the media system of Hungary before, a new and more and more authoritarian media regime has been constructed in the last four and a half years – at least, there is an ongoing experiment to control the media by the government. This intention has not been fully achieved: the European institutions, the Hungarian Constitutional Court (only in some cases) and civil society actors, including journalists, successfully blocked the total “gleichschalt” of the field and the resistance has grown especially in the year 2014. Still, the infamous media laws have a significant impact in decreasing the level of media freedom: the media council with its strong competences have only delegates from the ruling party, the public media broadcasting can be characterized as government propaganda and the Hungarian News Agency in its monopolistic position also regularly fabricates unbalanced information for the media outlets. The chilling effect of the government pressure includes such phenomena as self-censorship as it was demonstrated in the analyses of the Hungarian Mérték Monitor or in the mission reports of international observers. The government successfully changed the media landscape and the advertisement markets through its public advertisements when directing such resources to the loyal right-wing media. Klubrádió, the only influential opposition radio station lost all its frequencies outside Budapest in the last years step by step.

In 2014, after the second victory of Fidesz, new elements of the government's media policy changed the general picture: a new advertisement tax was introduced targeting especially the "foreign" commercial TV channel, RTL Klub, which reacted in a surprising way and started a new and critical coverage of Hungarian politics. The firing of the chief editor of the online journal Origo has become another big scandal also widely reported by the international and especially German media, since the owner of the journal has been the Deutsche Telekom. But the big shift, not only concerning media issues, but regarding the general political situation in Hungary, occurred when the government – probably first time in history – wanted to introduce an internet tax but withdrew its concept following heavy demonstrations in the country. Meanwhile, the strong friendship and hidden co-operation between the right-wing media oligarch, Lajos Simicska, who (directly or mostly in a relatively complicated structure) owns a whole media empire, and prime minister Orbán, turned into a more or less open power struggle which has not been ended, yet. By the end of the year, a more distanced reporting about the government's measures has developed in many parts of the right-wing media camp. Meanwhile internet journals and bloggers successfully saved their independence from government pressure like the charge that civil groups receiving grants from abroad serve "foreign" interests.

Democratization of the media policy - Polish dimension

Alicja Jaskiernia

Warsaw University, Poland

a.jaskier@gmail.com

This presentation aims to show the tendency of transformation of media policy, a shift (evolution) to the process of governance, toward more democratic model in media environments shaped by technological, economic and social changes. These changes in the media sector create new challenges for media policy. The first important question to start is: What are the effects of these changes in media policies? - Open up new areas and goals for the media policy in democratic societies, indicate the need for a change in the framework of existing regulations or the shift toward the co-regulation and self-regulation frames? The next question is: who and how will give the direction and shape of media policy, will it be more democratic and inclusive? There are a lot of new actors involve in the decision-making process within the media policy: civil society organizations, international and regional co-regulation platforms, etc. How the field of media

policies react to these changes and does it means more democratization input in it?

The main goal of the presentation is to identify and present Polish dimension and experiences in that areas. Media policy competencies in Poland are scattered and divided, there is a lack of strategy and the established mechanisms for citizen participation in decision-making. It is apparent, for example, in low activities of the various formal advisory bodies or weakening role of the public media. On the other hand, the community of Polish Internet users was able to force the government to reject ACTA.

The main objectives of the presentation is to emphasis the challenges and barriers in the democratization of Polish media policy: capabilities of the participation of civil society, constraints and progress in the process of multi-stakeholderism of media policy and consensus about the main values and standards.

EU media policy for a digital media environment

Andrej Školkay

School of Communication and Media, Slovakia

askolkay@hotmail.com

This study focuses on the evolving policies of the European Union (EU) in regulating new online media services (NOMS). There considerable uncertainty still exists as to the definition and most appropriate form of regulation for NOMS in most EU countries. As a result there is a clear absence of a coherent regulatory policy for NOMS. At the EU level, neither the AVMSD nor the E-Commerce Directive offer plausible or sustainable solutions with respect to NOMS. Meanwhile, and naturally so, general civil and criminal legislation, as well as regulation and court precedents (at least implicitly, in the case of countries that apply continental legal system) relating to traditional audiovisual and/or printed media, are applied to NOMS in most countries. This lack of clarity and coherent policy creates legal uncertainty for NOMS players. The regulation of NOMS seems to depend to a large extent on the self-definition and self-categorization of the providers and/or actors in question. This may be a problematic approach. Courts have been particularly affected by the current uncertainty surrounding the regulation of NOMS. Only in some countries, for example Denmark, have more practical hybrid co-regulatory approaches been developed to balance the rights and duties of NOMS in the new

digital environment. In the absence of such swift and efficient attempts elsewhere, although there are also emerging self-regulatory approaches covering NOMS in countries such as Finland, the courts have been required to take the lead in balancing rights and duties for NOMS.

However, these approaches have not always been consistent and among the various EU countries do not yet provide a clear pan-European regulatory policy for NOMS.

Nevertheless, the two European Courts, the CJEU and ECtHR, have been developing a regulatory framework for NOMS, informed by the right to freedom of expression and access to information. While the CJEU has offered some pan-European guidance with respect to which court should hear cases regarding transnational libel and defamation, as well as clarifying the legal responsibility of a website owner/author and Internet access provider; the ECtHR has established some general guidelines regarding the proper balance to be struck between freedom of speech and other rights and interests, most notably in relation to personality rights.

The initial approach of the CJEU seems to be more technologically neutral. The CJEU also clearly refers to national jurisdiction as a source of law in such cases. The more developed approach of the ECtHR, although also sensitive to local cultural-religious traditions and customs, considers that NOMS should have more freedom than traditional media. More importantly, since in the area of freedom of speech, as in others, it builds on precedent, and may follow the suggestion by the CoE for a graduated approach to regulating NOMS, the ECtHR's rulings may ultimately enhance freedom of speech in culturally more conservative countries (such as Turkey).

Session 11. New Models of Digital Journalism, Saturday 13.6.2015, 9:45-11:15

Changing journalistic profession. The concept of multi-skilled journalist in Poland, Russia and Sweden

Adam Michel

University of Wrocław, Poland

adam.michel22@gmail.com

The process of digitalization that is taking place within the media affects many areas of journalistic profession. In one way it is changing the technical part of that work as information exchange via networks or organizing production. In the other it has influence on the roles played by journalists, their autonomy or demanded competences. The convergence of media forces journalists to work with different formats of news. Economic pressure especially from advertisers and media owners influences the quality of coverage and increases the amount of produced materials. Because of the shrinking newsrooms more often journalists have to prepare all parts of the news and have less time to do this. With all this changes they have to become *multi-skilled* journalists.

The paper discusses the concept of *multi-skilling* in terms of day by day work of Polish, Swedish and Russian professionals through evidence from the research project 'Journalism in change 2011-2014'. The data gathered within the Project enable us to answer many important questions upon the changing work of journalists in different countries. Are journalists from these three countries equally *multi-skilled*? What are main differences in adapting new technological tools between analyzed professionals? Are they familiar with that concept?; Which type of *multi-skilling* is best developed?

Women journalists in Poland and their status in legacy and digital media

Anna Paluch

University of Wrocław, Poland

anna.paluch@uni.wroc.pl

More and more scientific papers dealing with the representation of women in politics, business or science are published in the CEE countries every year. Moreover, many researchers focus on media's portrayal of women. Still, there is a lack of studies devoted to the situation of women journalists and their representation in the industry. As media not only reflect but also create social reality, it is crucial to fill this research gap and to ask important questions about who make key decisions in media and who create media content. This paper analyses the status of women journalists in Polish media and examines how it has been changed by the digital transition. Even though it focuses mainly on Polish journalists, it adopts also a comparative approach including data from other European countries such as Latvia, Russia or Sweden. It delivers data on the number of women journalists employed in different media sectors and in decision-making positions. The author searches also for the answers to the following questions: What are the working and employment conditions of female journalists? Does the "glass ceiling" exist in the media industry? How do women journalists perceive their role in media? How do they use new technology and social media? Does the status of women journalists working for digital media differ from that in legacy media? The study is based on data from survey-questionnaires and interviews conducted for the international research project „Journalism in Change”, on a report prepared by members of the European Journalism Observatory and on detailed research of the author. It summarizes the findings of recent studies in this field and makes an attempt to trigger a discussion on the status of women journalists in the European media.

Trends in infographics in the Portuguese online newspapers

Júlio Costa Pinto

FCT – Fundação para a Ciência e a Tecnologia, Portugal

dacostapinto@gmail.com

In the more developed societies online newspapers have already reached a very high degree of notoriety. The newspaper, besides being a product of the journalistic domain, is also the product of the visual domain. Due to the incorporation of new technologies and of different visual trends, substantial changes in consolidated models of newspaper design have been seen that originated a growth in the importance of the image that the newspaper has in the web. It is upon that perspective that this article intends to reflect, based on a specific case study. In terms of methodology, a sample of five Portuguese generalist daily newspapers with online and paper versions was selected and content analysis and observation took then place. Based on this sample, a comparative analysis of the technique used in a specific aspect of the essential graphics in this new model of communication: infographics, was carried out. To that purpose, a study of infographics was performed, based on their respective online editions and in order to determine whether it is possible to draw a trend as to the more or less frequent use of the infographic element on Portuguese online newspapers.

Social sentiment analysis and its use in the context of journalism

Sanja Vladović

Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

svladovic@yahoo.com

With the development of the technology and the Internet, information is abundant, and processing large-scale amount of data available on Internet becomes more important to journalists. When looking for an opinion of the specific groups, on social media journalists can find an unlimited number of discussions that contain opinions, subjective statements and emotions of users. Automatic sentiment analysis tools use complex mathematical algorithms and computational linguistics that can determine authors' opinions and emotions.

This paper examine the concept of data-driven journalism with the focus on social sentiment analysis and how it can be used to support journalists' coverage of various news events, as well as the challenges it poses. The paper defines the most important characteristics of the social sentiment analysis and evaluates three free online tools for sentiment analysis: Topsy, Sentiment140, Social Mention.

In order to demonstrate the use of social sentiment analysis tools, the sentiment analysis of messages related to Super Bowl 2015 was conducted. The effectiveness of the selected tools in tracking and analyzing the number and the prevailing sentiment of the published messages was evaluated.

An evaluation of the free tools revealed that selected tools can produce consistent and compatible results regarding the number of the published messages and prevailing sentiment that will affirm them as a valid research method for journalists

Session 12. Politics and Digital Media III, Saturday, 13.6.2015, 9:45-11:15

“But I’m a human being!” Personalization in communication of politicians’ on SNSs in Latvia and the Czech Republic

*Vita Dreijere
University of Latvia, Latvia
vita.dreijere@gmail.com*

*Alena Macková
Charles University in Prague, Masaryk University, Czech Republic
aja.mackova@gmail.com*

In the era of declining participation and growing distrust in the politics, the politicians can use SNSs as medium for spreading information about themselves as

individuals - and therefore make themselves more visible and closer to citizens. Since in case of our research we focus on the politicians as producers of content, we focus on personalization in sense of its privatization dimension. We ask: Do politicians intentionally use strategies of personalization? Can we identify different strategies across SNSs, or across the countries? To answer these questions we use data from semi-structured in-depth interviews with elite politicians from Latvia and the Czech Republic, focused on Facebook and Twitter. The preliminary results indicate that politicians who prefer privatization strategy emphasize the need to demonstrate that politicians are „real persons“. Although politician's private life is an important resource for the construction of political identity and also families take part in this process, often the family is borderline of privatization of the SNS content.

From misinformation to medialisatation: information policy of the Polish Army in the last 25 years

Grzegorz Klein

Akademia Obrony Narodowej, Poland

g.klein@gmail.com

Robert Kobryński

Akademia Obrony Narodowej, Poland

robertkobrynski@gmail.com

Polish army over the past 25 years considerable transformations, also in terms of policy. The aim of the study is to answer the question whether the Polish Army is prepared for the challenges posed by the modern media world? The work is divided into three parts. The first shows the changes in the legal and political system associated with the Polish Army. Among them, such as the introduction of the principle of civilian control of the military-and forcing change in information policy suspension of compulsory military service (the need for candidates to apply for the service). The second is based on the analysis of the Polish press and shows the areas related to the activities of the Polish Army, which had been over the last 25 years, the greatest interest in the press. The third part shows the activity of the Polish Army information in the world of new media, which is an attempt to present the institution as a professional and open to the media and the public.

Polish local governments media - new enterprises in the modern media landscape. The changes, choices and challenges

Krzysztof Kowalik

The Institute of Journalism, University of Warsaw, Poland

kowalik@id.uw.edu.pl

The development of information technology and the high degree of convergence in the Internet force publishers to reinvent customer relationships. New media tools, changing customers behavior (greater consumption of content by mobile devices) need to reorganize channels for published content. The process applies to the commercial media as well as the local government ones (within the meaning - local media is the media which publishers are municipal offices, city administration, rather than community residents, local communities of citizens, environmental media).

Since introduction of community government laws in Poland in 1999, it has begun the period of democratic and political transformation at the municipal level. It is the beginning of the renaissance of the local media and the media of local governments. The regional authorities have the opportunity to influence the public opinion by own media. Now, the Internet gives new possibilities of expanding this process. The purpose of this paper is to diagnose the underlying problems associated with new media landscape, especially on the Internet.

Municipalities, counties, regional governments (almost 3000 public institutions) publish and produce a lot of media titles, even TV and radio stations by spend public money. They distribute content published on traditional channels, but they try to do it in the virtual model of communication, such as interactivity, social media activity or adjusting content to mobile devices. Local governments have editors, journalists and technical background.

This paper presents own research results based on observations and surveys. A lot of local governments create websites with news services informing not only about regional issues, but also world news, stock exchange rates. Some local governments register websites as a magazines what causes problems - ethical, legal, economic etc. . They use many online tools to improve and extend the reach of their information.

The challenge of digital public sphere in Eastern Europe

Anna Shirokanova

*National Research University Higher School of Economics, Russian Federation;
Department of Social Communication, Belarusian State University, Belarus
shirokanova@bsu.by*

The challenge of digital transition takes on specific shape under non-democratic regimes. This paper discusses the case of Eastern European countries Belarus and Russia where digital media fulfill extra functions of public arenas while traditional media are often censored.

Social media platforms are incredibly popular in Russia and Belarus since the early 2000s. One of the reasons they won popularity was because they hosted discussions on topics of public interest, but were not recognized as media and could not be censored.

In the late 2000s, a wave of pro-democracy protest shook many countries. In response, the Internet regulating laws were passed in Belarus, which limited electronic media. Later, this was followed by ID control when using wi-fi or public computers and the option to ban sites for harmful contents. In Russia, similar regulations were introduced after the major protests in 2011-2012.

Since 2010, the Internet penetration has been growing fast. In 2013, it reached 63% in Belarus and Russia (cf. 52% in Ukraine). The proportion of young users in these countries is highest in Europe. Moreover, the young users trust the Internet more than television or press. What effects does that produce on the digital public space? There is a debate in the literature on whether social media lead to democratization (Clay Shirky), or, by contrast, they are strategically used by non-democratic governments (Evgeny Morozov). Internet critiques such as E. Morozov or A. Keen point out the social factors shaping the effects of social media platforms on public space.

The analysis of media consumption and trust to the media shows that the Internet audiences have divided by socio-demographic features, where a smaller group of young, higher-educated, urban users is the active audience following alternative digital media, while the majority of Internet users are mostly interested in personal communication and entertainment.

Session 13. Gaming & Participatory Digital Culture, Saturday, 13.6.2015, 9:45-11:15

Designing social behavior and values through virtual worlds of games

Luka Brajković

Faculty of Teacher Education, University of Zagreb, Croatia

luka.brajkovic@outlook.com

Winton Afrić

Department of Media design, University North, Croatia

winton.afric55@gmail.com

Vjekoslav Afrić

Faculty of the Humanities and Social Sciences, University of Zagreb, Croatia

vjekoslav.afric@zg.htnet.hr

Digital communication creates special fields of interest, and that interest determines forms of communication precisely in accordance with its special field of action. Thus fields of interest create a field of social action with its own rules, social positions as well as their own way of gaining social position. Fields of interest create their own jargon, expression, discourse and cultural style, and even their own subculture. Therefore digital communication in virtual reality establishes its own discourse, communication forms and interpretation habits. Consideration of the relationship of virtual and real culture launches two key questions. (1) To what extent are the discursive practices of some computer games pre- designed by the developer made structure of the virtual world and the rules of the game? (2) What is the extent of the subculture and virtual discourse of the game to other (non-virtual) fields of social life? The answer to the first question can be given in the qualitative analysis of the possibilities for creating “discursive practices” in the virtual worlds of games, while to answer to the second question it is necessary to analyze the impact of „gaming culture “ on actual social relations in a real social environment. The main focus in this paper is to analyze what discursive practices are reinforced by the game creators, and adopted as social forms of behavior outside the boundaries of the game.

Social exchange theory in massive multiplayer online role playing games

Luka Brajković

Faculty of Teacher Education, University of Zagreb, Croatia

luka.brajkovic@outlook.com

Winton Afrić

University North, Department of Media design, Croatia

winton.afric55@gmail.com

Vjekoslav Afrić

Faculty of the Humanities and Social Sciences, University of Zagreb, Croatia

vjekoslav.afric@zg.htnet

Massive Multiplayer Online Role playing games (MMORPG), have established themselves in last fifteen years as significant medium and form of global entertainment and communication. Vast numbers of players participating in these online games have created social connections and specific game related societies. Inside the MMORPG virtual reality, players tend to behave similar to the real world, but also create their own sets of rules for social integration and interaction with each other. The rules for social behavior in games and, a planned social structure in which players behave a certain way is determined in one hand by the creators – the nature of the game, and in the other by the players themselves. The main focus of this paper are the rules for social interaction that are player created and as experience shows, based mainly on the Social exchange theory (Homans). In a virtual world without rules, except from rules that determine the game itself and gaming experience for the players, games offer players many different ways of immersion and many different experiences. In this paper the focus lies on different types of players and their ways of pursuing the game, story and its goals. Interaction and collaboration with other players, becomes vital in this virtual power play that structures forms of behavior and the virtual social ladder. Aside from virtual monetary wealth players accumulate other virtual resources specific to the game world itself, but more importantly social wealth in example favors and services that players offer and receive from each other. Thus communities like clans or guilds that are governed and structured by players themselves exist mainly in order to satisfy their own needs and accomplish individual interests. Player made social exchange codes, and communities are therefore the base of the virtual society in online games.

Videogames – a new form of fairy tale

Marina Gabelica

University of Zagreb, Croatia

marina.gabelica@ufzg.hr

The fairy tale is a dynamic, fluid and flexible literary genre which underwent various changes. Although, over time, the fairy tale has changed cultures and media (from oral to written and print culture), it has always had a significant function in human society. One of its roles was being the mediator of fantastical experience and a place of symbolic conflict. In the digital era, fairy tales are being adapted and revived in various digital genres, but their social role remained unchanged. One of the digital genres that incorporates fairy tales is the videogame. Fairy tales and videogames share many similarities: from their structure and archetypal characters, to creating a “playing space” – a space of exploration and symbolic conflict. This paper researches the places of such similarities and examines videogames as the new, digital fairy tale genre for children (and adults) of the 21st century.

The video gaming culture in Croatia: socio-cultural correlates of gaming preferences

Krešimir Krolo

Sociology Department, University of Zadar, Croatia

kkrolo@unizd.hr

Ivan Puzek

Sociology Department, University of Zadar, Croatia

ipuzek@unizd.hr

Željka Zdravković

Sociology Department, University of Zadar, Croatia

zzdravko@unizd.hr

Video gaming is one of the most intriguing aspects of digital culture, provoking research interests from different disciplines and theoretical perspectives. The purpose of our research was to map the socio-cultural profile of video gamers in Croatia as well as to identify socio-demographic and socio-cultural correlates on gaming genre preferences, gaming intensity and gamer identity.

This paper will present findings from a large-scale online survey, targeted at the video gamer audience, conducted in October 2014. The questionnaires were distributed via web sites which serve as a main reference point for collecting relevant information on video games news and gaming culture in general. The data comprises 3152 completed surveys. The results suggest that the gender distribution of the video gaming population in Croatia is strongly biased towards males (94%) and young people (almost 80% of the sample is up to the age of 30). Preliminary results showed that socio-demographic variables strongly predict online game practices and preferences. For most young gamers gaming is a social experience important for their identity. The results suggest that younger gamers (under 18 years) were likely to play more, while intensity decreases with age. Although gamers mostly (59%) play with people they know in real life, results also emphasize the importance of the peer context of gaming activities for younger participants. As assumed, gender was not associated with gaming intensity but it seems to be correlated with genre preferences, where females mostly prefer role-playing games (RPG) while males prefer first person shooters (FPS). We conclude that the profile of the gamer is more nuanced than usually perceived. Data provided can be used as a source for understanding different aspects of gaming cultures and their connection with the socio-cultural environment they emerge from.

Session 14. Media Policy II, Saturday 13.6.2015, 9:45-11:15

Media policy and regulation in the digital network society: case of Lithuania

Deimantas Jastramskis
Vilnius University, Lithuania
deimantas.jastramskis@kf.vu.lt

Over the last two decades technological convergence, digitization and globalization changed the worldwide media landscape essentially. Post-communist coun-

tries of Central and Eastern Europe not only had to adapt to the rapid technological changes, but also took important exams of democracy: one of the main challenges was creating their own communications (media) policies and regulatory models which would contribute to the evolution of free and independent media.

This paper focuses on the Lithuanian media policy issues regarding the media convergence, digitization and globalization. Furthermore, it is explored how the media regulation in Lithuania is functioning in the convergence environment. The paper claims that during the last two decades Lithuanian government developed a consistent and quite successful communications policy. One of the indicators is that during the 2009-2013 Lithuania has been ranked as a leader among the European countries in fiber-optic Internet network penetration (FTTH Council Europe, 2014). However, policy regarding the media conduct and performance faces continued challenges, primarily because the traditional model of media regulation (based on the regulation of separate media sectors) does not function in the Internet era effectively. Besides, the self-regulatory system of media is quite poorly developed and is not functioning properly. Finally, the fact that Lithuania partially belongs to the Russian information space creates additional challenges to the policy makers and the regulatory body of broadcasters, re-broadcasters regarding the dissemination of disinformation and propaganda.

Mediatized political communication: audiovisual services of the EU institutions

Aleksandra Krstić

Faculty of Political Sciences, University of Belgrade, Serbia

aleksandra.krstic@fpn.bg.ac.rs

Online audiovisual services of the EU institutions provide diversified audio, video and photo material on EU topics, which is free of charge and primarily intended for utilization by media outlets worldwide. Since these services have become valuable sources of information for journalists covering EU, the aim of this paper is to take a deeper look into technical, organizational and editorial aspects of the news production in audiovisual services of the EU Commission, the EU Parliament and the European Council/Council of the EU. For that purpose, in-depth interviews with editors-in-chief and news editors of the audiovisual services were conducted. Interviewees claim the key motive for establishing these services is driven by the need to increase the EU visibility and to provide

higher institutional transparency, which required pushing the communication from inside of institutions to the media outside. This trend led to a much wider change in the EU–media relations: the EU institutions’ communication activities have taken the character of large international news agencies, shifting the focus from pure news distribution to actual media content creation. Therefore, covering EU for journalists is becoming more of a desk job, consisting of editorial selection rather than original reporting. In comparison to traditional communication practiced for decades, new model is questioning the role of one important element – journalists monitoring the EU officials on behalf of citizens. In that sense, looking into editorial policies and decision-making processes in audiovisual services is becoming very important issue and this paper problematizes objectivity of their work and possible political influences.

A discussion of the influence of cultural forces on Croatian media compliance with European Union standards

Meredith Ratner

*University of Tennessee-Department of Journalism and Electronic Media, USA
mratner@vols.utk.edu*

The purpose of this presentation is to begin to discuss cultural perceptions surrounding Croatian media integration following the countries entry into the European Union in 2013. This presentation will examine perceptions of modern media in Croatia in the context of the historically strong state influences and the imposition of contemporary laws and European Union standards. As countries seek EU integration, the transitions undertaken have had varying levels of significance and have equally divergent interpretations. It is inevitable that as Croatia sought to comply with these measures, outside influences greatly shaped the degree to which such new standards were upheld, and by what framework they were evaluated. The presentation will discuss the divergence between the language of the law itself, and that of its actual implementation with the understanding that much of this is predicated on cultural norms. Through this lens, the speaker would seek to facilitate a conversation on not just the language of compliance, but the cultural forces that shape the actual practice of these new standards.

Access to culture in the digital environment: active users, reuse and cultural policy issues

Aleksandra Uzelac

*IRMO – Institute for Development and International Relations, Zagreb, Croatia
auzelac@irmo.hr*

The digital shift is affecting changes in our society, economy and culture, involving different aspects of convergence of cultures, media and information technologies, and influencing new forms of communication. The issue of access to culture in digital context is understood in terms of reducing obstacles, as well as, fostering opportunities. Access issues have been placed in cultural policy focus with aim to contribute to cultural development, social inclusion, quality of life, etc. and digital domain opportunities have been looked at as ways to ensure delivering content to interested users. As internet is the media space in which people spend a significant part of their time, media literacy is becoming a pressing issue of cultural and media policies. Digital access should provide users with more opportunities that just the right to see the displayed content on the cultural websites. The logic 'look but do not touch' (no reuse) does not provide for real participation opportunities for users and it does not sustain sharing knowledge about culture.

There is a dichotomy in cultural policy aims that public cultural institutions are facing. While their missions include ensuring public access to culture, their success is evaluated also based on their financial success. Should they share or sell their digital content and services? The paper presents research results obtained in the project 'Access to Culture. Policy Analysis' regarding approaches to digital access in six different countries. Various transversal topics, including digitization, served as a background through which complexity of access related issues have been analyzed, looking at what does digital access mean in the context of IPR. The research addressed the issues of reuse, the role of users, their real participation opportunities, and their required skills and competences (media literacy).

Session 15. Political Participation and Digital Media, Saturday 13.6.2015, 14:00-15:30

Twitter and the “Almedalen Factor”: how to analyze the politics-PR-journalism interplay on the Web

Peter Berglez

Örebro University, Sweden

peter.berglez@oru.se

The purpose is to present an analytical framework for examining cross-professional communication on Twitter from a power perspective. The idea is to facilitate the generation of knowledge about hybridized, cross-professional relations in the networked society and its consequences for democracy. For example, is it mainly a good or bad thing that politicians, PR practitioners and journalists interact openly on Twitter in front of their “audiences” (i.e. followers)? In this context, Twitter should be viewed both as a public sphere and community, which require two different ways of analyzing power and relations of power:

- public sphere: the mutual exchange of ideas and/or ongoing debates about common concerns in society between politicians, PR practitioners and journalists, who, due to their different professional fields, remain a certain distance. Here, power relations should be studied in terms of their attempts to influence each other’s separate value-systems in wanted directions.
- community: the establishment of social grouping and elite networking. Here, power involves the potential “joint language” among politicians, PR practitioners and journalists and what dominates the meaning-making, i.e. how certain terminologies, codes and ideas become preferred meaning while others become marginalized, as well as the potential exclusion of non-elite users from conversations.

In the paper, various examples of cross-communication among Swedish politicians, journalists and PR practitioners will be presented and analyzed. The proposed analytical framework will be interpreted in relation to the Almedalen’s political week in Sweden, an annual summer event on the island of Gotland, which very much represents the offline version of the politics-PR-journalism interplay on Twitter.

Infoactivism – egalitarization of access to information

*Agnieszka Dytman-Stasieńko
University of Lower Silesia, Wrocław, Poland
agnieszka.dytman@dsw.edu.pl*

The aim of the presentation is an attempt to define the concept of infoactivism and to indicate different ways of its understanding and usage in the theory and practice of activism, but above all, to clarify the term, which – in contrast to the concepts of digital activism or cyberactivism, does not highlight the opposition, but the evolutionary nature of activism.

Infoactivism appears in activist reflection and practice in different contexts. The first one is the perspective of the information society. The second type is the activity of Radical Reference - the group of librarians and volunteers that provides information to activists, independent journalists, who for a variety of reasons have limited access to information. Another type of infoactivism is illustrated by the activities promoted by Tactical Technology Collective. Infoactivism is understood here as raising the awareness of human rights and education, particularly through the appropriate use of technology to fight for these rights (meta-level infoactivism). The concept of infoactivism appears also in the context of the Arab Spring analysis. Moreover, the controversial J. Assange described himself as an infoactivist too.

Contexts in which the term infoactivism appears seem very different, however, they share a fairly coherent vision of the functioning of the information and of access to information in today's society. The vision is primarily based on egalitarization of access to information and broadcasting tools, therefore, on egalitarization of both broadcasting and receiving.

Contemporary reflection on infoactivism must be included in the much more popular reflection on digital activism because the reference to digital technology is clearly present in the practice and theory of infoactivism, which, however, will be based on the understanding of evolutionary transitions in activism, rather than on searching for easy oppositions.

Not that much digitally challenged? Civic participation and media-related practices in the Czech society

Jakub Macek

Masaryk University, Czech Republic

jakub.macek@gmail.com

Alena Macková

Masaryk University, Charles University in Prague, Czech Republic

aja.mackova@gmail.com

Kateřina Škařupová

Masaryk University, Czech Republic

kachnerina@gmail.com

New media became one of the best-selling topics in research of civic and political participation and political communication. However, the more detailed inquiry into the relation between the civic participation and the whole complex of media-related practices (including both old and new media) is rather missing yet. Therefore, after several qualitative pilot studies, we have decided to use survey techniques to map both the full range of media-related practices of the Czech society and the participatory practices of the Czech citizens. Our aim was to get the map of whole population and, at the same time, to test our assumptions based on conclusions from the qualitative inquiries. The paper, based on our 2014 survey of the general Czech population (N=1998) and employing a concept of media ensembles (clusters of media-related practices typical for specific segments of the population), uncovers relations between participatory practices and styles of media consumption / uses. The research is, among others, testing hypothesis that the media ensembles representing specific forms of cultural capital are related to the willingness to participate in civic and political life and to the forms of such participation. The data thus enable us illustrate the specifics in media-related practices – from TV news and TV shows to reading books and social networking sites – of those who do not participate at all, those participating in traditional ways and citizens preferring online participation.

“Training” citizenship in participatory digital culture? Contested links between political institutions and young citizens in Slovenia

Tanja Oblak Črnič
University of Ljubljana, Slovenia
tanja.oblak@fdv.uni-lj.si

The article reflects the findings of two interrelated empirical studies conducted in 2014 which together demand a critical understanding of political actors and their role in the online construction of digital citizens today. The study supports the thesis of the depolitization of institutionalized political digital sphere and confronts the idea of new “medization of political institutions” (Oblak 2014). The results of a quantitative analysis of the 63 websites of Slovenian political institutions namely show that online political institutions are more media-structured: participatory, dialogical, creative and mobilized forms of participation are less present on their websites than is the expansion of news, photo, video and other self-centered promotional materials. As a consequence, instead of promoting an active and mobilized notion of digital citizen, characteristic for a “pluralist model of citizenship” (Artertone 1987), a “populist model of citizenship” comes into front, favoring passive followers and convinced voters without the potential for creating their own political input. Such tendency seems to be critically asserted in a group of young digital elite: as qualitative interviews with 14 intense digital users show they notice well what political institutional websites miss. In their eyes the political sphere is “like a newspaper”, offering “one-way communication”, aiming to promote “political faces”, which neglects the potential for a realization of the “actualizing citizenship” (Bennett 2008). The reasons for such a state of digital political sphere can be conceptually explained as an institutionalized preference for the controlled “managing with citizens’ opinions” instead of the production of “autonomy of citizen opinions”. Such a priority is relevant also for the future research, since it implies a specific understanding of digital citizenship, what Coleman for instance described as a gap between the “training citizens” and “fully made citizens”.

Session 16. Participatory Digital Culture, Saturday 13.6.2015, 14:00-15:30

Social networking as a tool for building the image and popularity of sportsmen. Case study: members of the Polish men's volleyball national team

Andrzej Adamski

Cardinal Stefan Wyszyński University in Warsaw

*Theological Faculty, Institute of Media Education and Journalism, Poland
a.adamski@uksw.edu.pl*

Kamila Kwasik

Cardinal Stefan Wyszyński University in Warsaw

*Theological Faculty, Institute of Media Education and Journalism, Poland
k.kwasik@uksw.edu.pl*

We live in a mediatized world. The media are present in almost all areas of our lives. More and more aspects of our lives: our work, leisure, politics, organizations, economy, and many other parts of culture and society use and rely on the media communication to a greater extent. Currently, the media (especially the 'new media') provide a multifaceted, global, interactive and spatially and temporally compressed transfer of any content, targeted at the global audience. It is so because the new media diversify and reconfigure the whole process of information flow from the sender to the receiver.

In our issue we want to show, how social networks can change the communication in the sport, especially communication between the sportsmen and their fans and supporters. The members of Polish men's national volleyball team are a good example to show these processes. In which way do they use the social networks to build their image? To what extent does their online activity, especially in social media, help in building their popularity and creating a positive image among their fans? We will try to answer these questions.

The theoretical framework of this research is specified, on one hand, by the mediatization of communication theory, and on the other hand by the sport

marketing rules. We analyze the social media profiles of the chosen members of Polish men's national volleyball team and conduct the focused interviews with some of them.

Constructing self through selfies

Jacek Wasilewski
University of Warsaw, Poland
jacekwas@id.uw.edu.pl

Bartłomiej Brach
University of Warsaw, Poland
bartek.brach@gmail.com

Gone the days when a photo album from holiday trip consisted mostly of the images of monuments and surroundings. Now the albums are filled with selfies – the guilty pleasure of our times enabling everyone to feel like a star with a camera eye constantly pointing in his direction. We no longer construct our identity narrating the world through pictures; we rather are obsessed with the self-expression and self-presentation. But does a selfie as an online activity lead to experimentation and creation of new identities?

We would like to argue that it does not. Selfie is a rather conservative enactment of the dominant identities rather than act of creation. Selfie is not an exercise in self-expression, but belonging. We will prove it by showing how a person taking a selfie (1) uses mainstream aesthetic codes and (2) has to reflect the expectations of his friends and followers bearing power of instant judgement through likes. Thus we will explain the counterintuitive fact that even though Internet did open access to new identities, we are still derivative and repetitive in construction of ourselves. We are fitting the norm and asking for acceptance.

“Polish your English with Donald”: The satirical use of English in Polish Internet memes

Aleksandra Kasztalska
Purdue University, USA
akasztal@purdue.edu

Because research on Internet memes—an emerging type of mediatized cultures—tends to focus on memes in English, in my presentation I examine a sample of recent Polish memes. Post-communist Poland serves as an interesting case study, because of the influence of historical politics on contemporary Polish discourses and due to the growing number of English users in this country. As my analysis suggests, Polish memes incorporate humorous linguistic and visual incongruities to satirize multiple domains of life in Poland. In doing so, memes reveal new kinds of culturally-embedded creativities that allow Poles to simultaneously reiterate and resist the growing prestige of English.

I begin by identifying different types of linguistic and visual manipulation in Polish memes, demonstrating that these memes either copy English-language meme genres (*calque memes*), adapt/localize already existing genres (*adapted memes*), or introduce novel genres (*indigenous memes*). While calque memes feature literal translations of English captions, adapted memes often exhibit linguistic play within the translation—which can either index the meme maker’s proficiency in English or, as is the case with memes about Polish politician Donald Tusk, to mock the perceived incompetence in English among public figures. Finally, indigenous memes mix local as well as historical elements, as is the case with memes in which historical paintings serve as a backdrop for a crude satire of contemporary Polish lifestyles. I argue that such incongruities not only lead to humor, but also reveal the new generation’s rejection of mainstream interpretations of Polish history and Poland’s future.

I conclude by suggesting that Internet memes, like other participatory media, constitute a locally-oriented yet globally-embedded creative practice. In incorporating both local and foreign (e.g. English) elements, Polish memes are not only evocative of the increasing influence of English in Poland, but they also function as sites of linguistic and cultural resistance.

Social media celebrity

Martina Schuegraf

*Filmuniversity Babelsberg, Department of Media Sciences, Germany
m.schuegraf@filmuniversitaet.de*

Nowadays, digital and social media are of particular importance in the process of becoming famous. Through the various possibilities of self-expression, people can become famous without presenting a unique achievement or special skills. And furthermore, they do not necessarily need agents and managers or TV producers like in reality TV shows. The production of attention and visibility is of crucial importance. Moreover, the boundaries between public and professional stardom and the supposedly private person become increasingly blurred.

On the one hand, the digitalisation and the emergence of social media and on the other hand, the intensified focus on the private and intimate aspects of famous people imply the getting closer of celebrities and fans. Given these two developments, it is crucial that the star or the self-appointed celebrity is part of the mass (part of ordinary people) while at the same time she or he has to be unique and to stand out.

These circumstances denote a clear shift from the practice of a distant star who is primarily linked to a star-system to a socially and culturally negotiable celebrity. This celebrity is created not only by an economically-oriented market machinery but by a system of comments, presentations and productions through different media that put the celebrity up for disposition. Celebrity brands are no longer based on an achievement or special skills but on the quality of the performance and social media practice. Against this background, celebrity can't be understood as an established entity or show-persona but as a space, which is defined by interplays through different (social) media platforms, medial negotiations and interpretations of meaning.

The image of women in digital media based on eCards

Hanna Lozowska

University of Warmia and Mazury in Olsztyn, Poland

ha.lo@o2.pl

There are a lot of different visual forms on the Internet. The reason is Web 2.0 philosophy, which allows us create whatever we want in easy way, usually anonymously. This is a kind of visual journalism, using words and image to break some subjective news.

A special form of it are popular eCards. There are composed of black and white picture, text using first-person style and solid coloured background. According to participatory culture, every Internet user can create his own eCard. Some researchers include eCards in online memes, because of elements like image and text and similar language, which is usually ironic and hyperbolic.

Based on www.someecards.com we can see that women are the most popular image showed in the eCards. The researchers of visual culture introduce three ways of presenting women's image in medieval art: as mysterious, spiritual character, as a mother or as femme fatale. The typical structure of eCard usually selects the third way of presenting women's image. Texts on the eCards use generally sarcastic and self-seeking style. This way of presenting human personality was created to make the audience laugh, but it may have consequences of generating new stereotypes or consolidating the ones that already existed.

Session 17. Media Markets and Pluralism, Saturday 13.6.2015, 14:00-15:30

ICTs and the market: What are their lasting effects on the structure and functioning of democracy in Central and Eastern Europe?

Aukse Balcytiene
Vytautas Magnus University, Lithuania
a.balcytiene@pmdf.vdu.lt

The breaking of the state's authoritarian power and monopoly over the media and politics in the early 1990s gave rise to political and media pluralism in Central and Eastern Europe, but it also brought about various uncertainties (such as political polarization and growing social inequalities) prompted by the fall of the old communist system (Rupnik and Zielonka, 2013). It should be noted that the cultural specificity of changes within CEE is linked to wide-scale political, economic and legal transformations and outcomes which have not only happened in a very compressed period of time (Jakubowicz and Sukosd, 2008; Bauman and Donskis, 2013; Balčytienė, 2015), but were also linked with specific 'timing' (Voltmer, 2015). Central and Eastern European transformations have coincided with developments and major re-configurations in the Western countries, mainly identified as transformations of economies (because of shifts in policies towards neoliberal logic) and transformations of citizenship (enthused and moved through applications of new ICTs).

Much of the overall rhetoric of discontent (and also concerns of the viability of democracy) that is discussed in Europe today - the obsession with privatization and unfettered markets and wealth creation - dates from the last decades of the previous century (Nieminen, 2010; Starr, 2012). Still, despite growing research and information, we know very little about long-term societal and cultural consequences in the ways economic problems are solved or new technologies are applied in our daily communications. There are also concerns that the economic emphasis and growing use of these technologies increases socioeconomic polarization which significantly sharpens social inequalities and polarization as well as media fragmentation within and across all countries in today's Europe (Mancini, 2013).

This paper suggests that the CEE region, in general, should be studied as a 'test case' where the various problems and weaknesses of postmodern life, such as increasing consumerism, individualization, alienation, discontent and loss of community feeling can be observed, identified and tested. A number of questions will be addressed here: What are the long-term effects and consequences of market-oriented thinking and ICT's application and how these affect societal power relations and the structure and functioning of democracy in Europe? Is there anything to be learned from CEE experience in this respect? What is so Central East European about the condition of democracy in today's Europe?

Convergence and the construction of media brand loyalty in the cross-media communication

Barbara Brodzińska-Mirowska
Nicolaus Copernicus University, Poland
brodzinska@umk.pl

Łukasz Goniak
Nicolaus Copernicus University, Poland
lukasz.goniak@gmail.com

Aleksandra Seklecka
Nicolaus Copernicus University, Poland
seklecka@umk.pl

Łukasz Wojtkowski
Nicolaus Copernicus University, Poland
l.wojtkowski@gmail.com

The objective of our project is to present the theoretical and methodological model of convergence and the construction of brand loyalty in the cross-media communication. We implement uses and gratification theory, „soft” technological determinism, and brand loyalty concepts to present the analytical model that we have developed for the needs of the research process. The basic point of our research is to reframe mobile contingency model to see how the media brands deal with transition into ICTs.

The measure of the effectiveness of these activities includes behavioral change among consumers, and the treatment of the new media as one of the main sources of information, so that they are willing to pay for the access to the content. There is a clear change in the communication between media broadcasters and consumers, which implies the necessity of interaction across multiple platforms. The question that appears here is how the processes of cross media communication impact the issue of media brand loyalty. The difficulties can be divided as follows: (1) they are related to the process of convergence, which means: what kind of activities do media players adapt in order to reach the requirements associated with the development of ICTs. From the point of view of the media, the following issues are important: the effectiveness of the convergence process, (2) to what extent it is helpful to reinforce media brand loyalty and whether or not such actions are implemented by the media entities. This means that the area of research relates to both: (1) broadcasters (the internal structure of the editorial board, the brand and brand extensions media, etc.), (2) their contents, (3) consumers (the behavior and habits, the motives of the use).

The CEE media in pincers of profits

Bogusława Dobek

University of Wrocław, Poland

dobek@uni.wroc.pl

Until the 2000s, the traditional communication research has not dedicated a lot of attention to economy and economic context of the mass media, which were perceived as a fundamental element of the public and political sphere in the 19th and the 20th centuries in Europe. Even if they belonged to private owners (as the print press), the public and political interest were the most important and a discussion about economic profits was undertaken rare. A process of the media industry's formation was reinforced by a launch of the private broadcasting media (or a privatization of state TV and radio stations) in 70.s and 80s. in the 20th c, and next by a quick development of the internet and easy access to the new communication technologies in the 1990.s. Croteau and Hoynes claim that the 21st c. began with a bang and they analyzed two models – market and public sphere models. They have not had a doubt that the first one was more expansive. It takes successively more place and limits the second one. This situation has produced two conflicting logics, which are typical for the mass media today. In the market model, “commercial” media logic dominates because the

private media companies are perceived as producers of goods and the main aim is to sell their products. In this context, the primary purpose of the media is to generate profits for owners and stockholders. The public sphere model, with non-commercial media, is in a real danger.

Commercialization is defined as a process which leads the mass media to a state when the structure and contents reflect the profit-seeking goals of firms and their owners, and when the media are governed by market conditions. It is today a crucial problem for a quality of the mass media in the Central and Eastern Europe. The media in this region was touched by commercialization after the collapse of communism in the beginning of 1990s. and it developed quickly. The privatization was a first step to commercialization. The negative consequences of this process have revealed in a short time, above all in a low quality of the media content. But, on the other hand, thanks to the privatization, the offer of the media is richer and the consumers have more possibilities of choice. But a looking for a profit by many owners has changed visibly the media market during the last two – three decades

From political to economic monopoly - the case of regional dailies in Poland

Adam Szynol

*University of Wrocław, Institute of Journalism and Social Communication, Poland
adam.szynol@wp.pl*

Regional daily newspapers segment is a particular part of the media system in Poland. During the communists era was subdued to ruling party and used as an instrument of propaganda. To play this role effectively the State established a monopolistic structure for the whole press sector and introduced censorship. After socio-political breakthrough in 1989 this political and institutional monopoly was going to an end.

The next two decades were marked by fast and furious development and significant influence of the foreign investors, which was mainly caused by the lack of any legal limitations in the law. Entrepreneurs from Norway, Germany and later on from Great Britain took over majority of the regional dailies titles. At the end of nineties two third of these newspapers were in hands of Orkla and Verlagsgruppe Passau. In 2006 the Norwegians withdrew from Poland and their media asset came into Mecom's possession.

Nevertheless, British investor did not stay for long in Poland and in 2011 sold out its part of shares and two years later, which is the most important, the rest of Mecom's titles. The latter transaction concerned regional dailies and was carried out between Mecom and Verlagsgruppe Passau. In 2014 the Germans bought another two regional newspapers and as a result only a few titles of this media segment left beyond Passauer's company.

This way considered part of Polish media system took a long road from one kind of monopoly to another.

The methodological frame of this study is based on media economics, especially dealing with different business strategies used by abovementioned companies. The character of this proposal is mainly descriptive, however, with an empirical approach.

Session 18. Panel: Media Framing of Ukraine Crisis 2014, Saturday 13.6.2015, 15:45-17:15

'Ukraine conflict' mirrored in Ukrainian media: analysis of news framing

*Dariya Orlova,
Mohyla School of Journalism
National University of "Kyiv-Mohyla Academy", Ukraine
dasha.orlova@gmail.com*

*Daria Taradai,
Mohyla School of Journalism
National University of "Kyiv-Mohyla Academy", Ukraine
daria.taradai@gmail.com*

Armed conflict that evolved in the eastern part of Ukraine in 2014 brought a number of challenges for Ukrainian state and society, including media. Never before since Ukraine got independent in 1991, Ukrainian media have been en-

gaged in covering and reporting military conflicts taking place in their country. The proposed paper will analyze how major Ukrainian news media covered the conflict in one of the most intense periods of the conflict, July-September 2014. The study will employ content-analysis methodology to identify patterns of news coverage of the conflict by Ukraine's leading media in print and television. In particular, the study will examine how major actors of the conflict are described and framed. The research will also focus on the language and wording used by the media to convey messages about actors of the conflict and the very conflict, its origin, development and consequences. f the conflict and the very conflict, its origin, development and consequences.

Framing the war: how Russian media covered the crisis in Ukraine

Anna Shpyntova

*National Research University Higher School of Economics, Moscow, Russia
ashpyntova@hse.ru*

The study compares the coverage of the Ukrainian crisis by three largest Russian media – television channel Channel 1, Komsomol'skaya Pravda (tabloid) and Kommersant (qualitative newspaper). The research is based on the analysis of news items regarding the situation in Ukraine released from July 10th until September 7th. Through the combination of content analysis and frame analysis, the author shows that corruption within the new Ukrainian government, voluntary character of the Russian soldiers' participation, the Western financial influence on the Ukrainian authorities and their ineffective economic goals, the fascistic values of the Western Ukraine, pro-Russian centrality of sources, are the most widely used framing devices used by selected media in reporting the situation

Framing the Ukraine Crisis in Scandinavian news media

Jöran Hök

Södertörn University, Stockholm, Sweden

joran.hok@sh.se

Gunnar Nygren

Södertörn University, Stockholm, Sweden

gunnar.nygren@sh.se

This paper summarizes an investigation of the framing of the Ukraine crisis in Swedish news media. The survey is based on a quantitative survey of media output from June 2014 to September 2014 supplemented with interviews with Scandinavian news reporters and editors at Sweden's leading news channel in public service television "Report", and also at the Swedish daily quality newspaper Dagens Nyheter.

The paper deals with the preconditions for Scandinavian journalists reporting from the conflict zone with special emphasis on the space for independent analysis and source criticism. The paper draw some preliminary conclusions from the project concerning differences and similarities between journalism on the Ukraine crisis in Swedish, Polish, Ukrainian and Russian news media.

The framing of Ukrainian crisis in Slovak, Ukrainian and Russian media.

Andrej Školkay

School of Communication and Media, Bratislava, Slovakia

askolkay@hotmail.com

This paper will compare introductory findings related to analysis of framing of selected key events in selected media in three countries in question. The Slovak media by and large followed pro-Ukrainian approach, framing Russia as - at least - silent aggressor. Interestingly, both radical left and right Slovak online media supported Russian position. There were two opposite visions of conflict presented by Russian and Ukrainian media. The paper also will discuss methodological issues related to framing.

Progressive media framing of the Ukrainian Euromaidan and the mythology of enlightenment

Olga Baysha

*National Research University "Higher School of Economics", Moscow, Russia
obaysha@hse.ru*

Employing the methodology of qualitative framing analysis, I argue that the dividing line in terms of different framing of the Ukrainian Crisis 2014 runs not along national or regional frontiers but along civilizational borders. My research shows that the Ukrainian Pravda – an important node within democratic communication network in Ukraine – tended to present the supposed European integration of Ukraine as a “road” toward a “normal” condition as opposed to the condition of “abnormality” that pre-Maidan Ukraine represented. The bloggers of the Ukrainian Pravda constructed “Europe” as a symbol of progress and a moral force empowered with the right to judge. They also constructed the opponents of European as people who were not developed enough yet to understand the developmental potential of the European course. My argument is that this discursive production of internal otherness, bearing the traces of mythological imagination, undermined democracy in the name of which Euromaidan was organized.

Coverage of the Russian-Ukrainian conflict by the online media in Poland

Róża Smolak

*University of Wrocław, Poland
smolakra75@gmail.com*

Contemporary armed conflicts look differently than wars which has been fought over 10 years ago. Nowadays, a lot of information about this conflict is published on the Internet just a few minutes after the accident. In addition, many articles and materials are preparing by eyewitnesses. An important role in this type of journalism is a fact that information may be supplemented by other users of the digital media. It is almost impossible in the case of classical journalism. Importantly, materials which are being prepared by eyewitnesses are usually free from political pressure.

The digital media play an important role in the conflict between Russia and Ukraine. This paper presents the first results of research dedicated to a coverage of the Crimean crisis in the Polish online media from February to April 2014. The analysis of materials shows several differences in the way of coverage the Russian-Ukrainian conflict in the Polish online media such as Gazeta.pl, Onet.pl, WP.pl. It indicates what issues dominated in the analyzed types of media and how many of the published information were being prepared by professional journalists.

Session 19. Panel: Public Communication, Political Actors and Citizen Activism: a Mediatization Perspective, Saturday 13.6.2015, 15:45-17:15

The panel examines how established actors in the political system try to obtain consent of citizens in times of increased mediatization of political sphere, which is accompanied by crisis of traditional public communication (e.g. journalism) and a crisis of legitimacy of established political actors (e.g. political parties). The underlying theoretical notion of the panel is critical perspective on the concept of mediatization of the political sphere. It has been argued that in recent years, a new relationship between media and political institutions has emerged: not only have the form and content of issues presented for public discussion been changed, the growing influence of media has also significantly limited and re-shaped the kinds of activities undertaken by social actors in order to legitimise their status and actions. The panel raises theoretical and conceptual questions regarding the role of traditional social actors such as politicians and journalists in the environment of rapidly changing information technology and information production, distribution and consumption practices – and studies them in the context of social turbulence and crisis of political legitimacy. Practices characterizing the adaptation of social movements to the new mediatized political sphere serve as a bridge between the papers that focus on changing routines and effects of journalistic work and those that focus on the changing routines and political behaviour of traditional political actors. The five papers present a complementary overview of these issues in the geopolitical context of Central and

South East Europe, critically evaluating both the structuring and limiting role of traditional media and the emancipatory potential of the new communication technologies and practices.

The mediatized worlds of extension: changing routines of media production in Croatia

Paško Bilić

*IRMO Institute for Development and International Relations, Zagreb, Croatia
pasko@irmo.hr*

This paper will present preliminary empirical research results of a project funded by the Croatian Science Foundation (HRZZ) under the title Networks of Public Communication in Croatia (NETCOMM). The project focuses on changes in media production and audience consumption and participation induced by the digital media in Croatia. The mediatisation theory is its key theoretical background and framework. Particularly, the project aims to operationalize the theory by looking at the processes of extension, substitution, amalgamation and accommodation. This paper will present the results of an extensive series of interviews conducted with journalists, editors and other actors who are extending the existing media production of television, radio and newspapers into the online sphere of edited websites. The focus will be on changing routines of media production, the influence of political and economic framework, the role of digital technology and the „implicit audiences” of their publishing activities.

Media texts: an analysis of actor representation in online media in Croatia

Ivan Balabanić

*Institute of Social Sciences Ivo Pilar, Zagreb, Croatia
ivan.balabanic@pilar.hr*

This paper will present the results of quantitative and qualitative content analysis undertaken on the most popular Croatian news websites. Content analysis will be conducted on news articles about two publicly relevant issues. One of them is connected with domestic policy and the second one with foreign policy

issues. The focus of this paper will be on actor representations in online public sphere, the influence of political and economic structures on these representations and the particularities of actor representations in online media compared with traditional media forms such as the printing press or television. The study is financed by the Croatian Science Foundation in the Networks of Public Communication: Mediatization of the Public Sphere and the Challenges of New Media (NETCOMM) project.

Understanding social movements: the case of feminist and LGBT movements in Slovenia and their communication

Mojca Pajnik

Peace Institute and University of Ljubljana, Slovenia

mojca.pajnik@mirovni-institut.si

Žiga Vodovnik

University of Ljubljana, Slovenia

ziga.vodovnik@fdv.uni-lj.si

Živa Humer

Peace Institute, Slovenia

ziva.humer@mirovni-institut.si

The paper analyses theoretical discussions, focusing on controversies in conceptualizations of social movements. While some argue that new epistemologies are needed to capture the innovations of new social movements other views in contemporary literature are sceptical of such approaches and propose parallels with civil society movements and citizens' initiatives from the past. Questions addressed in this paper include inquiries about what is a movement, what constitutes it, when does a movement emerge and why are movements as non-institutional actors relevant for contemporary societies? It also relates these questions to the use of new information and communication technologies, which are often credited for their central role in constituting movements and keeping them in operation. The paper addresses these issues and questions on the example of the recent feminist and LGBT movements in Slovenia that were active during the "all-Slovene people's uprising" in late 2012 and early 2013. These movements have historically been among the most visible in the Slovenian and larger Yugoslav context, and have also been recognized by recent research as those showing

some interesting and possibly new elements of development of a movement. We will explore the thinking and acting of movements, including their communication strategies, especially the role of the web, based on interviews conducted with actors (in spring 2015) who were visible during the uprising period.

Framing of the »all-Slovene people's uprising« in TV news programs

Igor Vobič

University of Ljubljana, Slovenia

igor.vobic@fdv.uni-lj.si

Aleksander Sašo Slaček Brlek

University of Ljubljana, Slovenia

saso.slacek-brlek@fdv.uni-lj.si

Jernej Amon Prodnik

University of Ljubljana, Slovenia

jernej.amon-prodnik@fdv.uni-lj.si

Boris Mance

University of Ljubljana, Slovenia

boris.mance@fdv.uni-lj.si

The paper analyses the media coverage of the atypical political protest that have been named "all-Slovene people's uprising", which took place in last quarter of 2012 and first quarter of 2013. The study focuses on framing of protests and (de) legitimization of established politics in prime time television news and current affair programs in Slovenia during the uprising and investigates following research question: (1) how did television news and current affair programs frame protests through the selection and placement of information sources; (2) how did the established political actors (either as sources of information or through their own channels of communication) try to acquire the consent of citizens in the context of the protests; and (3) how did the established political actors (either as sources of information or through their own channels of communication) respond to protest activities of the new social movements? The study is a part of a project "Mediatization of public life: Contradictions in the sphere of politics and everyday life".

Communication and citizen activism: case studies from South East Europe

Sanela Hodžić

Foundation "Mediacentar" Sarajevo, Bosnia and Herzegovina

sanela.hodzic@media.ba

Bojan Georgievski

School of Journalism and Public Relations, Macedonia

Dejan Adonov

School of Journalism and Public Relations, Macedonia

dandonov@vs.edu.mk

Ilda Londo

Albanian Media Institute, Albania

ilda@institutemedia.org

Research concerning communication processes during the citizens' protests in the SEE region has been scarce and the insights into the role of communication platforms in framing the protests and finally mobilization of actions remain narrow. This paper aims to explore the role of mass media and alternative communication platforms in how the protests are framed, as well as how the role of these platforms in informing and mobilizing citizens' actions is perceived. While examining practices and content of mainstream media and alternative platforms, the authors will take into account the opportunities and constraints related to technology and overall socio-economic surroundings. An interdisciplinary approach includes references to social movement theories, communication studies and political science. Based on the selected case studies, the paper will contribute to insights into communication during the citizen protests, including reexamining of patterns previously indicated by researchers, such as favoritism of mainstream media towards political elites, or the limited political potential of alternative platforms in the region.

Session 20. Panel: Social Media and Politics in Central and Eastern Europe, Saturday 13.6.2015, 15:45-17:15

From the “Arab Spring” to “Obama Effect”, social media have been revolutionizing ways in which political actors think about engaging citizens in politics and public affairs. Shifting the focus from the Western-centric approach, which has been so far dominating the comparative scholarship in the area of social media studies, our papers turn the focus to the transformative power of social media in Central and Eastern Europe (CEE). In doing so, the proposed panel offers a collection of critical research exploring social media in the post-socialist world of politics. Apart from mapping and analyzing political events in which social media have played a vital role, our panel raises fundamental questions about the political, economic, and cultural implications of adopting social media in politics, both by politicians as well as by the citizens. This panel is also an academic commentary on the dynamics of political communication and the qualities of democracy among countries of the CEE region.

Leveling the field but not changing the game: the role of social media in electoral campaigning in the Czech Republic

Václav Štětka

*Charles University, the Czech Republic
vaclav.stetka@fsv.cuni.cz*

Lenka Vochocová

*Charles University, the Czech Republic
vochocov@fsv.cuni.cz*

Radim Hladík

*Charles University, the Czech Republic
radim.hladik@gmail.com*

This paper analyses the process of adoption and use of social media for electoral campaigning by political parties and politicians in the Czech Republic. Using a comparative approach, we aim to empirically investigate the intensity of mobilization as well as users' engagement with online party communication in three different election campaigns which all took place within the period of one year, namely the 2013 General Parliamentary Elections, the 2014 European Parliamentary Elections, and the 2014 Municipality and Senate Elections. A combination of frequency and content analysis is used to explore and compare the trends in the level of mobilization and responsiveness of Facebook and Twitter users across parties and types of elections, as well as thematic orientation of messages. The results suggest that while new and/or alternative Czech parties are generally the most eager adopters of social media as campaign tools, thus confirming the equalization hypothesis, overall the level of responsiveness of the users merely reflects the ascribed importance of the particular type of elections, indicating thereby that mobilization by social networking sites, rather than following its own rules, takes place within boundaries defined by traditional of campaign platforms and communication channels.

Political use of social media and personalization of political communication in Slovenia

Jernej Amon Prodnik
University of Ljubljana, Slovenia
jernej.amon-prodnik@fdv.uni-lj.si

Igor Vobič
University of Ljubljana, Slovenia
igor.vobic@fdv.uni-lj.si

Tomaž Deželan
University of Ljubljana, Slovenia
tomaz.dezelan@fdv.uni-lj.si

After the collapse of Yugoslav socialism relations between politics and communication have gone through major changes in Slovenia. Political communication began turning to the liberal arguments of the "free marketplace of ideas" and undergone the modernization (Swanson and Mancini) process, which implies its thorough transformation. One of the strategies, closely connected to modern

political communication has been personalization, which can lead to popularization of politics. Critical authors also emphasize how these modern shifts can lead to “an impoverished way of addressing voters” (Blumler 1997: 395). Since studies in Slovenia have not focused on personalization, this paper aims to explore such strategies of political parties in Slovenia, by focusing on utilization of social networks during the 2014 national election campaign. The paper provides an overview of the social media use by political parties in historical perspective, with a primary focus on the recent national elections. As pointed out, political establishment in Slovenia started to widely use social media in recent years to persuade citizens and directly engage with them. Authors analyze communication of political parties on Facebook and Twitter profiles by employing quantitative and qualitative analytical techniques on data acquired with YourT-wapperKeeper (Twitter), Netvizz and Scrapbook (Facebook) data archiving tools. Data on Facebook was archived daily for two weeks before and one week after the parliamentary elections (30 June-20 July 2014), while Twitter archive is comprised of tweets posted three months before and after the elections.

Towards self-mediatization of politics: representatives’ use of Facebook and Twitter in Croatia and Hungary

Norbert Merkovity

University of Szeged, Hungary

merkovity@juris.u-szeged.hu

This paper presents the findings from the content analysis of Croatian and Hungarian MPs’ communication with the public via their Facebook and Twitter profiles. The data was collected for three months, from November 2012 until January 2013 on Facebook, and one year later during the same three months on Twitter. The sample contains 10 percent of the parliaments (15 representatives from Croatia and 39 from Hungary), but in the case of Twitter the MPs’ were less active users (only 5 MPs from Croatia and 14 from Hungary). The comparison of the countries was based on the fact that Facebook is more popular in these states than Twitter, and the political cultures are close to each other due to common history; therefore, the results of the analysis should be similar. A total of 3356 Facebook posts and 2096 Twitter posts were analyzed. 6 categories were set-up for Facebook (private sphere, informational, subjective, offensive, links/videos, and photos), while 7 categories for Twitter (private sphere, informational, subjective, offensive, links/videos/photos, interactive positive, and interactive negative). The main findings of

this study are that ICTs do not create a further advanced 'public sphere' but rather guarantee unidirectionality of communication.

Branding Poland online: propagating and resisting nation branding on Facebook

Paweł Surowiec

Bournemouth University, United Kingdom

psurowiec@bournemouth.ac.uk

Magdalena Kania Lundholm

Uppsala University, Sweden

m.kania-lundholm@im.uu.se

This paper explores how and why social media have been utilized as a discursive space to extend Poland's soft power resources. Given the political economy changes, the state actors responsible for Poland's soft power have been adapting management of their communicative resources. This process includes 'flux' of multi-stakeholders' management practices. Against this backdrop, social media have added to the promise of citizens' participation in Poland's reputation management in 'global society'. To inform this study, this paper explores the use of Facebook in the 2014 'Logo for Poland' campaign run by a coalition of governmental and corporate actors, including an interest group self-proclaimed nation branders. The paper builds on stored package of data from social media sites complemented by semi-structured interviews with nation branders. By employing critical discourse analysis we explore the contents of discursive exchanges between citizens and nation branding campaign managers and aim to illustrate transformational features of nation branding as a marketizing discursive practice in political communication. The analysis reported in this paper is embedded on micro-societal level and sheds light on tensions, negotiations, resistance and acts of compliance towards the reinvention of 'Poland as a brand'. Our findings reveal discrepancies between the promises of nation branding and citizens' discourses on nation branding.

We have been to Bolotnaya: Russian protests, the online public sphere, and the discourse of division

Alina Ryabovolova

University of Massachusetts, Amherst, USA

aryabovo@comm.umass.edu

The paper focuses on online interaction among Russian anti-government protesters and examines the potential of the SNSs as an alternative public sphere in Russia. The data for the study was collected in the fall of 2012 in the public Facebook group “We’ve been to Bolotnaya Square. We’ll be back again,” a popular anti-government forum moderated by protest activists. Using a discourse analytic approach to online interactions, I found that the true opponent of the protest movement – Putin’s government – is rarely the primary subject of discussion for the group members. Instead, most interactions focus on the differences in opinion among the participants themselves, resulting in various “us versus them” division lines being drawn and re-drawn within the Facebook group and, more broadly, within the opposition camp. These discourses of division are constructed through rhetorical claims (claims of definition) and through distinctive use of pronouns (personal and indefinite) and tropes (metaphors and portmanteau nicknames). All three constructions are examined in the paper through the analysis of interactive segments.

Session 21. Panel: Public Service Media – Social and Technological Challenges, Saturday 13.6.2015, 15:45-17:15

The Public Service Broadcasting is traditionally connected with words like: remit, public objectives, mission etc. The PBS research is concerned a variety of theoretical approaches derived from traditional disciplines, such as political science, sociology, economics and law. Nowadays we can say rather about public service media than public service broadcasting (Bardoel, Farrell Lowe). In the

first two decades of our century we can observe an increase in the significance of Internet media. However, there are still Internet media which are strongly correlated with social networks and civic broadcasters on the net take over tasks assigned to public service media. It meant here functions such as: following high journalist standards, impartiality, political neutrality, egalitarianism, respecting rights of minorities, etc. Public media in Western-European models strongly influence on public debate by treating as priority issues connected with politics, reporting election campaigns, transmission of political debates or the development of investigative journalism. J. Blumer is a representative of this point of view, who believes that through the activities of public service media the civic sphere benefited because television has taken over the role of public debate animator. On the one hand, the Internet media can be used to attract public opinion, but on the other hand they have more autonomy than traditional media. It will be shown in this panel that when the public service media are not sufficient then civic broadcasters can take over the tasks of public sector broadcasters. We will use expression of Newton Lee "Facebook nation" in reference to reconfiguration between broadcaster and viewer. In this panel will be also analyzed cases of citizen journalism (student media) which were influenced to mainstream public media. Contemporary recipients are FB nation, much more conscious a media possibilities then before digital revolution. This panel investigates to what extent the values of public service broadcasting have been translated into the online world in Central and Eastern Europe. It seems that one can propose a thesis that in new Internet media and with the help of multimedia an ethos and mission of public service broadcasters is reborn. But there are no necessary consolidated public TV stations but media which fulfil a public service. We can identify many challenges for public service media: technological, social, cultural etc., but at the European level, the debate about the redefinition and expansion of PSB in the new media has been vigorous.

Do we need PSM in digital era?

Katarzyna Konarska

*Univesity of Wroclaw, Department of Journalism and Social Communication, Poland
konarska.katarzyna@gmail.com*

In this article the key issue will attempt at answering the question posed in the title of whether there are rational reasons for the existence of public services media in the digital age? Not only does digitalization mean an improvement

in quality of the transmitted image and sound (HDTV) but hypothetically also unlimited possibilities of creating various contents (pluralism offer, pluralism programmes, etc.), which are delivered through numerous channels (TV, radio, internet, mobile), and with a growing participation of the public in the process of the content creation. The free media market in the digital era can realize tasks that were attributed to the public media, does maintaining these media institutions for public money make any sense? If so, what functions do they have to carry today? For which social objectives and interests should they act? And on what basis? This article will primarily have a polemical character but I will try to present a wide spectrum of all the arguments “for and against” public services media in digital era.

Regional television - TVP Wrocław – public service media versus digital and social challenges in the context of BBC model.

Agnieszka Węglińska

University of Lower Silesia, Department of Journalism and Social Communication, Poland

agnieszka.weglinska@dsw.edu.pl

The regional media has been always the crucial part of democratic system. We could use the term “mediterraneanization”(K. Jakubowicz, B. Dobek-Ostrowska) in relation to Polish TVP. Former communist countries share some features with the countries grouped in the mediterranean media system(D.Halin, P. Mancini). Public media in Western-European models strongly influence on public debate J. Blumer is a representative of this point of view, who believes that through the activities of public service media the civic sphere benefited because television has taken over the role of public debate animator.I will focus on the local, regional, state, European levels of responsibility regional public service broadcasting in Poland- TVP (The Polish Television).The crucial aspect will be also how the impact of new technologies has been influenced on the shape of public, regional broadcaster. The interesting problem is the awareness of public objectives by journalists of TVP Wrocław in the context of BBC model. The method of research will be an unstructured interview with journalists of TVP-Wrocław.

The public service media in the context of communication between media and business or authorities.

Marek Zimnak

University of Lower Silesia, Department of Journalism and Social Communication, Poland

marek.zimnak@dsw.edu.pl

One of very important aspect of public media everywhere is their position to press officers representing business as well as public authorities. Smooth cooperation between those two sides of public debate makes results of their work more trustful and fulfil both missions better. We can point a code of behaving on the both sides of the barrier. Most of this code depends on specific language structures that let the partners keep their contact on a proper friendly level. This code covers such groups of rules: press officer understands journalist' needs, press officer keeps his word, he is a source of objective and dependable information, press office avoids logic and language traps even they were set unintentionally, press officer fills the highest standards of good behaving. All mentioned rules seem to be fundamental for good communication between media and business (or authorities) and they are expressed more exactly in the prepared text.

Students media in Poland – origin, evolution, the present

Anna Zięty

University of Lower Silesia, Department of Journalism and Social Communication, Poland

anna.ziety@dsw.edu.pl

The paper focus on the students media in Poland – origin, evolution, the present. In the first author present the general context of students media functioning rooting the theme in media science and social communication. Furthermore show methods of defining and describing students media pointing out their function, features, typology and a way of classification. The author will present their own empirical research subject 'new media' used by students: electronic press, web radio stations and online television. The subject matter is focused on three main aspects: technological(accessibility, usefulness and functionality of students media),content – taking three Internet television stations as an example author showed the architecture, genre and programme offer of students

media), reception – using the eye tracking research author presented the reception of students media among the academic youth.

Media markets in the age of digitalization and development of new technologies - the case of public media

Bartłomiej Łódzki

University of Lower Silesia, Department of Journalism and Social Communication, Poland

bartlomiej.lodzki@dsw.edu.pl

A digitalization and development of new technologies is one of the key element of public broadcasting mission. The paper focus on the process of the digitalization of the radio and TV market in Poland and Germany. The author explains the meaning of DAB and the BVB-T systems. The changes of the media markets and their consequences for media systems has also been analyzed. In many cases public broadcasters play dominant role in the process of digitalization and their tenuous position was no longer evident. Ratings increased significantly. Despite of differences between analyzed countries digital and technical possibilities were used and implemented successfully.

Session 22. New Models of Digital Journalism, Saturday 13.6.2015, 17:30-19:00

The phenomenon of news portal The-Village.ru : the case study of a new type of hybrid medium in the Russian digital space

Elena Krivovyaz

*Lomonosov Moscow State University, Faculty of Journalism, Russia
krivovyaz@mail.ru*

The lack of independent news coverage on the Russian media landscape together with the ongoing digitalization became a prerequisite for relocation of the major part of the urban audiences to the Internet news portals that offer a different perspective on events, facts, reporting, as well as selection of speakers and news sources. The-Village.ru – is a vivid example of such a medium that became extraordinary popular among millions Russian speaking Internet users in 2010-2015.

The-Village.ru is a unique example in the Russian digital media sphere due to its distinct choice of topics, which are almost absent in the state dependent media, such as: critical views on the Putin's politics, the rights and conditions of life of LGBT community in Russia, the negative impact of Russian-Ukrainian conflict, corruption and more.

Combining various attributes of traditional media like TV, radio and newspapers within the same digital platform, this hybrid medium represents not only as a source of news and entertainment, but also serves as a communication tool for the public. The audience of The-Village.ru is provided with opportunities to interact with the journalists of the medium and with each other through the website and via personal accounts on various social networking sites, express opinion freely on a vast amount of social and political issues.

This study, based on the latest research within the convergent media, as well as on the structural analysis of the content of the referred medium, the inside interviews with its journalists and editors, aims to uncover the organizational

structure of this medium as institution and to shed some light to its own practices of news production under the current constraints of the Russian media space.

May Twitter be an alibi for journalists?

Milica Jevtić

Faculty of Political Science, University of Belgrade, Serbia

milicajevtic@gmail.com

This paper discusses the manner in which information gained from citizens via various social networks, especially Twitter, influences professional news reporting in traditional mainstream media. The research conducted in Serbia emerges in a specific sociopolitical moment, one when there is an enormous gap between the declarative statistics on freedom of the press and the real experience of journalists dealing with controlled information flow. Their inability to tackle certain topics is reflected in citizen activism, so, on social networks, citizen journalists jointly open up debates over topics relevant for the community. Constructivists rightly believe that citizens, having had neither confidence in nor understanding of the context of the news being placed, rushed to internet in search of alternative ways of being informed. Practice in Serbia has shown that, in extreme situations, it is the Twitter community that takes on the corrective role in the society, thus encouraging journalists to seek the relevant answers. The analysis will deal with the evident new phenomenon that, in the increasingly confined Serbian media space, journalists, not capable or daring enough to raise a certain question themselves, use the “alibi” of social networks’ great debates so as to, on behalf of that community, bring up subjects that are valid from the journalist perspective and, most frequently, perilous from the political one. The exploratory research used the study of certain individual tweets which gave rise to this type of journalist behavior. The research also utilizes the approach of institutional ethnography in an attempt to establish the power relations and other characteristics of the structure of professional journalism by analyzing the experience of individuals in that field.

Online journalism in Poland

Jacek Nożewski
University of Wrocław, Poland
jacek.nozewski@gmail.com

The mass media are closely related to changes in the new technologies. This technology is the basis of new interactive media and also a new type of communication, which is characterized by more dynamic flow of information. The new media sector is a sphere, where various content is published, where information “is born, grows and dies”. The new media content is produced in various ways. The different media sectors seek and use new ways and methods of presenting their products to the audience. The new technologies change deeply the traditional media. Nowadays, the editorial offices have to choose between leaving the media market or undergoing a process of technological changes. Online journalists need new skills in process of selection of information and publishing the content on the online media. This also applies to the social media, as YouTube, Facebook or Twitter. The contemporary journalists want to be closer with their audience. They know that number of clicks is so important as previous readership, viewership and listening rate. This research concerns the convergence in the media sectors and a usage of the new digital media by journalists in Poland. Online content analysis in each media sectors, both private and public, allow to explain the extent of internet activity of journalists and show differences in each sector. The survey shows place where the information is mostly published and also what kind of information it is.

Citizen journalism as a form of mass media communication

Jana Žjak
Faculty of massmedia, Paneuropean University, Bratislava, Slovakia
jana.zjak@gmail.com

Daša Krňanová
Faculty of massmedia, Paneuropean University, Bratislava, Slovakia
krnanovadasa@gmail.com

Viktor Kamenický

Faculty of massmedia, Paneuropean University, Bratislava, Slovakia

kamenicky.viktor@gmail.com

The effect of evolution in visual culture is to accept various information pushing the limits of perception. Citizen journalism is a form of interpreting the actual scene which has credits for publishing unexpected situations. Our paper will discuss the visual element as well as dramaturgical implementation of citizen journalism content. The aim of this paper is to determine differences between professional mass media audiovisual content in the visual sense. Progressive visual culture prepared the audience to accept amateur audiovisual content as credible. This paper discusses citizen journalism inclusion as a form of mass media dramaturgy. Technological development allows implementation of audiovisual content from amateur shooting technology to broadcasting or other forms of mass media. The main part of the paper is to define visual elements which differentiate citizen journalism from professional audiovisual report. Contribution of our paper is the analysis of citizen journalism in situations of natural disaster (floods in Serbia 2014), social threat (terrorist attack to Charlie Hebdo, 2015) and the war conflict (Ukraine, 2014)

Session 23. Digital Media, Participation and Identity, Saturday 13.6.2015, 17:30-19:00

The use of social networking sites among Latvian emigrants

Ianis Bucholtz

Vidzeme University of Applied Sciences, Latvia

ianis@diskurss.lv

Social media such as Twitter and Facebook allow individuals to search for information and maintain and establish contacts with other people. These activities are very important among emigrants, who have to establish their lives in

another country, rebuild their social networks and preferably also maintain the existing ones.

Over the past decade or so, a number of researchers have described the use of online media among emigrants. They have explored themes like preserving and widening of social networks (Hiller & Franz 2004; Horst, 2006; Dekker & Engbersen, 2014), operation of digital diasporas (Brinkerhoff, 2009; Gajjala, 2003), and transnational communication and identity (King, 2003; Hanafi, 2005), among other things. The research demonstrates that the use of various computer mediated media not only greatly influences emigrants' everyday lives and also has wider social and political implications that arise from strengthening of migration networks (Tilly, 1990). These implications are associated with both facilitation of migration and also connections with homelands that emigrants are able to maintain more effectively through use of social media.

Based on 20 semi-structured interviews with Latvian emigrants who are active users of social networking sites, this paper analyzes the role social media have regarding emigrants' integration in host countries and their ability to maintain links with their homelands. Some of the interviewees use social networking sites mainly to establish contacts with their compatriots in the host country and friends and relatives in homeland, while others also see these sites as a chance to strengthen ties with locals or their international friends. Thus, depending on a variety of social factors, the use of such sites can both encourage formation of closed ethnic networks that potentially hinder integration and also expose emigrants to the culture of the host country.

Media participation - What does it mean for those who participate?

Danka Ninković Slavnić
Faculty of Political Science, Belgrade, Serbia
dninkovic@yahoo.com

The big change that comes along with Web 2.0 is the transformation of audience. Although there is a discrepancy in the evaluation of range and consequences of this change, there is a consensus that the main novelty lays in possibility for ordinary people to participate in online communication in the manner that was not possible before. This paper is focused on people who use this opportunity to

talk about social events and issues, precisely those who do not merely click on 'like' or 'share' button, but whose participation is more involving. The 18 in-depth interviews were conducted with citizens, who use either social networks, blogs, forums or news sites comments to communicate about socially relevant topics. The aim of the research is to grasp a perspective of "people formerly known as audience" (Rosen, 2006). Their understanding of participatory practice is given through analysis of their motives, goals, communication strategies, opinions about relations between online communication and civic actions as well as their assessment of the role of this type of participation in a potential social change. Although research is local in its character (conducted in Serbia, during 2014) and findings can not be easily generalized, the goal of the paper is to use the analysis of participants' narratives to contribute to our understanding of the participation, civic engagement and virtual public sphere.

Good girls don't comment on politics?: Online political expression in the Czech Republic from a gender perspective

Lenka Vochocová

*Charles University in Prague, Czech Republic
lenka.vochocova@fsv.cuni.cz*

Václav Štětka

*Charles University in Prague, Czech Republic
vaclav.stetka@fsv.cuni.cz*

Jaromír Mazák

*Charles University in Prague, Czech Republic
mazak.jaromir@gmail.com*

The paper aims at contributing to the still relatively unexplored area of the gender character of online political participation, or political expression. In contradiction to the established opinions about the generally lower activity of women in the public sphere, research conducted in the online environment does not support the notion of women's marginalization and points out that women seem to be slightly more active Internet users than men (Gil De Zúñiga et al. 2014; Hampton et al. 2011; Strandberg 2013). Even when focusing on the more specific

area of online political participation or expression, research does not point towards substantial gender differences (Gil De Zúñiga et al. 2014; Lutz et al. 2014). Using two complementary data sets – a representative survey of the adult Czech population, and a content analysis of communication on the selected Czech political parties’s Facebook profiles, provided us with data challenging the frequent conclusions about gender balance in the online environment. Our data also call for broadening the repertoire of methodological instruments examining online political expression. Survey data collecting information about the respondents’ declared behaviour revealed subtle yet statistically significant differences between men and women, mainly in commenting on other participants’ statuses or comments. These differences became much more apparent when focusing on data from content analysis examining the factual activities in the online environment: men not only contribute significantly more than women, they also predominate among the most active users. Additionally, we found gender distinction not only in terms of quantity but also as concerns quality of the comments – women are less likely than men to post negative comments.

Session 24. Mediatization, Saturday 13.6.2015, 17:30-19:00

When meta-theories collide: mediatization and social change

Paško Bilić

Department for Culture and Communication, IRMO Institute for Development and International Relations, Zagreb, Croatia

pasko@irmo.hr

Mediatization theory has sparked a number of theoretical debates and inspired new empirical research projects. At its core the theory attempts to explain media and socio-cultural change as two interconnected processes of change. It aspires to provide a comprehensive and meta-theoretical approach to changes in con-

temporary society (Krotz, 2007; 2009; 2014). Various strands of the theory explain how the media change communication and how the diversity of the media and new ways of communicating change late modern societies. However, closer ties and elaborations of communication, media and social change remain rather unexplored. Recent developments have tried to amend this by focusing on the everyday life in mediatized worlds (Hepp, Krotz, 2014).

However, critics still claim the theory lacks social ontology (Couldry, 2014) or that it does not take into account external power relations, transnational companies and advertising agencies that drive and shape media and communication to their own purposes (Deacon, Stranyer, 2014). The goal of this paper is to explore some of the possibilities for connecting theories of social change with mediatization theories. The argument is that mediatization theory, as a meta-theory, cannot explain social change without reference to other meta-theories. Without such connections the social is reduced to a peripheral phenomenon to media and communication. This paper puts forward the possibility of building stronger connections with reflexive modernization (Beck, Giddens, Lash, 1994; Beck et al. 2003; Giddens, 1996) and political economy of communication (McChesney, 2000; Mosco, 2009). To explore some of these connections examples from Croatia will be put forward. In post-communist contexts social change is evident in the democratization process, economic processes of privatization and market liberalization and changes in values and identities. Possible connecting points between mediatization and these social changes will be touched upon and elaborated with reference to reflexive modernization and political economy of communication.

Corporate social media: a surveilled public sphere?

Ilkin Mehrabov

Department of Geography, Media & Communication Studies

HumanIT, Karlstad University, Sweden

ilkin.mehrabov@kau.se

It is not uncommon that the corporate social media platforms are treated more and more as the new public sphere(s) of mediatized political communication. Yet, as Jillian C. York rightfully asks, why do we insist on assigning for-profit social networking media the role of the public space, when in reality “online social spaces standing in for the public sphere are private ones, owned by billionaires and shareholders”?

Starting from this specific question, and following towards more general issue of the digital democracy, this presentation engages into the dissection of relationship between commercial social media and the public sphere debate from the three perspectives: a) perspective of technologies used within the development of these platforms; b) perspective of users of these media; and c) perspective of social media companies. Looking at the original Habermasian interpretation of the public sphere; and connecting it with Christian Fuchs' politico-economical critiques this presentation thus explores the limits of treatment of corporate social networking platforms as working public sphere - as especially evident in Pew Research Center's November 2013 research report "News Use across Social Media Platforms" which findings state that more than half of commercial social networking media users obtain their daily news only through these electronic platforms - with the reddit, Twitter and Facebook users leading this trend in an uncompetitive manner.

Taking into consideration the economic model of corporate social media, based on constant surveillance of users and the big data analysis of their activities for the purposes of targeted advertising, presentation aims to further on contribute and tackle into the re-questioning and conceptualizing of the dynamics that (might or might not) "yield a cosmopolitan Self and an encapsulated Self" - following 2014 article of Christensen and Jansson.

Mediatization of a research group: the case of Estonian satellite ESTCUBE-1

Arko Olesk

Tallinn University, Estonia

arko.olesk@tlu.ee

Mediatization is a term to describe the adaptation of different social fields or systems to the institutionalized rules of the media, the so-called „media logic“ (Couldry & Hepp 2013). In science, the process is encouraged by the motivation of scientists and research organizations to increase their public visibility and use media as a legitimation tool for science. The process of how the adoption to media logic occurs has been little studied. This paper will look at the research group behind the first Estonian satellite EstCube-1 to identify indicators of mediatization and describe the process of mediatization on the level of the research group. The case is valu-

able since the group was purpose-built mostly of postgraduate and undergraduate students. They started everything, including interactions with media, from a tabula rasa. Second, they have enjoyed substantial media attention throughout the project. They were also active promoters of themselves, having a dedicated web page, a Facebook page and organizing three major and well-attended press conferences during the project. The positive reception by the public and the media was reflected in several high recognitions. Interviews with team members show that reflections on personal experiences, special media training and encouragement from colleagues combine to give researchers media confidence and the perceived sense of mastering media logic. The results, however, also reveal that the effects are not uniform across the research group, correlating with their participation in media trainings. Some members were more willing to change their daily practices in order to adopt to media logic and others remaining media-shy and less convinced of media's role in their scientific projects.

On mediatization of culture in Croatia

Nada Švob-Đokić

IRMO Institute for Development and International Relations, Zagreb, Croatia
nada@irmo.hr

Processes of mediatization refer to the fact that media 'increasingly come to saturate society, culture, identities and everyday life' (Fornas 1995:1). Media become integrated in social institutions; in parallel, through the process of 'autonomous' social institutionalization, they acquire the status of an institution themselves (Hjarvard 2008:113), which enables them to influence the totality of social life through processes of mediatization.

The word 'culture' denotes a meta-concept that conveys complex social developments interpreted in multiple and very diverse ways. As the media gradually permeate cultures, these acquire characteristics of 'media, mediatized and mediatization cultures' (Hepp 2013) and may strongly influence mediatized communication through the use of new technologies and through participation in digital economy.

How are media, culture and mediatization processes interrelated? How are the interrelationships among these meta-concepts (understood as processes, histor-

ical facts, constitutive aspects of digital economy and phenomena particularly enlightened in the late modernity) contributing to cultural change?

In an effort to find some answers to these questions I'll try to analyze interactions between Croatian culture (interpreted as a national culture submitted to processes of modernization and re-identification through stratification into three cultural types: institutional, independent and market-oriented culture) and media (interpreted as communication resource and infrastructure providing for processes of mediatization).

Session 25. Privacy Issues in Digital Media, Saturday 13.6.2015, 17:30-19:00

Digital flow of sensitive information – privacy in personal and business-related communication

Martina Poljičak Sušec
Central Bureau of Statistics, Croatia
poljicakm@gmail.com

Hrvoje Jakopović
Faculty of Political Science, University of Zagreb, Croatia
hrvoje.jakopovic@fpzg.hr

Hrvoje Stančić
Faculty of Humanities and Social Sciences, University of Zagreb, Croatia
hrvoje.stancic@zg.t-com.hr

Digitisation of information and information flows in recent history has simplified institutional and user exchange of information but also provoked many issues. Security issues in institutional context are just one of them. The authors will investigate questions like how can institutions organize and protect sensi-

tive data from public insight, which data should be protected and preserved by what type of institutions, for how long should sensitive data be kept, where sensitive data should reside, what are legal procedures for sensitive data after the retention period expires etc. These questions recently gained a new dimension in the European context after submitting to idea of pan-European connectivity, international exchange of public information and digital strategy in government sector. Further, the authors will address security issues concerning personal communication using social networks like how can user interaction through social media be exposed to unwished publicity, what are the effects on individual's image and reputation considering cases of publishing sensitive information and getting negative publicity. All those questions are put in the context of modern business where employees are required to use their own devices (Bring Your Own Device (BYOD) approach) instead company's, mixing personal and business-related communication thus creating an environment in which the flow of sensitive information is much harder to control, secure and preserve in the end. Therefore, the authors examine and compare institutional handling of sensitive information with user interaction through social media and analyse different approaches in personal and institutional data protection. Finally, the authors explore how the concepts of privacy, human rights and freedom of speech are intertwined in the realm of personal and business-related digital communication.

“I have nothing to hide”: a coping strategy in a risk society

Pruulmann-Vengerfeldt
University of Tartu, Estonia
pille.vengerfeldt@ut.ee

Murumaa-Mengel
University of Tartu, Estonia
maria.murumaa.mengel@gmail.com

Laas-Mikko
University of Tartu, Estonia
Katrin.Laas-Mikko@sk.ee

The right to control and limit access to one's information is increasingly discussed not only in the context of governments, but also with big multi-national companies. Estonia is proud of its emerging e-state (Runnel, Pruulmann-Venger-

feldt, Reinsalu 2009) where increasing number of services are being provided online with more and more data collected about citizens. The Soviet past of living under the watchful eye of “Big Brother” (Zdravomyslova & Voronkov, 2002) makes Estonia an interesting and unique case for studying informational privacy. Often the popular opinion seems to be that in the modern society, if you have done nothing wrong, then you have nothing to hide, using this as a way to legitimize loss of privacy ((for other different forms of argument see Solove, 2007). This article explores how “nothing to hide” argument can be conceptualized as a coping strategy in complex informational privacy situations. We will introduce results from a nationally representative Estonian survey “Right to privacy as a human right and everyday technologies” aimed at studying people’s general understanding of privacy and perception about various potentially privacy invasive situations and where possible, compare those results to results from Eurostat survey. Gavison (1980) and Steeves (2009) have argued that privacy also has societal importance. People need to be able to manage the internal conflict when people on the one hand think that the majority of actors (the state, employers, enterprises and other people) could jeopardize their privacy on the other hand they are routinely in situations where their information is collected. To cope with the privacy invasive situations and practices, many have adopted the belief that they have nothing to hide. This strategy, while functional for the individual, means that structurally, people adopt self-censorship strategies or slowly lose trust in the society at large.

Privacy and openness of young people in local social network sites: case study of Latvia

Guna Spurava
University of Latvia, Latvia
guna.spurava@gmail.com

Silva Senkāne
University of Latvia, Latvia
silva.senkane@lu.lv

This paper is based on the study that was done in two stages - quantitative: a survey (2013) of children aged 9-16, and a qualitative: focus groups (2014) with teenagers and with parents. Quantitative research methodology in Latvia corresponds to surveys carried out within the framework of the EU Kids Online project. The results were compared with common indicators in Europe.

Survey results indicated that visiting of social network sites (SNS) is the most frequent activity of children on the internet in Latvia. 88% of children in Latvia have their own profile on SNS, which is a much higher indicator than on average in the Europe. SNS structures in Latvia are more open and the participation and communication are more enabling mostly because of its local character. Local site Draugiem.lv is widely popular SNS in Latvia across generations. Draugiem.lv is very focused on (local) Latvian community and thus most of the content is in (native) Latvian language. In the survey 69% of children have indicated that it is their most frequently used SNS. Focus groups results confirmed that children are together with very familiar people in Draugiem.lv, with their parents, relatives and close friends. The openness increases because children continue social networking in their daily life with familiar people and the concern of safety is reduced.

At the same time indicators of SNS usage privacy settings in Latvia are much lower than in Europe in average. In Latvia 53% of children reported their SNS profile as fully public compared with Europe where only 23% of children keep their profile fully public. If having one`s profile public can be linked to the risk of inappropriate contact (Livingstone, Haddon, Görzig, Ólafsson 2011) and taking in account that children`s openness on SNS is increased in Latvia and Latvian children are at risk more than children elsewhere.

Session 26. Panel on Publishing Scientific Research in the Field of Media and Communication in CEE, Sunday 14.6.2015, 09:00-10:30

This special panel is devoted to publishing of scientific research in the field of media and communication in Central and Eastern Europe and its international visibility. The aim of the panel is to start a discussion about the current state of published research in media and communication studies in Central and Eastern Europe and of its international visibility through publication in international journals and through inclusion of CEE journals in international scientific databases. We would like to use the opportunity of the annual meeting of CEECOM and the gathering of CEE media and communication scholars to start this dis-

cussion, and invite the editors of CEE media and communication journals to contribute to the debate.

Sead Alić

In medias res (Croatia)

sead.alic@phenomedia.org

Viktorija Car

Medijske studije/ Media studies (Croatia)

vcar@fpzg.hr

Bogusława Dobek-Ostrowska

Central European Journal of Communication (Poland)

dobek@uni.wroc.pl

Igor Klyukanov

Russian Journal of Communication (Russia)

iklyukanov@ewu.edu

Demeter Marton

Kome an international journal of pure communication enquiry (Hungary)

demeter.marton@gmail.com

Andrijana Rabrenović

Mediji i komunikacije/ Media and Communication (Montenegro)

ulescg@gmail.com

Miroljub Radojković

CM- časopis za upravljanje komuniciranjem/Communication Management Quarterly (Serbia)

miroljub.radojkovic@fpn.bg.ac.rs

Nada Zgrabljic Rotar

Medijska istraživanja / Media Research (Croatia)

nrotar@hrstud.hr

Session 27. Changing Public Opinion I, Sunday 14.6.2015, 09:00-10:30

Content gaps in traditional media as a focus of attention for new professionals

Sergey G. Korkonosenko

St. Petersburg State University, Russia

sk401@mail.ru

Marina A. Berezhnaia

St. Petersburg State University, Russia

marinaberezhnaya@mail.ru

The research project “Media Discourses on Material and Ethnic Gaps. A comparative study in St. Petersburg and Stockholm” (financed by the Foundation for Baltic and East European Studies in Sweden) showed that traditional media staff has lost sharp interest to ordinary people. Material and ethnical gaps as urgent social problems are not among the popular media topics also. It means a lack of interest to mainstream everyday life which is represented in the common persons’ lives. This is a reflection of fundamental social contradiction: a formal equality in rights vs. an inequality of opportunities of different social groups. Russian and Swedish scholars used a set of methods such as content analysis of newspapers and TV, expert in-depth interviews, and focus groups (2013, Spring - Summer). Both experts and focus groups participants expressed negative attitude to the lack of common people life and inadequate coverage of divides in media. In Russian media the material gaps are treated as inequalities, mostly unjust ones, but not a social problem of great importance. As for ethnic gaps discourse, it can be defined as a “discourse of differences” which coincides with the “we – us” attitude to immigrants in society. Besides, ordinary persons play relatively passive role in the media items, e.g. of victims or eye-witnesses, not subjects of action. Such gaps should become a focus of attention for nontraditional media if they wish to develop the “people-to-people” model of communication in new media environment. Content without gaps may be one more advantage of digital media in their competition to traditional printed and audiovisual mass media.

Representation of Polish community in Irish media

Patricia González Aldea

Universidad Carlos III de Madrid, Spain

patricia.gonzalez.aldea@uc3m.es

Polish minority in Ireland accounts for 122,585 inhabitants, according to 2011 Irish last census figures, making it the largest minority in the country. Poles have a good reputation in Ireland as hard working and well-educated people.

Irish Media publishes around 5 news pieces/articles a month related to Poles and tend to be purely informative, simply reporting the events connected to the Polish community. The so-called 'Magda Case', a mistaken translation of Polish article published in the Irish Independent, reflected on the community. Nevertheless, it could be considered the exception that proves the rule because it had a positive response. Irish people sent comments and emails criticizing the journal, media recognised the mistranslation and Jimmy Harte, a Donegal Labor senator, apologised for his Twitter comments.

The aim of this paper is to analyse media representation of Polish community in Ireland taking into account not only media portrayls of immigrants (Cottle, 2000; King and Wood, 2002; Devroe, 2004; Sjöberg and Rydin, 2008; Boomgaarden and Rens, 2009; Helbling, 2014; Bleich, Bloemraad and Graauw, 2015) but also the point of view of Polish People about this representation and their own experiences living in Ireland (Kolasínki, 2012; Komito and Bates, 2009; Nestor et al, 2012; Wickham et al, 2013).

Part of the results that will be displayed come from the research project carried out in 2012 at Trinity College Dublin titled 'Perception and self-perception of immigrants from Eastern Europe in Ireland', based on in depth interviews to Polish people living in Dublin.

Contested social role of the PSB: Many faces of pluralism as the central feature of PSB performance in democratic societies

Davor Marko

Faculty of Political Sciences, Belgrade, Serbia, and

Centre for Social Research Analitika, Sarajevo, Bosnia and Herzegovina

davor.marko@analitika.ba

Education for citizenship has been considered among the most important tasks in the process of democratization. Transformed public service broadcasters have been seen as one of the most significant intervention for the sake of 'democratic' reasons. PSB's role in providing news and information, taking into account provisions of impartiality and pluralism, was considered to be a central for democratic processes. In this sense media pluralism was the central concept around which the role of the reformed public media has been created. This concept is contested today, along many lines, and this paper will elaborate the three main: Pluralism in the content – one of the main tasks of the PSB is to be both universal and specific, universal in the sense to be accessed and accepted by the majority of population, and specific in terms to report on variety of topics through variety of genres with a specific focus on the lacking ones (children program, education program, drama, scientific program, etc.).

Pluralism in the structure – it is also important to know who gets to make decisions about programming and its creation (politics of presence), and does the stuff structure reflects the diversity of ethnic, territorial, gender, political, age, sex, and other belongings,

Pluralism implying the active role of the audience - its traditional notion implies that PSB has to offer a program that is as diverse and as such instrumental in a way to expose the audience to a diversity of information. In a changing environment, where user-oriented contents are becoming popular, it seems that the PSB mission shouldn't be only about providing a diverse content from various sources, but also to provide the audience with more active role in using it. This leads us to the quite now concept of exposure diversity which is today considered as necessary addition to contemporary media policies. These three dimensions will be elaborated using the case of the PSB in Serbia.

Reshuffling power in the public sphere – the case of anonymous blogger ‘Kataryna’ and her battle with Polish media

Kornelia Trytko

Nottingham Trent University, UK

Kornelia.trytko@ntu.ac.uk

Using a case study, this paper investigates the power relations shaping the future of digital democracy in Poland. The results show that online anonymity is an important tool in a struggle for a privileged access to the public sphere.

In May 2009, the Polish daily *Dziennik* exposed the identity of Kataryna, one of the most influential political bloggers in the country who at that time was conflicted with the Minister of Justice. The newspaper’s move triggered a heated debate about online anonymity and the relations between professional journalists and bloggers. This debate is the main object of the study. Employing critical discourse analysis, it investigates how the ‘Kataryna case’ was constructed, evaluated and interpreted by three newspapers and by bloggers on two blogging platforms.

The analysis focuses on two areas. First, it demonstrates the role of online anonymity in reshuffling power relations in the digital public sphere and in challenging the authority of traditional media institutions. Facing competition from bloggers and citizens journalists, professional media workers used online anonymity in order to delegitimize or downgrade contributions of the Internet users. Second, the study shows that the debate about online anonymity is at once influenced by Poland’s post-communist past, and its digital present. The discourse analysis offers unique insights into a dilemma faced by Polish journalists - on one hand, they advocated for the freedom of speech and, on the other, they tried to secure their privileged position as opinion leaders.

Lastly, since the struggle for the right to anonymity is global, this analysis has a potential to unveil more universal forces which could determine the future of online deliberation, public sphere, and ultimately the future of digital democracy.

Session 28. Media Literacy I, Sunday 14.6.2015, 09:00-10:30

Transmedia storytelling

Oto Dudacek

*Universitat de Girona, School of Doctoral Studies, Spain
dudacek.oto@seznam.cz*

Transmedia storytelling is a process where integral elements of a fiction are systematically broaden through a number of distribution channels in order to create a coordinated form of entertainment. With each new medium accessible to the mass users has caused the change of storytelling. Transmedia stories are based not on individual characters or specific plots but rather complex fictional worlds which can sustain multiple interrelated characters and their stories. I would like to present the definition of transmedia and show its implementation.

„Digital natives“ and „digital immigrants“ – media literacy divide between elementary school children and their parents

Lana Ciboci

*Edward Bernays First College of Communication Management, and
Faculty of Humanities and Social Sciences, University of Zagreb, Croatia
lana_ciboci@yahoo.com*

Igor Kanižaj

*Faculty of Political Science of the University of Zagreb, Croatia
ikanizaj@fpzg.hr*

Danijel Labaš

*Centre for Croatian Studies, University of Zagreb, Croatia
dlabas@hrstud.hr*

New media technologies have an important role in the lives of children and their parents as well. They use it to inform and educate themselves, but most of all to have fun (Livingstone, Mascheroni, Ólafsson, Haddon, 2014; Ofcom, 2014; Com-

mon Sense Media, 2013; Eurobarometer, 2008). However, the way they use new media technologies and their knowledge about it, varies. New generations of children in elementary schools have spent their entire lives surrounded by new technologies, they are so called digital natives - „native speakers’ of the digital language“ (Prensky, 2001). Their parents, on the other hand, are „digital immigrants“ (Prensky, 2001) – even if they have adopted new technologies, they still maintain some old, traditional values (Prensky, 2001).

But is there a digital divide between „digital natives“ and „digital immigrants“ - the children and their parents in Croatia? Are children in Croatia more media literate than their parents? Do parents supervise their children’s use of media and if so, how do they do it? How do new technologies affect the relationship between children and their parents - bringing them closer or tearing them apart? Who is more aware of positive, but also of the negative sides of the Internet – „digital natives“ or „digital immigrants“? Who is more responsible while using new media technologies?

In this paper we will research the similarities and differences in usage of new media technologies between the children in 4th and in 7th grade (N=200) and their parents (N=200) in elementary schools in Croatia. The research is based upon the survey among pupils and their parents. The aim of the study is to compare the frequency of new media technology usage, to question the awareness of the positive and negative media influences but also to analyze the attitudes on media education curriculum for children, but for parents as well, from their own perspectives.

The role of parents in preschool information literacy education in Croatia

Gordana Lešin

Kindergarten Milan Sachs, Zagreb, Croatia

g.lesin.zg@gmail.com

Nives Mikelić Preradović

Department of Information and Communication Sciences

Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

nmikelic@ffzg.hr

Mirjana Šagud

Department of Pedagogy

Faculty of Humanities and Social Sciences, University of Zagreb, Croatia

msagud@ffzg.hr

This paper addresses the topic of children in the mediatized world. It summarizes the main results of the empirical research on ICT use in early childhood and preschool age, concentrating on the analysis of parents' attitudes towards the early use of computers and towards the role that institutions of early and pre-school education play in ICT education.

The main goal of the paper is to encourage a debate on this topic that will serve as guidance to introduce information literacy education in preschool institutions. The important elements of information literacy education are being discussed, as well as its stakeholders.

The role of parents in ICT education during the early years of their children's lives is being emphasized. Contemporary parents need experience in critical selection of ICT and usage restrictions for their children, in order to accomplish the positive impact of ICT on child's learning and development. Our research aimed to discover the habits of children regarding use of ICT in everyday life (more precisely, the parents' perspective on this topic).

Data were collected from 152 parents whose children are enrolled in Milan Sachs kindergarten in Zagreb, Croatia. We examined parents' personal preferences on the use of computers, Internet and ICT in general. We also tried to determine the purpose for using ICT (learning, playing, communicating with others or passive use - listening to music, watching cartoons) as well as frequency of using ICT by their children.

Parents' views on advantages and disadvantages of using computers by their children were measured on the Likert scale of one to five. The positivity of parents' opinions about introducing information literacy education to their children in kindergarten was also analyzed. A very large number of parents state

Session 29. Audiences in Digital Mediascapes I, Sunday 14.6.2015, 09:00-10:30

Mobile news consumption and content usability

Georgeta Drulă

*Faculty of Journalism and Communication Studies, University of Bucharest,
Romania
gdrula@yahoo.com*

Due to new technologies, users can access the same information on different platforms, and with different devices. Thus, the process of technological convergence causes changes in consumption habits of users. Also, the mobile format of news changes the users' interaction with the information, and refers to usability criteria. Special and limitative conditions, such as working with text and images on small screens of mobile devices, are important to understand the audience's reactions to reading news.

This study shows how news is customized, in order to allow users to make choices for creating news repertoires on mobile devices.

In the literature review the concept considered is the "media repertoires", but in this paper it is introduced through similarity, the concept of "news repertoires" in the reading conditions on mobile devices. Several authors, such as Taneja, Webster, Malthouse and Ksiazek (2012), Watson-Manheim and Bélanger (2007), Yuan, (2012), and Hasebrink and Domeyer (2012) have done researches in the topic of media repertoires, reaching certain aspects. The study reveals that news repertoires are created by the users depending on the content usability.

The study is based on a questionnaire that collects data from Romanian users (mainly students) in January-February 2014, and shows how they create the news repertoires when are reading on mobile devices. Also, the study shows the composition of the news repertoires created by the users, considering content usability.

Conclusions of this study reveal the ways taken by the users to read news of different categories, and on different mobile sites, with the purpose to be informed. Also, news repertoires are interpreted in favour of the customization of news on mobile devices and this must be considered by the media companies.

Who are willing to pay for online journalistic content?

Marju Himma-Kadakas
University of Tartu, Estonia
marju.himma@ut.ee

Ragne Kõuts-Klemm
University of Tartu, Estonia
ragne.kouts@ut.ee

Despite the fact that overall readership of newspapers is growing thanks to the multiplatform reach, the “combining online and print readership is theoretically problematic because it assumes that each online user delivers the same value as a print reads, which is not the case” (Chyi et al 2010: 63). We can see that the amount of individuals who are paying for digital news has grown in many countries (Newman and Levy 2014: 56) and the preferred payment methods are rather ongoing subscriptions and not the single one-off payments (Newman and Levy 2014: 56-57). Innovations in payment methods should base on the analysis of individual preferences, attitudes and dispositions towards online news and possible payments.

This article analyses attitudes towards paying for journalistic content in different population groups. We follow two directions: attitudes towards paying for online news, and hindrances to pay among different groups. To explain dispositions of individuals we have to highlight different aspects of social and economical context of particular media landscape, what is in Eastern European countries different than in Western Europe (Hallin and Mancini 2012). We use representative survey data to compare attitudes and changes in attitudes among news followers from 2011 to 2014 in Estonia. Additionally we have collected opinions about hindrances to pay among news followers in digital contexts by using semi-structured interviews.

We ask several questions to outline predispositions and attitudes towards (paying for) online news. How many readers are ready to pay for online news? Are they described via particular cultural and socioeconomic characteristics? How are paying for online-content related to the trustworthiness of media outlets, and to the content/ topics of news? What are the reasons to oppose paying? The results of the survey demonstrate how about a half of the readers categorically refuse to pay for online news in Estonia. But the other half—the group who has not expressed resistance to paying, is significant and has therefore potential to contribute.

Media influence on children

Ilija Musa

University of Mostar, Bosnia and Herzegovina

ilija.musa@gmail.com

Maja Ereš

RadioHB, Bosnia and Herzegovina

maya.eres@gmail.com

Presence of media in child's life greatly influences on his perception of world and forming of attitudes to certain life issues. The paper analyzes media influence on children on the basis of research done on the sample of 350 pupils of the sixth, seventh and eighth grades of elementary school. The special emphasis was put on how much time children spend on media, which media they follow the most, how much confidence they have in every of those media and how much media influence on children's attitude to problems they face with in the real world.

Session 30. Redefining Legacy Journalism, Sunday 14.6.2015, 10:45-12:15

Challenging neo-journalism: Professional and ethical standards applied by mission-driven online media start-ups in Bulgaria

Pavel P. Antonov

BlueLink Foundation, Sofia, Bulgaria

pavelan@bluelink.net

Diana Trifonova,

BlueLink Foundation, Sofia, Bulgaria

diana@bluelink.net

Marked by sharp decline of freedom of speech and weakening commitment to nature protection, minority and human rights, Bulgaria's contemporary journalistic 'field' demonstrates changing features similar to the ones observed by Pierre Bourdieu back in 1998. Journalism changes under the pressure of commercial interests and related factors that make it increasingly difficult for journalists to comply with societal and democratic professional norms related to Fourth estate theory. The practices and norms of Bulgarian journalism change to accommodate these pressures, particularly in mainstream media outlets. But this trend does not remain unchallenged, as various outlets and individual journalists in Bulgaria struggle to maintain the watchdog functions of journalism. Relatively high internet speed and ever broadening access to the web offer affordable media technology to independent journalistic projects. Employing a set of social research methods we study the similarities and differences between five recent online media start-ups which aspire to stand for and defend public interest. These are: *Ne!Novinite.com*; *Noresharski.com*; *ClubZ.bg*; *Evronegdan.bg* and *Marginalia.bg*. Examining their commitments to, interpretations of, and practical implementations of professional ethical journalism, we compare these projects in terms of: ethical and professional standards of journalism that they adhere to; their underlying professional and political ideologies; and their understanding and response to the domination of market and business values over environmental, democratic, humanist or social equality considerations.

Tomorrow's journalists redefining legacy journalism

Ana Milojević

Faculty of Political Sciences, University of Belgrade, Serbia
anamilojevic@gmail.com

Aleksandra Krstić

Faculty of Political Sciences, University of Belgrade, Serbia
aleksandra.krstic@fpn.bg.ac.rs

Aleksandra Ugrinić

Faculty of Political Sciences, University of Belgrade, Serbia
aleksandra.ugrinic@fpn.bg.ac.rs

Two significant trends in contemporary media systems are driving deep changes in journalism and scholarly discourse accordingly: sharp economic crisis erod-

ing the financial foundation of journalism coupled with digital revolution. As a response to such trends the industry, journalists and academy are looking for models that could form solid basis for journalism future. Outlines of new journalism definition are barely becoming visible, despite tremendous thinking and written efforts during previous decades. Legacy journalism has been examined and observed via four main paradigms so far: societal system; profession; culture and ideology.

However, future journalists have rarely been heard in this discussion although they are important holders of core journalism strengths and values. They have mostly been subjected to quantitative academic research without proper chance to express their views freely and thoroughly. Therefore, the intention of this paper is to bring next generation of journalists into the scholarly discussion about the legacy journalism redefinition. Belgrade University journalism students were assigned to write a paper on their perception of journalism of tomorrow in free essayistic form.

The essays were analyzed using discourse analysis. Students' narratives were embedded into one of the four paradigms, in order to show how they anticipate changes within each paradigmatic perspective and connect to the scholarly accounts. Special attention was paid to language use and tone as indicators of how students paint the image of future journalism. Furthermore, the findings show how students perceive their role in journalism redefinition: as active participants empowered to change existing models or powerless professionals who can only fit mainstream.

Newsroom convergence in Montenegro

Andrijana Rabrenović

Radio Bijelo Polje, Montenegro

rabrenovic.andrijana@gmail.com

The transition of traditional media (press, radio and television) in the new (on-line) media resulted in numerous changes in media organizations. These changes are primarily reflected in the emergence of convergent newsroom. The assumption is that the Montenegrin traditional media have accepted worldwide trend and transformed their newsrooms in line with technological changes that have occurred. This paper specifically analyzes in which manner convergent

newsroom in Montenegro are functioning on the example of 14 local public media services. The research is based on a questionnaire addressed to the directors, editors and journalists of these media, as well as on in-depth interviews, with which help is possible to further interpret this phenomenon. Local public media services in addition to traditional broadcast content publish texts, photos, audio and video clips in the new media environment, and also broadcast the program “live” via the Internet or store it, for example, in the form of a podcast. Journalists are required to be capable to operate on multiple platforms, publish news in the so-called 24/7 cycle, through a constant interactivity with the audience, understanding the meaning of the non-linear presentation of events. Changes in newsrooms are reflecting on two levels – professional (which includes the formation of the so-called “multi-skilled” journalists) and the organizational (which include structural redefinition of the newsroom). The aim of this paper is by displaying the results of the above research determine how traditional Montenegrin local media have to adapt to the new media environment by forming convergent newsrooms. But previously, we will analyse the theoretical discussion on convergence of newsroom.

Session 31. Changing Public Opinion II, Sunday 14.6.2015, 10:45-12:15

It may not all be good: an examination of the content of global and foreign news frames

Abby Jones

Philadelphia University, USA

aljones314@gmail.com

Increased interest in issues of Media Globalization has often brought assumptions about how a more technologically enabled, globalized news environment will impact the development of a global public sphere. Predominantly, scholars of political communication have viewed globalization as a process fostered by changing media systems and communication technologies. Given these relationships, claims on the subject tend to assert that a more globalized news en-

vironment, one with an increased number of foreign perspectives and greater information concerning the interaction between nations, can *beneficially* promote a more de-territorialized and re-territorialized socio-economic and political space.

Yet, when juxtaposed against our knowledge about the increasingly audience driven, financial motivations of the news industry and past research demonstrating that audiences, no matter their national origin, typically seek more relevant local or domesticated news, critical questions arise about this positive assumption. For if we know what in the past has motivated the news industry and viewers to favor certain news frames, then we must question what is affecting these transformations and their potential impact.

This analysis of media coverage of UN climate-change conferences in the newspapers of four English-speaking countries, explores what factors may truly be attracting news organizations to non-domestic news. Specifically, it looks for the impact, conflict, dramatic, adversarial and enemy frames that past scholars have argued drive news coverage. For if, as preliminary research demonstrates, the increase in foreign and global news is related to audiences' desires for conflict driven news, our inclination to demonize the "others" we encounter outside our borders and an overall desire to have the news match the drama of our entertainment programs, there should be great skepticism about the beneficial nature of these non-domestic news products.

Representations of "sustainable development" in Lithuanian online media

Mindaugas Savickas
Vilnius University, Lithuania
mindaugas.savickas@kf.vu.lt

The objective of this research is to identify the features of Lithuanian online media coverage of the sustainable development in 2011 - 2013. The examination of media representations of sustainable development is based on the critic of the concept. Keeping in mind sustainable development as a concept with various interpretations and meanings, the goal of this work is to analyze publications on major Lithuania's online media and to identify main speakers in the media discourse on sustainable development and what messages are dominant. The

approach of framing with social constructionist and critical discourse analysis is used to understand the construction of interpretations and narratives of sustainable development. Findings of the research reveal that discourse of sustainable development in Lithuanian online media present shallow economics and technocratic approach to the nature. All-out economic growth was framed as value by itself, without necessity to bind it to the reduction of social exclusion and without need for shift to low-carbon energy. It is argued that such a discourse reinforces the status quo of business-as-usual over nature environment and undermine understanding of sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own interests.

“We don’t need help, we just need time”: news media aspects of the crisis in Slovenia

Igor Vobič

Faculty of Social Sciences, University of Ljubljana, Slovenia

igor.vobic@fdv.uni-lj.si

Aleksander Sašo Slaček Brlek

Social Communication Research Centre, Faculty of Social Sciences

University of Ljubljana, Slovenia

saso.slacek-brlek@fdv.uni-lj.si

Boris Mance

Social Communication Research Centre, Faculty of Social Sciences

University of Ljubljana, Slovenia

boris.mance@fdv.uni-lj.si

Jernej Amon Prodnik

Social Communication Research Centre, Faculty of Social Sciences

University of Ljubljana, Slovenia

jernej.amon-prodnik@fdv.uni-lj.si

The paper indicates that political, economic and social faces of Slovenia have changed substantially during the half-decade of the crisis. While the ability of citizens to influence important political decisions has been curtailed on both the national and transnational level, instability has become endemic and so-

cial solidarity has been eroded. By using quantitative and qualitative content analysis, the paper presents how the unfolding crisis has been communicated in the media in the 2008–2013 period. Key results of the study, which was first published in the special issue of the journal *Javnost–The Public* (vol. 21, no. 4) entitled “Eye of the Storm”, indicates that Slovenian news media hardly served as an integrative force and a common forum for an inclusive and open debate. Results of the quantitative content analysis indicate that journalism communicated the “causes” for the crisis by portraying it as something purely accidental, while rarely pointing at the possibility of its systemic nature. Similarly, “solutions” have been predominantly portrayed within the prevailing paradigms or through the neoliberal prism favoured by holders of political and economic power. Qualitative content analysis of how Slovenian news media communicated the decisive breaks and formative moments of the unfolding crisis shows they mostly relied on event-orientation, simplistic juxtapositions and naturalization of the established power divisions on national as well as international levels.

European public sphere online

Malgorzata Winiarska-Brodowska
Jagiellonian University, Krakow, Poland
malgorzata.brodowska@uj.edu.pl

This paper presents the empirical findings of study on digital public sphere in the European Union. The content analysis of current affairs coverage in the Internet news platforms was conducted to indicate the most important European topics in 2014. The analysis of online press review services concentrates especially on texts concerning the Central and Eastern European countries. Moreover the study investigates the possibilities for citizens’ participation and their contributions to the European communicative space. The research examines the role of websites on European issues in fostering the European public sphere and addresses the question of democratic and legitimacy deficit of the European Union.

Session 32. Media Literacy II, Sunday 14.6.2015, 10:45-12:15

The role of elementary school principals in implementation of media literacy

Lana Ciboci

*Edward Bernays First College of Communication Management, and
Faculty of Humanities and Social Sciences, University of Zagreb, Croatia
lana_ciboci@yahoo.com*

Leali Osmančević

*Matica hrvatska and Faculty of Humanities and Social Sciences
University of Zagreb, Croatia
leali.osmancevic@gmail.com*

The importance of media literacy in the digital age has become indisputable. According to research by Ipsos Puls and Association for Communication and Media Culture 62% of Croatian citizens think that children have to be media educated from their earliest age (Kanižaj, Labaš, Ciboci, 2015). However, the importance of media literacy and critical thinking skills is not enough recognized by Ministry of Science, Education and Sport as well as Croatian elementary schools. According to the national curriculum, media culture is just one of the four components of Croatian language. Due to the different university programmes in Croatia where some teachers did not have any media culture related subject (Ciboci, Osmančević, 2014), many teachers of the Croatian language avoid lessons about media culture (Ciboci, Osmančević, 2014).

School hours dedicated to media culture are not unified in all Croatian elementary schools so the amount of covered topics entirely depends on teachers. However, elementary school principals also have the role in promoting the importance of media literacy. Namely, their activity or inactivity in this field can affect the implementation of the media culture within their students.

This paper will present results of a research conducted among elementary school principals in Zagreb. The survey is conducted via questionnaires and in-depth interviews. The aim of the research is to analyze the opinion of elementary school

principals on the importance of media literacy in general, but mostly in elementary education, the current level of media literacy in their schools, the current engagement in the promotion of media literacy among students, parents and teachers and possible solutions for additional activities on media literacy in schools.

The paper will also present the results about media culture related activities in schools among students and teachers through different media groups, projects, workshops etc. This paper will undoubtedly give an important contribution to the field of Communication Sciences especially because not a single research that deals with the issue of media literacy from the standpoint of elementary school principals has not been conducted so far in Croatia.

The formation of digital scholars: Between media, information and research literacy

Sandra Hofhues

*Zeppelin Universität gemeinnützige GmbH, Germany
s.hofhues@googlemail.com*

Mandy Schiefner-Rohs

*Technische Universität Kaiserslautern, Germany
mandy.rohs@sowi.uni-kl.de*

Referring to mediatization (Hepp & Krotz, 2014) means recognizing that all societal and cultural practices are influenced by media. Referring to mediatization in science and research, new challenges arise as well: First, access to information is as easy as never before, and second, scientific communication is changing. Digital media is getting more and more an essential part of collaboration processes. This implies that information literacies, for example to evaluate underlying structures of media and information, play an increasingly important role to understand the new cultural practices. By taking the traditional idea of academia into account, students and researchers differ only gradually to each other. They all *are* digital scholars (Costa, 2013), who have to develop “new” literacies between media, information and research. And, to become a digital scholar, students should get in contact with it in early stages of their studies in order to obtain a digital inquiring habit (Donk, 2012). But looking with the framework of new challenges into curricula related to media and communication studies at universities, we unfortunately have to note: Curricula only deal with digital

media as a concrete and almost isolated phenomenon or research objective instead of handling with its dynamics inside. For example, we unmask an overestimation of instructional approaches in Germany. Because of this inconsistency between media educational theory and educational practices in the studies of media and communication, we want to answer the following research questions in our contribution: What competencies need the so-called digital scholars in a mediatized society? How can they be promoted in a study program? To get the point we'll work out the relation *between* media and information literacy on the one hand and research-based learning on the other hand. Second, based on a content analysis of current curricula of selected universities in German speaking countries, we show how media and information literacies are encouraged in these settings and how those pedagogical approaches could work in the focused study programs.

Digi-technology and self-study: new possibilities for self-reflection for teachers

Meedi Neeme

Tartu University, Estonia

meedi.neeme@mail.ee

Specific to the digital era is that communication has become increasingly mediated and culturally complex. Technological development and global interconnectedness provide new and multiple opportunities for communication in the classroom.

Over the past two decades, self-study has become of great interest in understanding teacher education. Self-study is an attractive approach for researchers and teachers from diverse subject areas as it is a means of providing insights about the teaching practices in the classroom. Digital audio-visual recordings have opened new possibilities for self-study, especially for self - analysis of verbal and multimodal communication. The first aim of the study is to analyze, how teachers can apply their knowledge about neutral feedback, active listening and questioning to their own communication habits, when they review the recorded lesson.

Drawing on empirical findings from three self-studies from Estonian primary and secondary school teachers', the second aim of the paper is to analyze the

effectiveness of digi-technology on teachers' self-reflection. Teachers analyzed the video-recordings of their classroom teaching focusing on communication with students. Semi -structured interviews revealed how the teachers learn to use video-recorded material in order to improve their communication skills. The paper finally suggests how to introduce digital technology for self-study.

Parents' concerns in privacy protection in teacher-parent digi-communication in Estonian schools

Karmen Palts

Tartu University, Estonia

karmen@palts.ee

Meedi Neeme

Tartu University, Estonia

meedi.neeme@mail.ee

Globalization has created the possibilities for communication interactions in order to allow collaboration among teachers and parents and support the development of pupils. New digital possibilities demand news communication formats and negotiations on privacy concerns. This study explores the role of culture and its implications for digital communication. This study addresses the question on how teachers and parents in different Estonian schools have adapted to digital communication, what are their fears concerning privacy issues.

This paper is based on the study of parents, whose children attend primary level classes (age 7-10). Parents participated in 6 focus group interviews in different types of Estonian schools. Analyses showed that digital footsteps are one of the main reasons, why parents hesitate to use e-letters and e-school. The fears concern the lack of knowledge as to the digital communication and lack of trust concerning teachers and school. In case of conflicts, parents tend to avoid digital communication with teachers. We suggest that teachers can support the digital communication competence of the parents and help them overcome some mistrust and fear as to the digital communication.

Session 33. Audiences in Digital Mediascapes II, Sunday, 14.6.2015, 10:45-12:15

‘Dailiness’ in the multimedia environment: youth media practices and the temporal structure of the life-world

Antonija Čuvalo

Centre for Media and Communication Research

Faculty of Political Science, University in Zagreb, Croatia

antonija.cuvalo@gmail.com

The paper explores the ways ‘media savvy’ youth use multimedia environment in different everyday practices and the process of ‘dailiness’ construction through their interaction with different communication media. Theoretical framework which is applied combines theory of media practice and the media phenomenology (Scannell 1996), with the concept of media use genres as the interpretative conceptual tool (Ito et al. 2013). Findings are based on the qualitative interpretative analysis of the diaries and autobiographical reflections on media use written by 13 students of the first year of the graduate study of journalism on the Faculty of Political Science in Zagreb (intensity sample). The results show how the construction of ‘dailiness’ in multimedia environment takes place through the complex inter-articulations between different communication media wherein it is necessary to take into account full available media matrix and the interactional context.

“Multiscreening as a social, medial and marketing phenomenon. Global approach to the problem.”

Anna Jupowicz-Ginalska

Institute of Journalism, Faculty of Journalism and Political Science

University of Warsaw, Poland

a.ginalska@uw.edu.pl

Multi-screening, understood as the simultaneous use of multiple screens, has ceased to be associated only with technology, although it is derived directly to its roots. This phenomenon is present in contemporary reality and has become an

integral part of it, still – it hasn't been sufficiently described by scientific analysis. Yet the habit of simultaneous use of different electronic devices redefines the behavior of the audience, and redefines its relationship with the media and marketers: thereby it changes communication between them.

I would like to present the definition and characteristics of multi-screening. Also I'm going to focus on the unique examples of the use of the phenomenon in the media and marketing. I wish to present opportunities, benefits and risks resulting from a pragmatic approach to this issue. I will reach for the examples from the world to prove that multiscreening is a great opportunity for difficult dialogue with nowadays audience.

I would like to present the results of research, carried out among students of journalism at the University of Warsaw. I will ask them about the approach to multiscreening. The selection of respondents is not accidental: after all, journalism students will decide how to provide information to the society. At the same time – as consumers – they will remain very obvious representatives of “Millennials Generation”.

Obtained results will allow to verify the following theses:

1. Multiscreening is a natural consumer behaviour of young people.
2. Multiscreening is increasingly turning to the media and marketing industry.
3. Multiscreening may establish a relationship between the brand and the young consumers, who are increasingly less likely to turn to traditional media.

Letters from the other side of the Iron Curtain: Radio Free Europe/Radio Liberty, ideology and life in the blocs

Zlatan Krajina

*Faculty of Political Science, University of Zagreb, Croatia
zlatan.krajina@gmail.com*

Teuta Mihilli

*Faculty of Political Science, University of Zagreb, Croatia
teuta.mihilli@gmail.com*

Although a quarter of the century has passed since the fall of the Berlin Wall and the end of the Cold War, this contentious era, in contrast to which contem-

porary European identities are constructed, remains neglected in the field of media and communications. This paper revisits this important historical period from a media perspective, by providing an ethnographic reading of the remaining evidence of RFE/RL audiences: almost 400 letters which the listeners living in the Eastern Bloc sent to the station. Beyond responses to particular programs, those letters, now stored in unsorted containers in Budapest, offer a glimpse of everyday life behind the Iron Curtain, as mediated by the daily presence of voices and sounds coming from the West. Our research shows that RFE/RL provided a space for ideological struggle, whereby Central and Eastern Europe, in everyday lives of ordinary people, hardly ever had a monolithic identity. The sheer contrast between those radio programs, coded as a complete opposition to their listeners' usual media environment, and people's actual living conditions, produced audiences which were anything but 'passive subjects' of the communist regime. Critical of both the messages coming from the far, and desired, West, and of the local symbolic milieu, authors of those letters displayed a sense of complex, parallel belonging, which reminds us of the continuing relevance of ideological media analysis and the power of signification in creating 'spaces of identity'.

List of participants/ Author index

Adamski, Andrzej, session 16
Afrić, Vjekoslav, session 13
Afrić, Winton, session 13
Alić, Sead, session 26
Amon Prodnik, Jernej, session 20, 31
Antonov, Pavel, session 30
Armanca, Brindusa, session 7
Bajomi-Lázár, Péter, session 5
Bajrami, Lumnije, session 7
Balabanić, Ivan, session 19
Balcytiene, Aukse, session 17
Baranowski, Paweł, session 2
Barczyszyn, Paulina, session 7
Baysha, Olga, session 18
Bebić, Domagoj, session 6
Berezhnaia, Marina, session 27
Berglez, Peter, session 15
Biernacka-Ligieža, Ilona, session 2
Bilić, Paško, session 19, 24
Bolotova, Ekaterina, session 9
Bolotova, Ludmila, session 9
Brach, Bartłomiej, session 16
Brajković, Luka, session 13
Brodzińska-Mirowska, Barbara, session 17
Bucholtz, Ianis, session 23
Burić, Ivan, session 9

Car, Viktorija, session 26
Cardon, Dominique, plenary session 2
Chung, Wei Wen, session 4
Ciboci, Lana, session 28
Costa Pinto, Júlio, session 11
Čuvalo, Antonija, session 3
Dobek-Ostrowska, Bogusława, session 17, 26
Dreijere, Vita, session 12
Drula, Georgeta, session 29
Dudáček, Oto, session 28
Dytman-Stasieńko, Agnieszka, session 15
Ereš, Maja, session 29
Flego, Gvozden, plenary session 3
Gabelica Marina, session 13
Georgievski, Bojan, session 19
Glowacki, Michal, session 10
Goniak, Łukasz, session 17
González Aldea, Patricia, session 27
Hájek, Roman, session 8
Harro-Loit, Halliki, session 4
Hegedűs, István, session 10
Hess, Agnieszka, session 5
Himma-Kadakas, Marju, session 29
Hodzic, Sanela, session 19
Hofhues, Sandra, session 32
Hok, Joran, session 18
Horváth, Dorka, session 5
Humer, Ziva, session 19
Ivask, Signe, session 1
Jakopović, Hrvoje, session 25
Jaskiernia, Alicja, session 10
Jastramskis, Deimantas, session 14
Jevtic, Milica, session 22
Johansson, Elena, session 8
Jones, Abby, session 31
Jordan, Amy, plenary session 2
Jupowicz-Ginalska, Anna, session 33
Juurik, Marten, session 7
Kamenicky, Viktor, session 22

Kanižaj, Igor, session 28
Kasztalska, Aleksandra, session 16
Klein, Grzegorz, session 12
Klyukanov, Igor, session 26
Kobryński, Robert, session 12
Konarska, Katarzyna, session 21
Korkonosenko, Sergey, session 27
Kõuts-Klemm, Ragne, session 29
Kowalik, Krzysztof, session 12
Krajina, Zlatan, session 33
Krivovyaz, Elena, session 22
Krňanová, Daša, session 22
Krolo, Krešimir, session 13
Krstic, Aleksandra, session 30
Kubičková, Vladka, session 6
Kus, Michal, session 1
Kuutti, Heikki, session 9
Kwasik, Kamila, session 16
Laas-Mikk, Katrin, session 25
Labaš, Danijel, session 28
Lauk, Epp, session 9
Lesin, Gordana, session 28
Lodzki, Bartłomiej, session 21
Lozowska, Hanna, session 16
Macek, Jakub, session 15
Macková, Alena, session 15
Majstorović, Dunja, session 1
Mance, Boris, session 19, 31
Mancini, Paolo, plenary session 1
Marko, Davor, session 27
Marton, Demeter, session 26
Mazák, Jaromír, session 23
Mehrabov, Ilkin, session 24
Merkovity, Norbert, session 8
Michel, Adam, session 11
Mihilli, Teuta, session 33
Mijatović, Dunja, plenary session 3
Mikelić Preradović, Nives, session 28
Milivojević, Snježana, session 3

Milojević, Ana, session 30
Murumaa-Mengel, Maria, session 25
Musa, Ilija, session 29
Neeme, Meedi, session 32
Ninković Slavnić, Danka, session 23
Nożewski, Jacek, session 22
Nygrenf, Gunnar, session 18
Oblak Crnic, Tanja, session 15
Olesk, Arko, session 24
Orlova, Dariya, session 18
Osmančević, Leali, session 32
Pajnik, Mojca, session 19
Palts, Karmen, session 32
Paluch, Anna, session 11
Perišin, Tena, session 4
Peruško, Zrinjka, session 3, plenary session 4
Pešić, Tijana, session 6
Piontek, Dorota, session 5
Pluta, Kamil, session 2
Poljičak Sušec, Martina, session 16
Pruulmann-Vengerfeldt, Pille, session 25
Puzek, Ivan, session 13
Rabrenović, Andrijana, session 26, 30
Rabrenović, Dragić, session 5
Radojković, Miroljub, session 26
Ratner, Meredith, session 14
Ryabinska, Natalya, session 3
Ryabovolova, Alinam session 20
Savickas, Mindaugas, session 31
Schiefner-Rohs, Mandy, session 32
Schuegraf, Martina, session 16
Seklecka, Aleksandra, session 17
Seņkāne, Silva, session 25
Shirokanova, Anna, session 12
Shpyntova, Anna, session 18
Slaček Brlek, Sašo, session 19, 31
Smolak, Róža, session 18
Sobera, Waldemar, session 9
Spasov, Orlin, session 3

Splichal, Slavko, plenary session 1
Spurava, Guna, session 25
Stančić, Hrvoje, session 25
Surowiec, Pawel, session 20
Szynol, Adam, session 17
Šagud, Mirjana, session 28
Škařupová, Kateřina, session 15
Škollkay, Andrej, session 10, 18
Šop, Silvio, session 9
Štětka, Václav, plenary session 4, session 20, 23
Švob-Đokić, Nada, session 24
Taradai, Daria, session 18
Tomanić Trivundža, Ilija
Trifonova, Diana, session 30
Trytko, Kornelia, session 27
Ugrinic, Aleksandra, session 30
Uskali, Turo, session 1, 9
Uzelac, Aleksandra, session 14
Vilović, Gordana, session 1
Vladović, Sanja, session 11
Vobič, Igor, session 19, 20, 31
Vočocová, Lenka, session 20, 23
Volarević, Marija, session 6
Vozab, Dina, session 3
Vučković, Milica, session 6
Wasilewski, Jacek, session 16
Weglinska, Agnieszka, session 6
Wieczorek, Pawel, session 6
Winiarska-Brodowska, Malgorzata, session 31
Wojtkowski, Łukasz, session 17
Yuliatiningtyas, Solikhah, session 2
Zdravković, Željka, session 13
Zgrabljic Rotar, Nada, session 9, 26
Zięty, Anna, session 21
Zimnak, Marek, session 21
Žjak, Jana, session 22

