



Fakultet političkih nauka Univerziteta u Sarajevu i Fakultet političkih znanosti Sveučilišta u Zagrebu u suradnji sa Zakladom Hanns Seidel organiziraju

PETU REGIONALNU ZNANSTVENU KONFERENCIJU

## VJERODOSTOJNOST MEDIJA

o temi

### MEDIJSKA PISMENOST – PREDUVJET ZA ODGOVORNE MEDIJE

Mostar, hotel Bristol, 25. i 26. 10. 2014.

Konferencija **Vjerodostojnost medija** peta je po redu regionalna konferencija koja okuplja znanstvenike iz regije Zapadnog Balkana koji se bave istraživanjima (teorijskim i empirijskim) iz područja komunikologije, medijskih studija i novinarstva. Do sada održane konferencije u Zagrebu, Beogradu, Sarajevu i Dubrovniku predstavile su rezultate istraživačkih projekata znanstvenika iz Hrvatske, Slovenije, Srbije, Bosne i Hercegovine, Crne Gore i Makedonije, objavljene i u zbornicima radova s konferencija.

Cijeneći važnost medijske pismenosti za razvijanje komunikacijski kompetentnih društvenih zajednica i kreiranje okruženja koje podržava vjerodostojnost medija, ovogodišnja konferencija fokusira se na temu **medijske pismenosti** koja je u posljednjih nekoliko godina postala predmet brojnih rasprava i istraživačkih projekata (ANR TRANSLIT, EME-DUS, EAVI, DTI, COST ISO906). Medijska pismenost sve se češće ističe kao pojam koji obuhvaća i informacijsku pismenost, digitalnu te primjerice filmsku pismenost, dok UNESCO istodobno promovira koncept *medijske i informacijske pismenosti* (MIL). Iako mnogi autori medijskoj pismenosti primarno pristupaju iz perspektive izazova novih tehnologija, sve više autora u medijskoj pismenosti prepoznaje i mogućnost za građane da steknu posve nove društvene kompetencije (usp. Rüdiger, Riesmeyer, Kümpel, 2012; Hasebrink, 2012). Problemi oko shvaćanja temeljnog koncepta istaknuti su i u UNESCO-u, na nedavno održanom Europskom forumu medijske i informacijske pismenosti koji je okupio 300 stručnjaka iz Europe i svijeta. Okvir konferencije *Vjerodostojnost medija* kroz koji se propituje povezanost medijske pismenosti s konceptom vjerodostojnosti medija jest shvaćanje

kako se medijska pismenost odnosi na sposobnost građana da pristupe medijima, da ih upoznaju, analiziraju, kritički vrednuju te konačno i sami proizvode medijski sadržaj (usp. Aufderheide, 1993). Mogu li građani postajući medijski pismeni pridonijeti i vjerodostojnosti medija? Može li medijska pismenost u državama sa slabim socijalnim kapitalom i slabom političkom kulturom pridonijeti vjerodostojnosti medija te osnažiti društvo?

### **Poziv za dostavljanje sažetaka**

Pozivamo znanstvenike, istraživače te doktorske kandidate da prijave izlaganja o temama iz područja medijske pismenosti:

- > Pojam, teorije i pristupi medijske pismenosti
- > Različitosti u razumijevanju pojma medijske pismenosti u različitim kontekstima
- > Rastuća uloga medijske pismenosti u suvremenim društvima
- > Kreiranje politika medijske pismenosti
- > Važnost medijske pismenosti za podizanje kvalitete medija i (p)održavanje vjerodostojnosti medija
- > Medijska pismenost i obrazovanje novinara
- > Medijska pismenost i ljudska prava
- > Regionalne specifičnosti programa medijske pismenosti
- > Uloga obrazovanih i strukovnih organizacija te organizacija civilnog društva u promociji medijske pismenosti
- > druge srodne teme

**Rok za dostavu sažetaka je 30.06.2014.**

*Adresa za dostavljanje sažetaka:* vjerodostojnostmedija@gmail.com

**Program konferencije će biti objavljen do 15.07.2014.**

Pratite nas na:

<https://www.facebook.com/pages/Vjerodostojnost-medija/1435670203345695>

### **Organizacijski odbor Konferencije:**

prof. dr. Lejla Turčilo, Univerzitet u Sarajevu, Fakultet političkih nauka

doc. dr. Viktorija Car, Sveučilište u Zagrebu, Fakultet političkih znanosti

doc. dr. Igor Kanižaj, Sveučilište u Zagrebu, Fakultet političkih znanosti

### **Kontakt osoba:**

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**25 Years After:  
The Challenges of Building the Post-Communist Media  
and Communication Industries**

**Call for Papers**

20-22 November 2014, Prague

The 25 Years After conference will address the transition of the media and communication industries in the post-communist countries of Europe and Eurasia since 1989. The conference will take place in Prague on the occasion of the 25th anniversary of the Velvet Revolution and the sweeping changes that took place throughout the region after the fall of the Berlin Wall.

We are seeking papers that will contribute to a critical examination of this topic and result in fruitful discussion panels at the event about regional media transformation processes, issues, obstacles and nuances.

**We invite abstracts on any of the following topics.\***

- >The relationship between democracy and the media
- >Obstacles to the media acting as an effective watchdog in these countries
- >The role of the Internet and social media in helping or hindering the transformation to a powerful, independent media
- >Isolation from vs. integration into worldwide media trends
- >The commercialization of the media, including the impact of foreign investment
- >The globalization of the region's media and communication practices
- >Implications of advances in global communications for governance
- >Changes in regulations and legislation and subsequent implications on regional media and communications
- >The role of the media in volatile regions or in societies experiencing post-conflict transformation
- >Media representations of women, minorities, or marginalized groups
- >Contributions of the media (or lack thereof) to inclusive democracy
- >Debating freedom of expression, sovereignty, and censorship
- >The roles that marketing, public relations, or advertising organizations play in societies transitioning to capitalism
- >Differences in media markets in the post-communist regions vs. in West Europe and North America
- >Cultural changes in media and communication landscapes
- >Lessons learned from the region that can serve as a guide for transforming media markets, such as in several post-Soviet countries, Burma, or even China.

*\*Please note, this is not an exhaustive list of topics, and we will review any abstracts related to media transformation in the post-communist countries of Europe and Eurasia.*

**Please submit your 500-word abstracts by 29 June.**

If you are not interested in presenting on a panel but would still like to participate, 25 Years After will also feature a poster presentation session. Abstracts will be processed in the same way; just simply indicate your preference on the registration form.

The organizers have also reserved a number of spaces for non-presenting conference attendees.

The international conference Media in Transformation is organized by **Transitions**, a nonprofit organization established to strengthen the professionalism, independence, and impact of the news media in the post-communist countries of Europe and the former Soviet Union, and **KEYNOTE**, an organization specializing in organizing conferences and events that lead to cutting-edge international encounters, bring new ideas to life, and facilitate a unique networking experience.

The conference is supported by the European Communication Research and Education Association (ECREA), the *Institute of Communication Studies and Journalism at Charles University*, the *Comparative Interdisciplinary Studies Section (CISS) of International Studies Association (ISA)*, and is organized in partnership with *New York University in Prague*, which will serve as a host for the conference. In addition to the panel and poster presentations and the keynote session, the event will also include optional site visits to Czech-based media organizations.

Please [click here](#) for information about registration and fees.

**The Steering Committee includes the following members:**

Nico Carpentier, Vrije Universiteit Brussel, Charles University in Prague and IAMCR executive board member

Jeremy Druker, Transitions, executive director

Sai Felicia Krishna-Hensel, CISS/ISA president and program chair

Jakub Klepal, Forum 2000 Foundation, executive director

Alenka Jelen, University of Stirling; ECREA executive board member

Jiří Pehe, New York University in Prague, director

Václav Štětka, Charles University in Prague, senior research fellow



[www.mediastudies.fpzg.hr](http://www.mediastudies.fpzg.hr)

## CALL FOR PAPERS

**New Perspectives on Public Service Media**

A special issue of *Medijske studije/ Media Studies Journal* to be published in December 2015.

Edited by Minna Aslama Horowitz (St. John's University, USA) and Viktorija Car (University of Zagreb, Croatia).

### About the issue

The idea and ideal of public service media will soon celebrate its first 100 years. Although many argue that the definition and principles of PSM still work after all these years, others posit that it is time to challenge them thoroughly.

In the 1920s the concept of PSM was developed following the idea of electronic media as a public good, because of a spectrum scarcity. That is why public monopolies were created. As technology developed, spectrum scarcity was not any longer an argument for defining PSM as a public good. Within time, PSM really became a form of social capital – a social value developed in a long time period as a result of relations among people (journalist, editors and the audience) and the trustworthiness among them (Coleman, 1988<sup>2</sup>).

In the past decade, with the increasingly rapid proliferation of online and mobile technologies, the idea of public service in terms of media and communications has become intertwined to a variety of new cases, such as open source and access software, or participatory platforms and projects such as crisis mapping. Should this new form of activity be called PSM? Or, should traditional public service institutions extend their mandate? Should PSM organizations collaborate with other actors (Horowitz & Clark 2014<sup>3</sup>) in forming a new, networked public media ecosystem?

At the same time, in many emerging democracies, new media systems are being established. Is the idea and ideal of PSM obsolete, or, is it more relevant than ever? And, can the existence of specific public service media organizations be considered a human right (Boev & Bukovska 2011<sup>4</sup>)?

<sup>2</sup> Coleman, James S. (1988) Social Capital in the Creation of Human Capital. *The American Journal of Sociology*, Vol. 94, Supplement: Organizations and Institutions: Sociological and Economic Approaches to the Analysis of Social Structure, pp. S95-S120.

<sup>3</sup> Aslama Horowitz M. & Clark, J. (2014). Multi-stakeholderism. *Value for Public Service Media*. RIPE@2013. Gothenburg: NORDICOM, 165-183.

<sup>4</sup> Boev, B. & Bukoska B. (2011). *Public Service Media and Human Rights*. Issue Discussion Paper. Commissioner for Human Rights. Strasbourg: Council of Europe.

Given the complexity of the new media landscapes, new perspectives on Public Service Media are crucial to the related scholarship. Topics of interest for this special issue include but are not limited to the following:

- >Public service media – a policy project under revision
- >Public service media as a public good, as a social capital, or as a part of the communications rights regime
- >Public service media and the changing public sphere(s)
- >Media management challenges of public service media in the multi-platform environment
- >Comparative outlooks on PSM
- >Transitions from state (or other media) systems to PSM
- >New PSM? Public service media beyond institutions  
(alternative media, community media, social networks, mapping)

#### Information about the journal:

*Media Studies* is an interdisciplinary journal published by the University of Zagreb, Faculty of Political Science and the Croatian Communication Association. The journal provides an international forum for the presentation of research and the advancement of discourse concerning media, communications, journalism, and public relations, within each field's cultural, historical, political and/or economic contexts.

The articles should not be published before (neither partially nor completely), nor currently be considered for publication by any other journal or book, nor should the submissions be a translation of previously published articles.

The journal is indexed in the SCOPUS database.

For more see <http://www.fpzg.unizg.hr/index.php?q=/izdavastvo/casopisi/media-studies>

**Submission guidelines:** Please send your abstract (500 - 700 words) and a short CV with contact information, to the guest editors and please make sure that it addresses the theoretical framework, method and (preliminary) conclusions. The deadline for abstracts is **15 September 2014** and authors will be notified by **1 October 2014**. Upon acceptance, manuscripts shall undergo a rigorous international double-blind peer review. Manuscripts should be written in English, using Times New Roman; size 12; 1.5 line spacing; all pages should be numbered appropriately. The main text of the article should be between 5,000 and 6,000 words (for more see [http://www.fpzg.unizg.hr/docs/MEDIA\\_STUDIES\\_nfa.pdf](http://www.fpzg.unizg.hr/docs/MEDIA_STUDIES_nfa.pdf)).

**The deadline for full articles is 31 March 2015.**

Please send your abstract or questions to the special issue editors:

Viktorija Car [viktorija.car@fpzg.hr](mailto:viktorija.car@fpzg.hr)

Minna Aslama Horowitz [minna.aslama@helsinki.fi](mailto:minna.aslama@helsinki.fi)