

INFORMACIJE

INFORMATION

**Generative AI:
Transforming Journalism, Strategic Communication, and Education**

International Scientific Conference "Dubrovnik Media Days"

22-23 October 2025, Dubrovnik, Croatia

University of Dubrovnik's Faculty of Media and Public Relations in cooperation with the
Centre for Media Pluralism and Media Freedom of the European University Institute

Policy Lab – Information Integrity and Media Literacy

24 October 2025, Dubrovnik, Croatia

Adria Digital Media Observatory in cooperation with the European Digital Media
Observatory, and the Agency for Electronic Media of Croatia

CALL FOR SUBMISSIONS

Deadline: March 16, 2025

Context

Generative Artificial Intelligence is already in wide application and use by various users, including online platforms, communication strategists, the media, and individuals. What distinguishes generative AI from other types of AI is its ability to rapidly generate content based on users' instructions or queries and can also transform content from one format to another, for example from text to visuals. This holds great opportunities for more inclusive access to the information exchange, but also risks of aggravating the problem of disinformation, amplifying biases and further fragmenting the already fragmented public sphere.

Of particular relevance is the relationship between generative AI and journalism and the direction it takes for economic sustainability and conceptual survival of journalism as we know it. Due to its unique features, generative AI can further undermine media by diluting their reach and separating content from the media brand. Generative AI is trained on large quantities of publicly available content, including copyrighted and other media content, often without the express permission of the right-holders and without remuneration.

Generative AI may improve transparency and accessibility of information held by public institutions and advance their communication and relationship building with various stakeholders, and especially citizens. It can have various beneficial applications in strategic communication by private sector and political actors, but can also further undermine trust in democratic processes and institutions through deep fake videos, voice cloning and other attempts of voter manipulation.

Media and information literacy that includes understanding and critical thinking about new technologies in the information sphere, in opinion forming, and in education, is crucial for empowering citizens for the rapidly evolving information environment. Such an environment calls for reconsideration of current approaches, methodic and ethics in education, especially in education of future journalists and communication specialists.

Concept

This event is conceived as a two-day International Scientific Conference followed by a one-day Policy Lab, seeking to build synergies and exchange between academia, experts, regulators and policy-makers. The scientific conference aims to bring together emerging and senior scholars from various disciplines and interest in the integrity of the information sphere, democracy, media and journalism, competition and antitrust, copyright, education, and regulation. Accepted papers and extended abstracts (developed into papers) will be considered for a publication in a special issue of the academic journal *Media Studies*.

Submission details

Please submit your *extended abstract* (2 pages) or *full paper* (indicating whether or not it was published already, or in the process of publication elsewhere) addressing the following themes:

Generative AI and Journalism

- >How is generative AI conceptually changing and challenging journalism?
- >What may be the consequences of further fragmentation or individualisation of audiences in generative AI environments?
- >What are the economic implications for and market considerations
- >What are the roles of humans, in particular human journalists in an AI-generated information environment?
- >Are current media literacy frameworks sufficient for equipping and empowering citizens in relation to generative AI?

Generative AI in Strategic Communication

- >Case studies or explorations of generative AI use in crafting personalised campaigns, crisis communication, and stakeholder engagement
- >Ethical dilemmas and transparency in generative AI driven or supported PR strategies.
- >Balancing automation with authentic human connection in brand storytelling.

Educational Implications

- >Adapting university curricula to incorporate AI literacy, technical skills, and ethical considerations
- >Preparing future journalists and PR professionals for collaborative work with AI tools – are there alternative avenues?
- >Case studies on innovative teaching practices, alternative and ethical solutions and guidelines.

Broader Implications

- >The societal, cultural, and economic impacts of generative AI
- >Addressing AI biases and ensuring inclusivity in AI-generated models and narratives
- >Governance and policy frameworks for ethical and safe generative AI development and use
- >Tackling power imbalances

Important dates

Abstract Submission Deadline: March 16, 2025

Notification of Acceptance: April 16, 2025

Full Paper Submission Deadline (to be considered for a special issue): September 30, 2025

Conference Dates: October 22-24, 2025

Conference fees (do not include travel expenses and accommodation, include refreshments and dinner)

Professors: 180 euro

Post-docs or independent researchers: 150 euro

PhD students: 120 euro

Conference venue

University of Dubrovnik, Branitelja Dubrovnika 41, 20000 Dubrovnik, Croatia

Conference language

English

*Information regarding registration and other logistical questions will be communicated after notifications of acceptance.

*For further information, please contact: dmd@unidu.hr; ivana.grkes@unidu.hr