



FACULTY OF CULTURE AND MEDIA

CULTURE AND SOCIAL DEVELOPMENT (III)

CONFERENCE PROGRAM

INFORMATION REVOLUTION, NEW MEDIA AND SOCIAL CHANGES IN THE WORLD, THE REGION AND SERBIA

Belgrade, November 25th, 2016.

BODIES OF THE CONFERENCE

Program Council:

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Republic of Argentina

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Prof. Zoran Avramović, PhD

Prof. Milivoje Pavlović, PhD – dean of the Faculty of Culture and Media

Prof. Nataša Simeunović Bajić, PhD – vice dean for research and postgraduate studies
at the Faculty of Culture and Media

Organizing Committee:

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Prof. Nataša Simeunović Bajić, PhD

Prof. Dragan Čalović, PhD

Prof. Tatjana Milivojević, PhD

Prof. Dragana Jovanović, PhD

Prof. Ljiljana Manić, PhD

Secretary of the Conference:

Milica Miljuš, MA

Selection and review of works:

Prof. Mirko Miletić, PhD

Prof. Nataša Simeunović Bajić, PhD

Prof. Dragan Čalović, PhD

Editor of the Proceedings:

Prof. Mirko Miletić, PhD

9.00 – 9.45: REGISTRATION OF PARTICIPANTS
(University lobby)

10.00: OPENING CEREMONY OF THE CONFERENCE
(Amphitheater A1, languages: English and Serbian – simultaneous translation)

11.00 – 11.30: COFFEE BREAK
(University Club)

**11.30 – SECTION: "SCIENTIFIC AND TECHNOLOGICAL REVOLUTION,
NEW MEDIA AND SOCIAL CHANGES" (language: Serbian)
Moderator: *Prof. Nataša Simeunović Bajić, PhD, Amphitheater A3***

Professor Biljana Ratković Njegovan, PhD

Iva Beleslin, PhD

University of Novi Sad, Faculty of Technical Sciences, Novi Sad, Serbia

THE USE OF SOCIAL MEDIA IN CLASSICAL MASS MEDIA
COMMUNICATION

Associate Professor Tatjana Milivojević, PhD

Associate Professor Dragana Jovanović, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

THE EFFECTS OF SOCIAL NETWORKS ON SOCIAL COMPARISON: WHY
ARE OTHERS PRETTIER, HAPPIER, MORE SUCCESSFUL AND MORE
INTERESTING THAN US?

Katarina Šmakić, PhD

University of Belgrade, Faculty of Agriculture, Belgrade, Serbia

MEDIA LITERACY AS AN INCENTIVE TO CRITICAL REFLECTION ON THE
DIGITAL CONTENT

PhD Candidate Jadranka Božić, MA

National Library of Serbia, Belgrade, Serbia

BIOHYPERMEDIA: THE ANTHROPOLOGICAL-AXIOLOGICAL VIEW

Associate Professor Nada Torlak, PhD

Marko Sredojević, MA

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

MEDIA PARADIGM FROM MEDIATION TO MANIPULATION

Associate Professor Mihajlo Manić, PhD

Faculty of Diplomacy and Security, Belgrade, Serbia

ADVERTIZING, PROPAGANDA AND DISINFORMATION AS A FORM OF
MANIPULATIVE PRACTICES

Miodrag Đorđević, PhD

International Association of Methodologists of Social Sciences, Belgrade, Serbia

POLITICAL ALIENATION

Associate Professor Nataša Simeunović Bajić, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

THE SIGNIFICANCE OF THE CROSS-NATIONAL DATABASE *LIS* FOR THE
COMPARATIVE ANALYSIS OF ELDERLY PEOPLE IN EUROPE

13.30 – 14.15: SNACK (University Club)

14.30 – RESUMPTION OF WORK SECTIONS (language: Serbian)

Associate Professor Ljiljana Manić, PhD

Sanja Vucinić, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

NEW MEDIA AND NEW LEADERS OF OPINION

Miloš Lalević, Specialist

Ministry of Culture, Cetinje, Montenegro

THE RIGHT OF ACCESS TO INFORMATION IN MODERN INFORMATION-
COMMUNICATION ENVIRONMENT

PhD Candidate Jelena Nikolić, MA

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

SOCIAL (DIS)ENGAGEMENT IN CYBERSPACE – NEED FOR AGGREGATION
OR SEGREGATION

Slobodan Vuletić, PhD

Teachers' Association of the Republic of Serbia, Belgrade, Serbia

PUBLIC RELATIONS OF THE MINISTRY OF EDUCATION, SCIENCE AND
TECHNOLOGICAL DEVELOPMENT OF THE REPUBLIC OF SERBIA AND
THEIR IMPLEMENTATION THROUGH THE NEW MEDIA

PhD Candidate Jasna Đorđević, MA

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

THE INFLUENCE OF SOCIAL NETWORKS ON THE QUALITY OF
COMMUNICATION BETWEEN YOUNG PEOPLE

PhD Candidate Jelena Bajić, MA

Professional Stock Invest, Belgrade, Serbia

INFLUENCE OF SCIENTIFIC AND TECHNOLOGICAL REVOLUTION IN THE
DEVELOPMENT OF PERSONAL AND PROFESSIONAL COMPETENCE OF A
MODERN MAN

PhD Candidate Leana Vučković, MA

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

POLITICAL ELECTION AND POST-ELECTION CAMPAIGN ON SOCIAL
NETWORKS MEDIATED BY INTERNET

PhD Candidate Helena Milošević, MA

Ministry of Defence of the Republic of Serbia, Belgrade, Serbia

THE COMMUNICATIONS CHALLENGE: FACEBOOK AS A TOOL OF THE
MILITARY PR

Associate Professor Tatjana Dragičević Radičević, PhD

"John Naisbitt" University, Faculty of Geo-economics, Belgrade, Serbia

Assistant Professor Milica Nestorović, PhD
"John Naisbitt" University, Faculty of Business Studies, Belgrade, Serbia
NEW ECONOMY – *"THE BRAIN ECONOMY"*

Discussion

**11.30 – SECTION: "NEW MEDIA, ECONOMIC AND POLITICAL CHANGES
IN THE INFORMATION SOCIETY" (language: English)
Moderator: Prof. Zvezdan Vukanović, PhD, Amphitheater A1**

Professor Paulo Faustino, PhD
Chairman of the International Media Management Academic Association
Center of Investigation in Media and Journalism Porto University/School of
Communication and ESECS/IP, Leiria and ESCS/IP, Lisbon, Portugal
MEDIA MANAGEMENT AND STRATEGY TRENDS: BETWEEN JOURNALISM
AND COMMUNICATION BUSINESS

Professor John Carey, PhD
Fordham University, New York, USA
ECONOMIC AND SOCIAL EFFECTS OF THE NEW MEDIA ENVIRONMENT

Professor José M. Álvarez-Monzoncillo, PhD
Professor Guillermo de Haro, PhD
Professor Javier López-Villanueva, PhD
University King Juan Carlos, Madrid, Spain
TEN GLOBAL TRENDS: A REVIEW OF REFERENCES ON THE FUTURE OF IT,
MEDIA AND CULTURAL INDUSTRIES

Professor Mike Friedrichsen, PhD
Humboldt School Berlin & Stuttgart Media University, Germany
CHANGE OF SOCIETY BY GLOBALIZATION –
THE INTERCULTURAL AND SOCIOCULTURAL IMPACT OF
GLOBALIZATION ON INDIVIDUAL SECTORS

PhD candidate Vagia Mochla
Associate Professor George Tsouvakas, PhD
Aristotle University of Thessaloniki, Greece
DIFFERENT USES OF MARKETING TOOLS FACEBOOK AND TWITTER BY
GREEK POLITICIANS DURING ELECTIONS

Assistant Professor Ekmel Gecer, PhD
Sakarya University, Sakarya, Turkey
TWITTERISATION OF THE NEWS MAKING: HOW SOCIAL MEDIA STOPPED
THE COUP IN TURKEY?

Senior Lecturer Madalina Balasescu, PhD
University of Bucharest, College of Media and Communication Studies, Bucharest,
Romania
THE NEW TELEVISION: AN INFORMATIONAL PERSPECTIVE

Associate Professor Zvezdan Vukanović, PhD
University of Donja Gorica, Faculty of International Economics, Finance and
Business, Podgorica, Montenegro

THE PARADIGM SHIFT: FROM STATIC TO
EVOLUTIONARY/DYNAMIC/TRANSFORMATIONAL/NETWORKED/
MODULAR MEDIA BUSINESS MODEL CONCEPT

13.30 – 14.15: SNACK (University Club)

14.30 – RESUMPTION OF WORK SECTIONS (language: English)

Professor Brindusa Armanca, PhD
State University "Aurel Vlaicu", Arad, Romania
MEDIA LITERACY IN THE NEW MEDIA ERA. THE ROMANIAN CASE

Assistant Professor Natalya Ryabinska, PhD
Collegium Civitas, Warsaw, Poland
LIBERALISING ROLE OF THE INTERNET? THE COMPARISON OF POST-
SOVIET COUNTRIES

Associate Professor Dragana Novaković, PhD
"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia
INTERNET VOTING IN CONTEMPORARY DEMOCRATIC PROCESS

Assistant Professor Katarina Zakić, PhD
"John Naisbitt" University, Faculty of Business Studies, Belgrade, Serbia
Assistant Professor Ana Jurčić, PhD
"John Naisbitt" University, Faculty of Geo-economics, Belgrade, Serbia
CHANGES IN CHINESE SYSTEM OF DOING BUSINESS CAUSED BY USING
INFORMATION TECHNOLOGIES

Professor Valentina Marinescu, PhD
University of Bucharest, Bucharest, Romania
Assistant Professor Ramona Marinache, PhD
Academy of Economic Sciences, Bucharest, Romania
CHANGES IN HEALTH-RELATED BEHAVIOURS IN THE DIGITAL ERA:
EVIDENCE FROM ROMANIA

Assistant Professor Ana Jurčić, PhD
"John Naisbitt" University, Faculty of Geo-economics, Belgrade, Serbia
PhD Candidate Nikolina Vrcelj, MA
Association of Economists and Managers of the Balkans, Belgrade, Serbia
THE ROLE OF HUMAN RESOURCE MANAGEMENT IN UNDERSTANDING
CULTURAL SHOCK IN GLOBAL LABOR MARKET

PhD Candidate Predrag Marković, M.Arch.

Belgrade, Serbia

THE ROLE OF CONCEPT OF MIMESIS IN FORMATION OF A
CONTEMPORARY CITY

PhD Candidate Anisa Ymeri

University of Tirana, Albania

ALBANIAN NATIONAL CULTURE IN ALBANIAN TV CHANNELS TODAY

PhD Candidate Ivana Ercegovic, MA

Higher Colleges of Technology, Fujairah Women's College, Fujairah, UAE

SOCIAL MEDIA CULTURE AS A GLOBAL TREND

Discussion

**11.30 – SECTION: "INFORMATION REVOLUTION, NEW MEDIA,
CHANGES IN CULTURE AND ARTISTIC CREATION"**

(language: Serbian)

Moderator: Prof. Dragan Čalović, PhD, Hall S1

Professor Divna Vuksanović, PhD

University of Arts in Belgrade, Faculty of Dramatic Arts, Belgrade, Serbia

CONTROLLED MEDIA AND ENTERTAINMENT

Associate Professor Miomir Petrović, PhD

"Union-Nikola Tesla" University, Institute for artistic dance, Belgrade, Serbia

INTERTEXTUALITY AS THE END OF THE REIGN OF THE "ORIGINAL" TEXT
OR ITS BEGINNING

Associate Professor Violeta Cvetkovska Tomanović, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

NANOART: A NEW VISION OF THE "OLD" REALITY

Assistant Professor Maja Radonić, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

ESSAYISM AS INTEGRATIVE PROCESS IN THE CULTURE AND AGE OF
INFORMATION REVOLUTION

Assistant Professor Dragan Jakovljević, PhD

"Eötvös Loránd" University, Faculty of Philosophy, Budapest, Hungary

PERSPECTIVES OF LITERARY WORKS IN THE INTERNET ERA

PhD Candidate Nevena Miletić Sarić, MA

Professor Mirko Miletić, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

THE POSITION AND THE FUTURE OF LITERATURE IN THE INFORMATION
SOCIETY

PhD Candidate Nevena Janićijević, MA

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

"ULTIMO ROUND" BY JULIO CORTAZAR AND HIS VISION OF ALMANAC-
BOOK IN POSTMODERNE LITERATURE

Assistant Professor Aleksandra Brakus, PhD

Modern Business School, Belgrade, Serbia

THE INFLUENCE OF NEW MEDIA ON THE PROMOTION OF CULTURE AND
ART

Željko Rutović, MA
Ministry of Culture, Cetinje, Montenegro
CULTURAL ASPECTS OF NEW TECHNOLOGIES COMMUNICATION
(SOCIAL CHANGES – IDENTITY AND PLAY)

Associate Professor Dragan Čalović, PhD
"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia
THE SOCIETY OF THE SPECTACLE IN TIME OF THE NEW MEDIA

13.30 – 14.15: SNACK (University Club)

14.30 – RESUMPTION OF WORK SECTIONS (language: Serbian)

Associate Professor Smiljka Isaković, PhD
University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka
Banja, Serbia
Assistant Professor Vladimir Krivošejev, PhD
Singidunum University, Faculty of Business Valjevo, Serbia
Assistant Professor Snežana Milićević, PhD
University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka
Banja, Serbia
NEW MEDIA – NEW COMMUNICATIONS IN CULTURE:
MUSEUMS IN A NEW LIGHT

Radmila Mihajlović, PhD
RAI – TV, Rome, Italy
THE ROLE OF THE MEDIA IN THE CONSERVATION AND DEVELOPMENT
OF CULTURAL MEMORY AT THE EXAMPLE OF SERBIAN CULTURAL
MONUMENTS IN ITALY

Professor Šandor Šetalo, PhD
University of Novi Sad, Academy of Arts, Novi Sad, Serbia
INTERNET SOURCES: CULTURAL ASPECTS OF THE FILM FOOTAGE AND
AUDIO RECORDING OF THE FAMOUS PEOPLE IN NIKOLA TESLA'S LIFE

Professor Agota Vitkai Kučera, PhD
University of Novi Sad, Academy of Arts, Novi Sad, Serbia
THE NEW MEDIA OF MASS COMMUNICATION AND APPLICATION OF NEW
TECHNOLOGIES IN THE DRAMA CURRICULUM FOR THE "VOICE
TECHNIQUE" COURSE

Assistant Professor Aleksandar Urkom, PhD
"Eötvös Loránd" University, Faculty of Philosophy, Budapest, Hungary
CHANGES IN THE CONCEPT OF TEACHING AND LEARNING OF FOREIGN
LANGUAGES REFLECTING IN SCIENTIFIC AND TECHNOLOGICAL
INNOVATIVE SOLUTIONS

Tamara Verežan, French and English teacher

MySchool, Novi Sad, Serbia

NEW TECHNOLOGIES IN FOREIGN LANGUAGE LEARNING: FROM
EQUIPMENT AND TOOLS TO VIRTUAL AND EXTENDED REALITY

Associate Professor Budimir Potočan, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

DIMITRIJE, THE ONLY SON OF VUK KARADŽIĆ – OFFICER WITHOUT THE
FUTURE, THE MAN WITHOUT THE BIOGRAPHY (ON THE OCCASION OF
180 YEARS SINCE HIS BIRTH)

Assistant Professor Snežana Milićević, PhD

University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka
Banja, Serbia

Assistant Professor Jelena Petrović, PhD

University of Niš, Faculty of Sciences and Mathematics, Niš, Serbia

Associate Professor Smiljka Isaković, PhD

University of Kragujevac, Faculty of Hotel Management and Tourism in Vrnjačka
Banja, Serbia

INNOVATIONS IN THE DEVELOPMENT AND PROMOTION OF CULTURAL
TOURISM: THE ROLE OF MODERN TECHNOLOGY

Assistant Professor Maria Popović, PhD

Faculty of Business and Tourism, Budva, Montenegro

Vjekoslav Vierda, MA

Dubrovnik, Croatia

THE TRANSFORMATION OF THE CULTURAL OFFER IN TOURISM AT THE
EXAMPLE OF DUBROVNIK AND BUDVA

Assistant Professor Momčilo Jokić, PhD

"John Naisbitt" University, Faculty of Culture and Media, Belgrade, Serbia

COMMERCIALIZATION OF THE SPORT THROUGH THE APPLICATION OF
THE NEOLIBERAL ECONOMIC BUSINESS CONCEPT

PhD Candidate Vojkan Bižić, MA

"John Naisbitt" University, Belgrade, Serbia

MARKETING CHALLENGES IN SPORTS INTENDED FOR SPECIAL GROUP
OF ATHLETES IN THE PROCESS OF GLOBALIZATION

Discussion

16.30 – 17.00: COFFEE BREAK
(University Club)

17.00: CLOSING PLENARY SESSION

(Amphitheater A1, languages: English and Serbian - simultaneous translation)

Prof. *Milivoje Pavlović*, PhD; Prof. *Nataša Simeunović Bajić*, PhD; Prof. *Zvezdan Vukanović*, PhD; Prof. *Dragan Čalović*, PhD

- Resume work in sections
- Discussion
- Conclusions