

UNIVERSITY NORTH
H DOCTORAL STUDENTS'
CONFERENCE IN MEDIA AND
COMMUNICATION

UNIVERSITY NORTH
H DOCTORAL STUDENTS'
CONFERENCE IN MEDIA AND
COMMUNICATION

UNIVERSITY NORTH
H DOCTORAL STUDENTS'
CONFERENCE IN MEDIA AND
COMMUNICATION

Program konferencije (online) / *Conference Programme (Virtual)*

Konferencija za doktorande poslijediplomskih sveučilišnih
doktorskih studija u području medija i komunikacije 2020
– Sveučilište Sjever, Koprivnica, 28. studenoga 2020.

Media and Communication Doctoral Conference 2020
– *University North, Koprivnica, 28th of November 2020*

Plenarna izlaganja / *Keynote speaker:*



– **Dr Arnar Eggert Thoroddsen** (UNIVERSITY OF ICELAND, REYKJAVIK, ICELAND)

Dr Thoroddsen is an Icelandic scholar working in the fields of sociology and media. Dr. Thoroddsen earned his Master's Degree from the University of Edinburgh in 2013 and a PhD in 2019 from the same university where he carried out a research on the social dynamics of Icelandic musicians under the supervision of Professor Simon Frith. He is now the director of the undergraduate media and communication studies programme at the University of Iceland. Thoroddsen is also a renowned music journalist and has been writing professionally about music and popular culture since 1999, his writings appearing in article collections, music sites and daily's, both home and abroad. He is the author of three books on Icelandic music with the fourth in the writing stage (will be published by the U.K. publisher Reaktion Books/The University of Chicago Press). He has been a member of numerous international jury panels and boards and is also a regular commentator on music in television, radio and other media in his native Iceland. He has also presented his own radio shows and webisodes, Dr'ed, organized concert series and he runs his own Reykjavik Music Walk company.



– **Dr Urszula Doliwa** (UNIVERSITY OF WARMIA AND MAZURY, OLSZTYN, POLAND)

*Dr Doliwa is the Head of the Institute of Journalism and Social Communication, University of Warmia and Mazury (UWM), Poland. Her research interests concentrate on community media and non-commercial broadcasting. She is an author of the book *Radio studenckie w Polsce* (Student Radio in Poland) and *Radio społeczne – trzeci obok publicznego i komercyjnego sektor radiowy* (Community Radio: The Third Sector of Broadcasting along Public and Commercial). She was also a guest editor (together with Judith Purkarthofer) of the special issue on community radio of *The Radio Journal: International Studies in Broadcast and Audio Media* (15: 2, 2017). She is involved in the promotion of community media in Poland and Europe. Dr Urszula Doliwa is a member of the organisation Community Media Forum Europe (she used to be a vice-president of this organization in the years 2018-2019 and a board member in the years 2014-2019), the Polish Communication Association, and the Editorial Board of the Polish journal *Media – Kultura – Komunikacja Społeczna* (Media – Culture – Social Communication). She is an author of the radio show about media *Mediofon* broadcasted in student community radio station in Olsztyn (UWM FM).*

Program konferencije (online) / *Conference Programme (Virtual)*

Subota, 28. studenoga 2020. / *Saturday, 28th of November 2020*

9.15 – 9.30 Povezivanje sudionika putem Zoom poveznice / *Joining to ZOOM meeting via the link:*
<https://uso2web.zoom.us/j/83588993494>

9.30 – 9.40 Otvaranje konferencije i uvodne riječi: izv. prof. dr. sc. Iva Rosanda Žigo, voditeljica poslijediplomskog doktorskog studija Mediji i komunikacija / *Official opening of the Conference and Introductory note by Associate professor Iva Rosanda Žigo PhD, Head of the doctoral study programme Media and Communication)*

Plenarna izlaganja / *Keynote presentation*

Predsjedava: prof. dr. sc. Marina Biti / *Chair: Full Professor Marina Biti, PhD*

Pozvani predavači / *Presenters*

9.40 – 10.40 Dr Arnar Eggert Thoroddsen, adjunct prof.: Komuniciranje u digitaliziranom svijetu: prednosti i nedostaci / *Communicating in a digitized world: Pros and cons*

10.40 – 10.50 Pauza / *Break*

10.50 – 11.50 Prof. dr hab. Urszula Doliwa: Uloga medija zajednice u medijskom sustavu / *The role of community media in media system*

11.50 – 12.30 Predstavljanje Zbornika radova s Međunarodne doktorske konferencije za doktorande poslijediplomskih sveučilišnih doktorskih studija u području medija i komunikacije, 2019. / *Presentation of Book of proceedings from the first International doctoral students conference in the field of media and communication 2019*

Prezentatorice / *Synthesis:*

izv. prof. dr. sc. Iva Rosanda Žigo, doc. dr. sc. Željka Bagarić, izv. prof. dr. sc. Ljerka Luić

12.30 – 13.30 Pauza za ručak / *Lunch break*

13.30 – 15.00 Paralelne sekcije I / *Parallel sessions I*

15.00 – 15.10 Pauza / *Break*

15.10 – 16.40 Paralelne sekcije II / *Parallel sessions II*

16.40 – 17.00 Zatvaranje doktorske konferencije / *Highlights of the Conference; Farewell and Closing*

Raspored rada po sekcijama / *Parallel Sessions Schedule*

13.30 – 15.00 Paralelne sekcije I / *Parallel sessions I*

Sekcija A / *Session A*

Join to a meeting via link: <https://meet.google.com/ptx-xkoo-mis>

Predsjedava / *Chair*: izv. prof. dr. sc. Ljerka Luić

Boris Hajoš: Utjecaj umjetne inteligencije na struku odnosa s javnošću / *The influence of artificial intelligence on the profession of public relations*

Biljana Marković: Važnost informacijske pismenosti za upravljanje zdravstvenim sustavom Republike Hrvatske / *The importance of information literacy for the management of healthcare system in the Republic of Croatia*

Petra Kovačević: BBC-jeve video priče o rješenjima koja mijenjaju svijet: Atraktivne snimke i zanimljivi protagonisti nauštrb novinarstva / *BBC's video stories about solutions to world's problems: Interesting visuals and characters at the cost of journalism*

Suzana Jovanović: Utjecaj društvenih mreža i internetske komunikacije na jačanje pozitivne percepcije o zdravstvenim ustanovama / *The impact of social networks and Internet communication on strengthening the positive perception of health care institutions*

Tajana Obradović, Nikša Sviličić: Žena kao motiv izvještavanja sa Svjetskog nogometnog prvenstva / *Woman as a motive for reporting from the Football World Cup*

Tanja Baksa: Digitalna komunikacija kod starijih osoba / *Older adults and digital communication*

Sekcija B / *Session B*

Join to a meeting via link: <https://meet.google.com/tba-ibmk-rtz>

Predsjedava / *Chair*: doc. dr. sc. Željka Bagarić

Željka Bagarić, Mario Žuliček, Darijo Čerepinko: Pristupačnost javnozdravstvenim informacijama o pandemiji COVID-19 osobama s oštećenjem sluha / *Accessibility of public health information on the COVID-19 pandemic to hearing impaired persons*

Vesna Haluga, Goran Vojković: Pravo na zaštitu osobnih podataka osoba oboljelih od bolesti COVID-19 na primjeru prvozaražene osobe u Međimurskoj županiji / *The right to protection of personal data of persons affected by COVID-19 virus on the example of a first infected person in Međimurje County*

Renata Kelemenić-Dražin, Nikša Sviličić: Specifičnosti interpersonalne komunikacije s onkološkim pacijentima tijekom pandemije COVID-19 / *Specifics of interpersonal communication with oncology patients during the COVID-19 pandemic*

Romana Zlatar-Vulić: Organizacija nastavnoga procesa na Odsjeku za kroatistiku Filozofskoga fakulteta Sveučilišta u Rijeci u uvjetima pandemije bolesti COVID-19 / *Organization of the teaching process at the Department of Croatian language and literature, Faculty of Humanities and Social Sciences at the University of Rijeka in the conditions of the COVID-19 disease pandemic*

Izidora Radek, Ana Marija Dunaj: E-obrazovanje na Visokoj policijskoj školi u Zagrebu – kvaliteta izvođenja nastave / *E-learning at the the Police College in Zagreb – the quality of teaching process*

Katarina Franjo, Danijela Sunara Jozek: Usporedba komunikacije učenika i učitelja u redovnoj i virtualnoj nastavi Hrvatskoga jezika u hrvatskom osnovnoškolskom obrazovanju / *Comparison of communication between students and teachers in regular and virtual Croatian language classes in Croatian primary education*

Raspored rada po sekcijama / *Parallel Sessions Schedule*

Sekcija C / *Session C*

Join to a meeting via link: <https://uso2web.zoom.us/j/83588993494>

Predsjedava / *Chair*: prof. dr. sc. Marina Biti

Samanta Kocijan, Marina Biti: Komunikacijski učinci kontrafaktičnih iskaza u reklamnom diskursu / *Communication effects of counterfactual statements in the discourse of advertising*

Stenni Milevoj Šuran: Recepcija kazališnog uprizorenja drame Tri sestre A. P. Čehova u Narodnom kazalištu u Splitu 1948. / *Reception of theatrical performance of the play Three sisters by A. P. Chekhov at the National theatre in Split in 1948*

Eva Brlek: Specifičnosti komunikacijskog modela djece s poremećajem pažnje / *Specifics of communication model in children with attention deficit disorder*

Andrea Ledić, Lidija Tepeš Golubić: Utvrđivanje autorstva komparativnom analizom rukopisa i računalno potpomognutom lingvističkom analizom / *Determining authorship by comparative analysis of manuscripts and computer-aided linguistic analysis*

15.10 – 16.40 Paralelne sekcije II / *Parallel sessions II*

Sekcija D / *Session D*

Join to a meeting via link: <https://meet.google.com/ehk-asfa-ufx>

Predsjedava / *Chair*: izv. prof. dr. sc. Gordana Tkalec

Anita Šulentić: Z generacija u potrazi za novom glazbom: FM radio vs. glazbeni „streaming“ servisi / *Z generation looking for new music: FM radio vs. Music streaming services*

Mateja Jalušić: Mladi i televizija / *Youth and television*

Anita Vujić Žmegač: Uloga komunikacije u organizacijskim promjenama / *The role of communication in organizational changes*

Mateja Fras Venus: Bilingvizam od rođenja / *Bilingualism since the nativity*

Martina Plantak, Gordana Tkalec: „Mi“ u medijima: Banalni nacionalizam i europeizam u hrvatskim medijima / *'Us' in media: Banal nationalism and Europeanism in Croatian media*

Martina Mihordin: Zaštita osobnih podataka u priopćenjima državnih odvjetništava / *Protection of personal data in press releases from state attorney's offices*

Mateja Jalušić: Paradoks privatnosti / *The paradox of privacy*

Katarina Franjo, Gordana Tkalec: Suodnos slike i teksta u publikacijama podravske zavičajne književnosti / *Correlation between image and text in publications of Podravina native literature*

Raspored rada po sekcijama / *Parallel Sessions Schedule*

Sekcija E / *Session E*

Join to a meeting via link: <https://meet.google.com/zhp-arbk-tza>

Predsjedava / *Chair*: izv. prof. dr. sc. Ljerka Luić

Daša Bosanac, Elizabeta Dadić-Hero, Lucija Hero: Psihološko zdravlje medicinskog osoblja u epidemiji koronavirusa / *Psychological health of medical staff in the coronavirus epidemic*

Jadranko Tuta: Primjena nove tehnologije u visokom vojnom obrazovanju: pitanja integracije virtualne stvarnosti u e-učenju / *Application of new technology in higher military education: issues of virtual reality integration in e-learning*

Valentina Mirtić, Zorica Topić Omaljev: Utjecaj pandemije COVID-19 na poslovanje zdravstvene ustanove / *The impact of COVID-19 pandemic on the operation of health facility*

Karlo Sigetić, Nikša Sviličić: Upotreba persuzivnih komunikacijskih alata, tehnika i protokola Stožera civilne zaštite Koprivničko-križevačke županije u kriznom komuniciranju epidemije COVID-19 / *Use of persuasive communication tools, techniques and protocols of the Civil Protection Headquarters of Koprivnica Križevci County in Crisis communication epidemic COVID-19*

Ivan Šabić, Lovre Dodig: Kibernetičke prijetnje nastavi na daljinu na početku pandemije uzrokovane pandemijom Covid-19 u RH / *Cyber threats to distance learning at the beginning of the Covid-19 pandemic in Croatia*

Anita Jeličić, Slobodan Hadžić, Jelena Blaži: Komuniciranje lažnih vijesti tijekom pandemije COVID-19 / *Communicating fake news during COVID-19 pandemic*

Sekcija F / *Session F*

Join to a meeting via link: <https://uso2web.zoom.us/j/83588993494>

Predsjedava / *Chair*: izv. prof. dr. sc. Iva Rosanda Žigo

Vesna Haluga, Nikša Sviličić: Semiotički aspekti tradicijskih tetovaža katolkinja iz BiH i njihov komunikacijski značaj / *Semiotic aspects of traditional tattoos of Catholic woman from Bosnia and Herzegovina and their communicative significance*

Marta Vargek: Političke ideje u Bunjevačkim i šokačkim novinama / *Political ideas in Bunjevac and Shokac newspapers*

Jelena Škoda: Poticanje razvoja vizualne pismenosti korištenjem infografa u nastavi stranog jezika / *Promoting the development of visual literacy through infographics in foreign language teaching*

Irena Leščan, Gordana Tkalec: Političko kazalište na primjeru Hrvatske i Srbije / *Political theatre on the example of Croatia and Serbia*

Neven Protić: Konstrukcija ženskosti, muškosti i „queer“ subjektivnosti u holivudskom „mainstream“ filmu / *The construction of femininity, masculinity and queer subjectivity in Hollywood mainstream film*

Marko Gregur, Gordana Tkalec: Društvene i političke teme te pozicija tjednika „Demokrat“ (1919.-1920.) / *Social and political topics and position of the weekly 'Demokrat', 1919-1920*