

Centre for Culture and Cultural Studies
Центр культуры и культурологических исследований
Центар за култура и културолошки студии

Programme
Программа
Програма

Second Annual CCCS Conference
"Media: Theory and Practice"
Конференција «Медиа: теория и практика»
Втора годишна меѓународна конференција
„Медиуми – теорија и практика“

4-6 September 2014, Skopje
4-6 септември 2014 г., Скопје
Скопје, 4-6 септември 2014

Wednesday, 3 September 2014

17:30 - 21:00 Registration/ Регистрация / Регистрација
Hotel Continental: Business Center

Thursday, 4 September 2014

8:00 - 9:30 Registration/ Регистрация / Регистрација
Hotel Continental: Business Center

**9:30 - 10:00 Opening Ceremony/ Торжественное открытие
/ Свечено отварање**
Hotel Continental: Continental Club

Continental Club

10:15 - 14:15 MEDIA AND CULTURE

Chairs: Nico Carpentier, André Jansson

10:15 - 11:30

Nico Carpentier, Vrije Universiteit Brussel, Belgium

The Cypriot web radio MYCYRadio as a participatory mélange. Overcoming dichotomies in the era of web 2.0

Gail Baylis; Sarah Edge, University of Ulster Coleraine, UK

The Belfast Naturalists' Field Club: science, photography and cultural identity

Omer Ozer, Anadolu university, Eskişehir, Turkey

Media Anthropology: Economic, Social and Cultural Experiences of the Early Years of Television in Eskişehir/Turkey

André Jansson; Jenny Jansdotter, Karlstads Universitet, Sweden

Depicting Intimacy: Ethnographic Cross Projections of Interpersonal Media Practices among Mobile Élite Academics

Simon Weaver, Brunel University, Uxbridge, UK

Examining 'Race', Racism and Representation: An audience reception study of the comedy of Sacha Baron Cohen

11:30 - 12:00 Discussion

12:00 - 12:30 Coffee break

12:30 - 13:45

Milan Popadić, University of Belgrade, Serbia

Looking for Museotaurus: Museological Labyrinths between Media and Philosophy

Aneta Hristova, Meri Batakoja, University "Ss. Cyril and Methodius", Skopje, Macedonia

Frames of References – Art Museums as Unique Visual Media

Isidora Stanković, University of Belgrade, Serbia

Intermediating the Memories/Memories as the Intermediators: Periodical Publications of the Cultural Organizations Created in Order to Preserve the Cultural Heritage of the District Marais in Paris

Helen Murphy, University of London, UK

Vague Pleasures: Description of an old post-card

Milena Gnjatovic, University of Belgrade, Serbia

Collection: Museum Message or Artwork?

13:45 - 14:15 Discussion

14:15 - 15:15 Break for lunch

15:15 - 19:10 MEDIA AND CULTURE

Chairs: Michael Bourgatte, Mirjana Stošić

15:15 - 16:30

Michael Bourgatte, Institut Catholique de Paris, France

Learning to Read Images and Movies

Banu Dağtaş, Anadolu University, Turkey

Americanization of the Popular Culture in the 1950's Turkish Magazine: Hayat

Surangama Guha, Goldsmiths University of London, UK

Imagining Mother-India: Briefly critiquing Bollywood's construction of the Cultural Imagery of the Nation-state

Doris Posch, Academy of Fine Arts Vienna, Austria

The Jollywood Manifesto: Trans-local Film Cultures in Haiti's Emerging Cinemas

Milica Bozic Marojevic, University of Belgrade, Serbia

Heritage Dissonance. Ways of Interpreting Wartime Legacy

16:30 - 17:00 Discussion

17:00 - 17:30 Coffee break

17:30 - 18:45

Goran Janev, University "Ss. Cyril and Methodius", Skopje, Macedonia
Macedonian Youth (Ethno)Mediascapes

Mirjana Stošić, Singidunum University, Belgrade, Serbia
Medusa's Gaze - the female stroller through mediascape

Jennifer Vilchez, Central European University, Budapest, Hungary
The Controversy around "Tomboy": The Aversion to Gender Theory in French
Education and Culture

Alptug Okten, Rutgers, State University of New Jersey, USA
Manufacturing Panic: Affect and Contagion through weather news

Ana Dosen, Singidunum University, Belgrade, Serbia
Godzilla's Body: Reviving Memories through Collective Flesh

18:45 - 19:15 Discussion

21:00 Welcome party

Friday, 5 September 2014

Continental Club

9:30 - 12:30 MEDIA AND CULTURE

Chairs: Joanna Bachura-Wojtasik, Daniela Blazevska

9:30 - 10:30

Joanna Bachura-Wojtasik, University of Lodz, Poland

Creating the world by listening to the sounds. The position of artistic radio genres in the contemporary culture and their power of interaction

Daniela Blazevska, University "Ss. Cyril and Methodius", Skopje, Macedonia

The Influence of the Audiovisual Media on the Public

Katarzyna Szklarek, University of Lodz, Poland

Sound and silence. The history and interpretation of a radio play "Drugi pokój" by Waldemar Modestowicz.

Marija Vasiljević, University of Belgrade, Serbia

Memory culture and 'memory technologies' in intersection: What do you mean by 'resistance movement'?

10:30 - 10:45 Discussion

10:45 - 11:15 Coffee break

11:15 - 12:15

Cornelia Grobner, University of Salzburg, Austria

Brave – other – world? The (mis)use of an African setting for the construction of desire, identity, and strangeness in Austrian (and German) television

Benjamin Eugster, Universität Zürich, Switzerland

Changing Modes of Practice Static Theories? Towards a Praxeology of New Media

Igor Gajin, University of Osijek, Croatia

Strategies of Colonisation and (Non) Resistance- Discursive and Formative Infiltration of Media into the Transitional Croatian Literature

Liane Rothenberger; Mihailo Kotarac, TU Ilmenau, Germany

The Discursive Construction of Terrorist Group Identity

12:15 - 12:30 Discussion

12:30 - 14:00 Break for lunch

14:00 - 15:00 МЕДИУМИ И УМЕТНОСТ / МЕДИА И ИСКУССТВО

Модератори: Дагмар Подмакова, Соња Здравкова Цепароска

14:00 - 15:00

Дагмар Подмакова, Словацкая академия наук, Братислава, Словакия
Попал-ли театр во власть медий?

Лилия Дускаева, Санкт-Петербургский государственный университет,
Россия

Отражение эстетического сознания в арт-медиадискурсе

Нада Петковска, Универзитет „Св. Кирил и Методиј“, Скопје, Македонија
Телевизискиот медиум и драмата

Ана Стојаноска, Универзитет „Св. Кирил и Методиј“, Скопје, Македонија
Новите медиуми како предизвик за театарот

15:00 - 15:15 Дискусија

15:15 - 15:45 Coffee break

15:45 - 16:45

Соња Здравкова Цепароска Универзитет „Св. Кирил и Методиј“, Скопје,
Македонија

Високо и ниско. Технологија, нови медиуми и уметност

Катерина Петровска - Кузманова, Универзитет „Св. Кирил и Методиј“,
Скопје, Македонија

Театарот во времето на телавизијата, компјутерите и интернетот

Луси Караниколова-Чочоровска, Универзитет „Гоце Делчев“, Штип,
Македонија

Уште еден пристап кон „Сомнително лице“: текст и театар

Атанас Чупоски, Киноотека на Македонија, Скопје

Релациите Македонија vs. Европа во современиот македонски филм

16:45 - 17:00 Discussion

17:00 - 20:30 Optional event: Skopje sightseeing / Для желающих: Экскурсия: Скопье /
Факултативно: Разгледување на Скопје

Saturday, 6 September 2014

Continental Club

9:30 - 13:30 MEDIA ANALYSES

Chairs: Stanislaw Jedrzejewski, Dragan Nikodijevic

9:30 - 10:45

Stanislaw Jedrzejewski, Kozminski University, Poland

Radio and new technologies: process of remediation

Loreta Georgievska Jakovleva; Mishel Pavlovski, University "Ss. Cyril and Methodius", Skopje, Macedonia

The term *European values* in printed media in Macedonia

Dragan Nikodijevic, Jovan Djukanovic, Megatrend University, Belgrade, Serbia

Arts in Market Economy

Gentiana Skura, University of Tirana, Albania

Challenges of Albanian Public Television

Marija Lončar; Magdalena Nigoević; Zorana Šuljug Vučica, University in Split, Croatia

Media representation of the human body: discourse analysis of advertisements

10:45 - 11:15 Discussion

11:15 - 11:45 Coffee break

11:45 - 12:30

Olympia Kiriakou, King's College, London, UK

"Ricky, This is Amazing!" - Performative Nostalgia and the Dark Side of Disney Fan Community

Loreta Axhami, Tirana University, Albania

Advertising impact on the media content

Sunčana Tuksar Radumilo, Juraj Dobrila University of Pula, Croatia

Multimodality and moving image

Natalia Kowalska, University of Lodz, Poland

Is it feature? Artistic radio documentaries by Katarzyna Michalak

12:30 - 12:45 Discussion

12:45 - 13:30

Marko Pavlovski, University of Zagreb, Croatia
The media representation of culture in Jutarnji list

Andrijana Rabrenović; Dragić Rabrenović, Local Public Broadcaster Radio
Bijelo Polje, Montenegro
Daily newspapers of Montenegro reporting on the process of NATO
integration

Dejan Gluvačević, Josip Juraj Strossmayer University of Osijek, Croatia
Perception of the EU in Croatian Press (July 2013)

13:30 - 13:40 Discussion

15:00 Optional event: Visit to Canyon Matka / Посещение Монастира Матка / Посета
на Матка

Thursday, 4 September 2014

Club Fontana

10:15 - 14:15 JOURNALISM STUDIES / CRITICAL THEORY AND MEDIA
CRITICISM

Chairs: Guy Starkey, Jelena Jurišić

10:15 - 11:30

Guy Starkey, University of Sunderland, UK

'Local radio, delivered nationally' or 'national brands, delivered locally'? News and programming hubs and their impact on content production of recent changes in regulation, ownership and the local content requirement in the UK commercial sector

Jelena Jurišić, University of Zagreb, Croatia

Social media knock down journalistic principles

Sergey Korkonosenko, St Petersburg State University, Russia

New opportunities for the journalism theory in a perspective of de-Westernization of media studies

Ivaylo Yoshkov, St. Kliment Okhridsky Sofia University, Bulgaria

Journalists and Audience in Bulgarian Online Media – the new Roles

Damian Fasolo, Murdoch University, Perth, Australia

Videojournalism Aesthetics in the Era of Digital Journalism (Case Study: BBC News)

11:30 - 12:00 Discussion

12:00 - 12:30 Coffee break

12:30 - 13:45

Robert Imre, University of Newcastle, Callaghan, Australia

Biopower/Biopolitics: Agamben and the Mediated Self

Fani Cettl, Central European University, Budapest, Hungary

Revisiting dystopia: the Spectacle of the Hunger Games

Magdalena Stoch, Pedagogical University, Krakow, Poland

Media discourse around the concept of "gender" in the pages of the Polish press at the turn of 2013/2014

Irena Šimić, University of Belgrade, Serbia

The Perverse Pleasure of an Idle Kitchman

Ekmel Gecer, Loughborough University, UK
Media, Multiculturalism and Minorities: Producing a Nationalist Culture

13:45 - 14:15 Discussion

14:15 - 15:15 Break for lunch

15:15 - 17:00 CRITICAL THEORY AND MEDIA CRITICISM

Chairs: **Ivanka Mavrodieva**, **Лилјана Силјановска**

15:15 - 16:30

Ivanka Mavrodieva, St. Kliment Okhridsky Sofia University, Bulgaria
Digital activism of Bulgarian politicians and Bulgarian citizens

Aneliya Yaneva, St. Kliment Okhridsky Sofia University, Bulgaria
Digital activism: The global problem solved through digital activism: Bulgarian ecological NGO and Facebook

Xin Zhang, Cardiff University, UK
Representation of Chinese in the UK: 1800 – Present

Hibai Lopez-Gonzalez, Pompeu Fabra University, Barcelona, Spain
Media representation of technology or when ‘the question “by whom” cannot relevantly be asked’

Jasmina Novakovic, University of Belgrade, Serbia
New temptations of Benjamin's theory about original and copy in art in the digital age

16:30 - 17:00 Discussion

17:00 - 17:30 Coffee break

17:30 - 17:45 МЕДИУМИ И КУЛТУРА / МЕДИА И КУЛТУРА

17:30 - 18:45

Лилјана Силјановска, Универзитет на Југоисточна Европа, Тетово, Македонија

Теоретски пристап за медиумите и јавното мислење во плуралистичката комуникациска реалност

Родна Величковска, Универзитет „Св. Кирил и Методиј“, Скопје, Македонија

Значењето на современите медиуми во собирањето и проучувањето на македонските традиционални пејачки форми по примерот на „Пијанечката свадбена обредност и пеење“

Билјана Петревска, Универзитет „Гоце Делчев“, Штип, Македонија
Примена на социјалните медиуми во туристичката промоција: перцепција на младите во Македонија

Биљана Рајчинова-Николова, Универзитет „Св. Кирил и Методиј“,
Скопје, Македонија

Поимот идентитет виден низ призма на македонските печатени
медиуми

Јана Симовиќ, Машки камерен хор, Белград, Србија
Медиумите во публиката – публиката во медиумите

18:45 - 19:15 Discussion

21:00 Welcome party

Friday, 5 September 2014

Club Fontana

9:30-12:30 MEDIA AND POLITICAL COMMUNICATION

Chairs: Ganka Cvetanova, Bela Gligorova

9:30 - 10:30

Bela Gligorova, CCCS, Skopje, Macedonia

Social media and International Education: A match made in digital heaven?

Erdal Dagtas, Anadolu University, Eskişehir, Turkey

Public Sphere-Political Advertisement Relationship in Turkey: Analysing Political Advertisements of JDP in General Elections, 2011

Alexandra Polownikow, Heinrich Heine University, Düsseldorf, Germany

Does transnationalization impair quality? An analytical concept for comparing the quality of national and transnational media content

Yiming Chen, Vrije Universiteit Brussel, Belgium

A Discourse Analysis of TV News Presenters Under the Control of China's Media Policy

10:30 - 10:45 Discussion

10:45 - 11:15 Coffee break

11:15 - 12:15

Ganka Cvetanova, Bojana Naumovska, University "Ss. Cyril and Methodius", Skopje, Macedonia

New Media and the Level of Democratic Awareness in the Republic of Macedonia

Lilia Raycheva; Mariyan Tomov; Nelly Doneva, St. Kliment Okhridsky Sofia University, Bulgaria

The 2013 Social Protests in Bulgaria: Media Images and Issues

Norbert Merkovity, University of Szeged / National University of Public Service, Budapest, Hungary

Social Networking Sites and Politics: Analysis of Politicians' Twitter Use in Croatia, Hungary and Montenegro

Ivan Stefanovski, Media Development Center, Skopje Macedonia

The Impact of the new Media Laws on the Freedom of Expression in Macedonia

12:15 - 12:30 Discussion

12:30 - 14:00 Break for lunch

14:00-15:00 MEDIA AND POLITICAL COMMUNICATION

Chairs: Emilija Simoska, Антон Сухов

14:00 - 15:00

Emilija Simoska, Kalina Lechevska, University "Ss. Cyril and Methodius", Skopje, Macedonia

Social Media and the Political Culture of Young People in Macedonia

Eleonora Serafimovska, University "Ss. Cyril and Methodius", Skopje, Macedonia

Working model of the process of reception of political messages in newspapers

Chiara Bernardi, University of Warwick, UK

"Woman" AND "#Egypt": The Silent Revolution for Women's Rights.

Harassmap

Mina Lukić, University of Belgrade, Serbia

Public Monument as a Medium – its Efficiency and its Messages Today

15:00 - 15:15 Discussion

15:15 - 15:45 Coffee break

15:45 - 16:45

Антон Сухов, Уральский федеральный университет им. первого

Президента России Б.Н. Ельцина, Екатеринбург. Россия

Компьютерные игры и искусство

Кристина Димовска, Универзитет „Св. Кирил и Методиј“, Скопје,

Македонија

Фолклорните обрасци во неколку видео-игри

Стојанка - Јана Манева - Чупоска, Европски универзитет, Скопје,

Македонија

Теорија и практика - предуслови за креирање модна колекција

Христина Андоновска, Универзитет „Св. Кирил и Методиј“, Скопје,

Македонија

Евролектот во медиумите

16:45 - 17:00 Discussion

17:00 - 20:30 Optional event: Skopje sightseeing / Для желающих: Экскурсия: Скопье /

Факултативно: Разгледување на Скопје

Saturday, 6 September 2014

Club Fontana

9:30 - 12:30 КРИТИЧКА ТЕОРИЈА / МЕДИУМИТЕ И ПОЛИТИЧКАТА
КОМУНИКАЦИЈА

Модератори: Драган Булатовиќ, Климе Бабунски

9:30 - 10:45

Драган Булатовиќ, Универзитет во Белград, Србија

Музејот како утроба или медиумот како задоволување на желбата

Александар Новик, Музей антропологији и етнографији им. Петра
Великого РАН, Санкт Петербург, Россия

Албанци Украина и средства масовој информации: конструирање
идентичности

Јелена Стојановиќ, Универзитет во Белград, Србија

Посвојување на медиумите

Радомир Поповски, Универзитет „Св. Кирил и Методиј“, Скопје,
Македонија

Новите медиуми и отсуството на корпоралност: проблематиката на
виртуелниот музеј

Златко Поповски, Универзитет „Св. Кирил и Методиј“, Скопје,
Македонија

Кружните прелевања помеѓу уметничките практики и новите медиуми
во добата на глобалните потреси на масовната култура

10:45 - 11:15 Дискусија

11:15 - 11:45 Кафе-пауза

11:45 - 12:30

Климе Бабунски, Универзитет „Св. Кирил и Методиј“, Скопје,
Македонија

Од МРТ до ЈСР: коперникански пресврт

Сузана Џамтоска-Здравковска; Андон Мајхошев, Универзитет „Гоце
Делчев“, Штип, Македонија

Манифестирање на говорот на омраза преку средствата за масовна
комуникација: примери од практиката во Република Македонија

Никита Аргылов, ФГАОУ ВПО "Северо-Восточный федеральный университет имени М.К. Аммосова", Якутск, Россия
К вопросу о государственной информационной политике региона (на примере Республики Саха (Якутия))

12:30 - 12:45 Discussion

12:45 - 13:30

Дејан Донеv, Универзитет „Св. Кирил и Методиј“, Скопје, Македонија
Моралноста на медиумската и новинарската практика и теорија во демократијата

Юлиа Коняева, Санкт-Петербургский государственный университет, Россия

Творческая личность в арт-медиадискурсе

Наташа Илиевска-Таневски, ЦККС, Скопје, Македонија
Македонски медиуми: поглед во огледало

13:30 - 13:45 Discussion

Optional event: Visit to Canyon Matka / Посещение Монастира Матка / Посета на Матка

Thursday, 4 September 2014

Business Club

10:15 - 14:00 Workshop Protests' Slogans, Demands and Symbols
Exemplary national case studies of the Protest & Media European
Comparative Project

12:00 - 12:30 Coffee break

14:15 - 15:15 Break for lunch

15:15 - 18:15 ART AND MEDIA

Chairs: Suzana Dzamtoska – Zdravkovska, Monica Biagioli

15:15 - 16:15

Grażyna Stachyra, Maria Curie - Skłodowska University in Lublin, Poland
'Surface aestheticization' of modern radio programs

Monica Biagioli, University of the Arts London, UK

The Talayots of Mallorca: Fine art activity in support of cultural heritage

Kinga Klimczak, University of Lodz, Poland

Tell me your story and I will tell you who you are? About narration in radio
feature

Patrycja Wlodek, Pedagogical University of Cracow, Poland
America's Lost Innocence and Cinema

16:15 - 16:30 Discussion

16:30 - 17:00 Coffee break

17:00 - 17:45

Maja Neskovic, University of Belgrade, Serbia

Film in heritologist's role

Biljana Crvenkovic, Museum of Applied Art, Belgrade, Serbia

Identity of the State 1918-1980. On the Example of the State Art Collections

Jelena Pavličić, University of Belgrade, Serbia

Cultural heritage as media. Reflections on the Church of Virgin of Ljevisa in
Prizren

17:45 - 18:00 Discussion

21:00 Welcome party

Friday, 5 September 2014

Business Club

9:00 - 13:15 Workshop Protests' Slogans, Demands and Symbols
Exemplary national case studies of the Protest & Media European
Comparative Project

11:30 - 12:00 Coffee break

13:15 - 14:30 Break for lunch

14:30 - 17:00 NEW MEDIA

Chairs: Marek Sokołowski, Liesl Conradie

14:30 - 15:45

Marek Sokołowski, Uniwersytet Warmińsko - Mazurski w Olsztynie, Poland
Digital discourse. Society according to the Web 2.0 paradigm

Liesl Conradie, Univeristy of Bedfordshire, Luton, UK
Social Media and Professional boundary Management within a Helping
Profession

Beste Gulgun; Aslihan Çobaner, Ankara University, Mersin University
Turkey

Content Analysis of @saglikbakanligi

Fernanda Pires de Sá, Universitat Pompeu Fabra, Barcelona, Spain
The co-viewing 2.0: Detaching from history and applying in the new media age

Mojca Planšak, Independent media and cultural researcher, Slovenia
The role of social media during the Slovenian rebellions in 2012

15:45 - 16:00 Discussion

16:00 - 16:30 Coffee break

17:30 - 20:30 Optional event: Skopje sightseeing / Для желающих: Экскурсия: Скопье /
Факултативно: Разгледување на Скопје

Thursday, 6 September 2014

Business Club

9:30 - 11:15 Workshop Protests' Slogans, Demands and Symbols
Exemplary national case studies of the Protest & Media European
Comparative Project

11:15 - 11:45 Coffee break

11:45 - 13:45 NEW MEDIA

Chairs: Marijana Markovich, Mira Bekar

11:45 - 13:45

Marijana Markovich, University "Ss. Cyril and Methodius", Skopje,
Macedonia

Methodological research of real and virtual identity

Piotr Marecki, Aleksandra Małeczka Jagiellonian University, Kraków, Poland;
Warsaw University, Poland

The challenges of translating digital literature

Hoa Nguyen, Vietnam Institute of Culture and Arts Studies, Vietnam

Wiring Death: Remembering on the Internet

Mira Bekar, University "Ss. Cyril and Methodius", Skopje, Macedonia

E-communication: Adaptation or direct transfer of skills for interaction?

Eva Zekany, Central European University, Budapest, Hungary

Media Addiction as Immaterial Hoarding: A Neomaterialist Reading

Ivana Ercegovac, Tatjana Milivojević, Megatrend University, Belgrade,
Serbia

Empathy and the Internet: positive potentials vs risks

13:45 - 14:15 Discussion

Optional event: Visit to Canyon Matka / Посещение Монастира Матка / Посета на
Матка



CCCCS Conference "Media: Theory and Practice"

