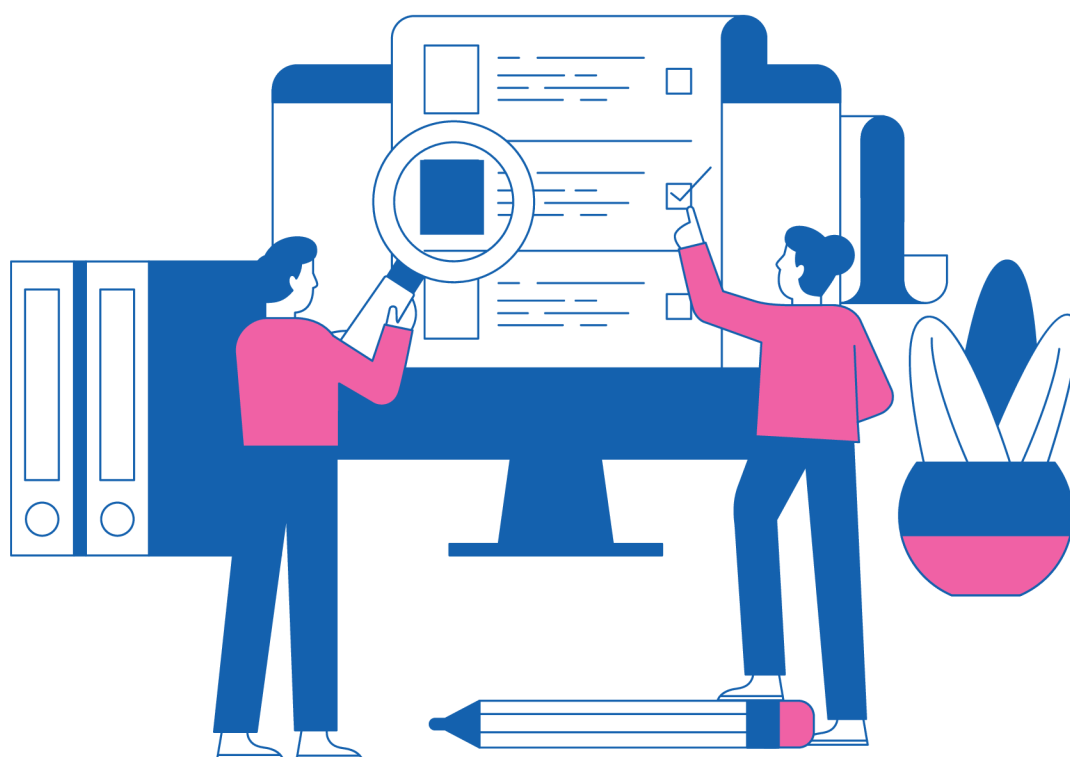




Komunikacija i mediji
SVEUČILIŠTE U SPLITU

CONFERENCE PROGRAM

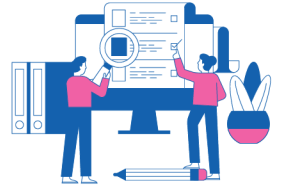


Communication & Media Days Split 2025

June 5-7, 2025

Poljana kraljice Jelene 1 (Peristil), Split

Thursday, June 5



17:00-17:15

OPENING

Viktorija Car, Head of University of Split Study
Division Communication and Media

17:15-18:45

PANEL DISCUSSION:

**Guardians of Free Expression: Analyzing
Influence of the European Media Freedom
Act's on Journalism and Democracy**

Alex Grech, Director 3CL Foundation and University
of Malta

Antonina Cherevko, Senior Adviser, Office of the
Representative of Freedom of Media, OSCE

Maia Klassen, Baltic EDMO Hub BECID

Moderator: Nina Shengelia, DSA/Media Freedom
Act/Disinformation Expert, 3CL Foundation

Thursday, June 5



19:30-21:00

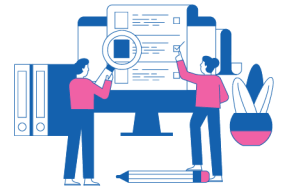
FOTO-EXHIBITION: Erasing the Masks

Communication and Media 3rd year students:

**Ana Bolanča
Lara Buzov
Špiro Čizmić
Gea Delić
Jere Jerčić
Lucia Klarić
Milana Knežević
Vjeko Krtolačić
Mia Marinović
Nikolina Marinović
Tea Marušić
Karla Milanović-Litre
Franina Milković
Ljubica Pranjić
Ana Runjić
Tea Stipanović
Fani Stričević
Rui Škegro
Ana Vujević
Marija Vukorepa
Luka Žunić**

Location: Fotoklub, Marmontova 5

Friday, June 6



9:00-11:30

PANEL DISCUSSION:

Fact-checking Projects in Croatia – Challenges of Information Crisis

Young and Older Generations Together for Truth – DU- Check as a Bridge Between Generations

Tereza Buconić, University of Dubrovnik, Faculty of Media and
Public Relations

VerifEye – Ways And Methods of Checking the Accuracy of Published Information from the Domain of Interest of Children And Youth

Tomislav Levak, Gabriela Peranović and Ena Lusavec, Academy
of Arts and Culture, Josip Juraj Strossmayer University of
Osijek

Gender Disinformation Narratives in Election Campaigns: The Case of Croatia

Josip Šipić and Iva Zelić, Libela.org

Between Truth and Myth: Analysis of Health Claims in Comments on Facebook Pages of National Media

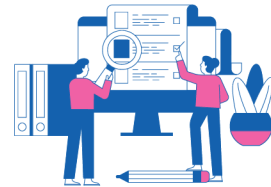
Danira Matijaca, University of Split, School of Medicine

The Truth About Tourism: A Fact-Checking Approach to Combat Misinformation

Marija Slijepčević, VERN' University, Zagreb

Moderator: Jelena Jurišić, University of Split, Communication
and Media

Friday, June 6



11:30-12:00

COFFEE BREAK

12:00-13:00

HUOJ ROUND TABLE:

Truth on Trial: How to Defend Against the Deepfake Threat?

Deepfake is here, changing the rules of the game and demanding a rapid and coordinated response. But how can we protect ourselves in a world increasingly dominated by synthetic reality? Our experts from various sectors – academic, media, technological, and non-governmental – will join forces to find effective ways to combat digital manipulation. We will explore the current state and future trajectory of deepfake technology, examine its profound impact on society and security, and present the latest detection tools and methods. The discussion will also emphasize the crucial role of media literacy in our defense and how we can collectively build a robust defense against false content

Tomislav Levak, Academy of Arts and Culture, Josip Juraj Strossmayer University of Osijek, VerifEye

Josip Šipić, Libela.org, CESI, Zagreb, Gender Fact

Marija Slijepčević, VERN' University, Zagreb, TurFacto

Danira Matijaca, School of Medicine, University of Split, MedLitmus

Tereza Buconić, Faculty of Media and Public Relations, University of Dubrovnik, DU Check

Moderator: Luka Šipić, Vrh komunikacije

Friday, June 6



13:00-14:00

LUNCH BREAK

14:00-16:30

STUDENT WORKSHOP

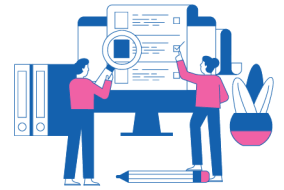
PART 1: How to Respond to Disinformation with Fact-checking Tools? (14:00-15:30)

The workshop will address the phenomenon of information disorder based on the work of web portal Libela.org and its fact-checking section GenderFacts. It will be divided in 2 sections. The first section will focus on gender disinformation and narratives, their consequences on the society and responses to this specific aspect of information disorder. The second part will introduce the participants to the practical aspects of fact-checking as one of the responses to information disorder. These aspects include the information on the procedures of fact-checking as a particular skill as well as practical work with fact-checking tools (search, verification, AI challenges, etc.). All participants should bring their laptops to actively follow the workshop.

Iva Zelić, Libela.org, Editor-in-Chief

Josip Šipić, Libela.org, GenderFacts project coordinator

Friday, June 6



PART 2 (15:45-16:15)

Critical Discourse Analysis and Emotion Manipulation Using the Example of a Disinformation Article About the Killing of Israeli Children

Karla Martinić, University of Zagreb, Faculty of Humanities and Social Sciences

NEWAVES – Collaborative Alliance for Radio Recovery and Boost of Community News Media in Low-density Territories

Mihaela Češljar and Eva Miladinović, Academy of Arts and Culture, Josip Juraj Strossmayer University of Osijek

Moderator: Iva Zelić, Libela.org, Editor-in-Chief

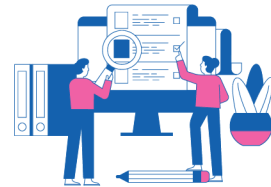
PART 3: Workshop Wrap-up (16:15-16:30)

Iva Zelić, Libela.org, Editor-in-Chief
Josip Šipić, Libela.org, GenderFacts project coordinator

16:30-17:00

FAKE COFFEE BREAK

Friday, June 6



17:00-18:30

JOURNALISM AS A PROFESSION OF INFORMATION VERIFICATION – NEWSROOM EXPERIENCES

The Ethical Dilemmas of Artificial Intelligence Use in Journalism

Mašenjka Bačić, Portal Oštro

How Local Journalists are Resisting the Increasing Demands of Their Work with Collegiality

Franka Jović Tonkli, HRT

The Role of Credible Local Media in Reporting on Local Elections

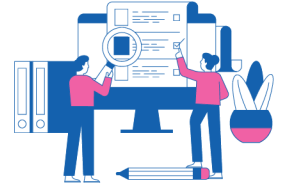
Damir Petranović, Freelance Journalist, T-portal,
Nacional and Dalmatinski portal

Working in the Editorial Office of a Local Media: How Much Technology Has Made Our Work Difficult

Mate Prlić, Dalmatinski portal

Moderator: Tamara Kunić, VERN' University, Zagreb

Saturday, June 7



10:00-11:15

PANEL DISCUSSION: **Knowledge and New Technologies – Challenges in Education**

Learning, Knowledge, and Artificial Intelligence (Is It Time to Change the Concept?)

Nebojša Lujanović, University of Split, Communication and Media

Speaking Their Language: How AI and Neuromarketing Shape Communication in Project-Based Classrooms

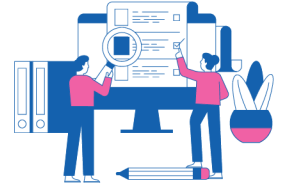
Andrea Bilandžić, Postgraduate Program Business Economics in Digital Environment, University of Dubrovnik and University of Zagreb

On the Edge of Trust: The Role of Media Literacy in Empowering Digital Media Audiences

Leali Osmančević, Catholic University of Croatia, Department of Communication Sciences
Antea Boko, University North, Doctoral studies in Media and Communication

Moderator: Vanja Pavlov, University of Split, Communication and Media

Saturday, June 7



11:15-11:30

COFFEE BREAK

11:30-13:00

**PANEL DISCUSSION:
Re-Thinking Journalism**

Navigating Online Media: Rediscovering the Value of Information

Vanja Pavlov, University of Split, Communication and Media

What Could be Better in Croatian Journalism? The Example of Seven Leading News Portals

Marko Pavić, Večernji list

Quality Journalism - Information on the Bumper

Jelena Jurišić, University of Split, Communication and Media

Moderator: Viktorija Car, University of Split, Communication and Media

13:00-13:15

CONFERENCE CLOSING

CONFERENCE PROGRAM COMMITTEE

Viktorija Car, University of Split, President

Alex Grech, University of Malta

Nina Shengelia, European University Institute, Florence

Jelena Jurišić, University of Split

Tamara Kunić, VERN' University

CONFERENCE ORGANIZING COMMITTEE

Viktorija Car, University of Split, President

Vanja Pavlov, University of Split

Antea Boko, University North, Koprivnica

Conference Venue:

Poljana kraljice Jelene 1 (Peristil), Split

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