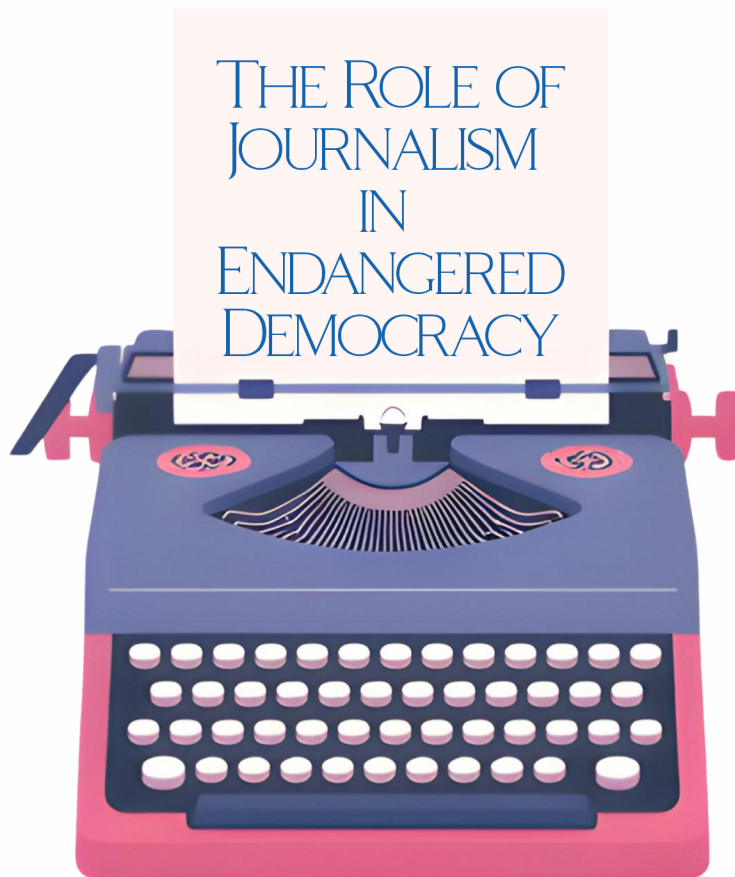




Communication and Media
UNIVERSITY OF SPLIT

COMMUNICATION AND MEDIA DAYS SPLIT 2026



CONFERENCE PROGRAMME

June 5–6, 2026

*Mediterranean Institute for Life
Sciences (MedLS), Split*

FRIDAY, JUNE 5

OPENING CEREMONY

9:00 - 9:15

CONFERENCE OPENING

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

KEYNOTE

9:15 - 10:15

Pamela Duncan, The Guardian and University of Galway

***Truth is a Battlefield: Journalism in the Age of
Platform Power, Dis- and Misinformation and the
Attention Economy***

Supported by:



COFFEE BREAK

10:15 - 10:30

FRIDAY, JUNE 5

PANEL: JOURNALISM AND MEDIA FREEDOM ON THE EDGE OF SURVIVAL

10:30 - 11:45

Chair: [Natalia Vedrić](#), PhD, Faculty of Arts and Education/School of Communication and Creative Arts, Deakin University, Australia

[Jonathan Ilan](#), PhD, School of Communication, Bar-Ilan University, Israel

[Erga Atad](#), PhD, School of Government, Diplomacy, and Strategy, Reichman University, Israel

Nation, Profession, and Audiences' Attention: Pseudo-Professional Telegram News Channels in Times of Conflict

[Nicole Talmacs](#), PhD, Faculty of Media and Knowledge Sciences, University of Malta

Iran's Al Lego Memes and the Crisis of Western Media Authority

[Robert Tomljenović](#), Media Agency

[Ivan Burić](#), PhD, Faculty of Croatian Studies, University of Zagreb

News Avoidance in Croatia: Prevalence, Patterns, and Predictors

COFFEE BREAK

11:45 - 12:00

FRIDAY, JUNE 5

PANEL: CHALLENGES OF AI-GENERATED MEDIA CONTENT

12:00 - 13:30

Chair: [Nicole Talmacs](#), Faculty of Media and Knowledge Sciences, University of Malta

[Ewa Nowak-Teter](#), PhD, Institute of Social Communication and Media Studies, Maria Curie-Skłodowska University, Lublin

Defining AI Media Logic: The Usage of Echo at The New York Times

[Teresa García De Alcaraz Ruiz](#), [Marta Pérez-Escolar](#), PhD & [Juan Miguel Aguado Terrón](#), University of Murcia
Transparency Challenges in Fact-Checking Meta-Organizations: From Ethical Standards to AI Use Policies and Strategic Secrecy

[Nevzat Alp Büyükyüksel](#), Istinye University, Istanbul
Algorithmic Visuality as Epistemic Power. AI-Generated Political Imagery and the Synthetic Truth Regime on X

FRIDAY, JUNE 5

LUNCH BREAK

13:30 -14:15

PANEL: FICTIONAL IDENTITIES IN DIGITAL SPACE I

14:15-15:45

Chair: Antonija Čuvalo, PhD, Faculty of Political Science,
University of Zagreb

Nebojša Lujanović, PhD, Communication and Media,
University of Split

***Story, Screen, Game, and Platform: Mapping Media of
Immersion into Imaginary Worlds***

Natalia Vedrić, PhD, Faculty of Arts and Education/School
of Communication and Creative Arts, Deakin University,
Australia

***'AI is my Boyfriend': Media Narratives on the Rise of
Artificial Companions***

Jelena Jurišić, PhD, Communication and Media, University
of Split

***Online Identity Construction through Social Media
Posting***

Anita Talaja, PhD & Marina Lovrinčević, PhD, Faculty of
Economics, Business, and Tourism, University of Split

***Exploring the Relationship Between Digital Identity
as an Entrepreneurial Tool and Digital
Entrepreneurial Intention: Evidence from Croatia***

FRIDAY, JUNE 5

COFFEE BREAK

15:45-16:00

FILM SCREENING: AGON

16:00-16:45

Introduction: Nico Carpentier, PhD, Institute of Communication Studies and Journalism, Charles University, Prague & Visiting Professor at Baltic Film, Media and Arts School, Tallinn University

Agon is a film essay that reflects about the meaning of democracy, and how it is contested. The film combines the aesthetics of the Czech capital Prague with an intercultural dialogue with the Indonesian community (and other communities) living in this city, thus opening up further spaces for democratic inquiry. Inspired by the book "Democracy and Media in Europe", by Nico Carpentier and Jeffrey Wimmer, the essay merges political and cultural theory with fiction and dance. As an experiment in the reconciliation of academic and artistic approaches, Agon is an invitation to consider what democracy is and what it can be, how it is linked to space, how it is always a location of political struggle, and how it is threatened and always in need of active protection.

COFFEE BREAK

16:45-17:00



FRIDAY, JUNE 5

A SEMINAR ON DEMOCRACY AND MEDIA IN EUROPE

17:00–18:30

Nico Carpentier, PhD, Institute of Communication Studies and Journalism, Charles University, Prague & Visiting Professor at Baltic Film, Media and Arts School, Tallinn University

Jeffrey Wimmer, PhD, University of Augsburg

Respondents:

Antonija Čuvalo, PhD, Faculty of Political Science, University of Zagreb

Krešimir Krolo, PhD, Department of Sociology, University of Zadar

PHOTO-EXHIBITION – MJESTO POD SUNCEM / PLACE UNDER THE SUN

20:00–21:30 | Location: Fotoklub, Marmontova 5

Photographs by 1st year students of Communication and Media

SATURDAY, JUNE 6

PARALLEL SESSIONS

10:00–11:30 | Big Conference Room

PANEL: FICTIONAL IDENTITIES IN DIGITAL SPACE II

Chair: Krešimir Krolo, PhD, Department of Sociology,
University of Zadar

Jeffrey Wimmer, PhD, University of Augsburg

Virtual Influencers as Fictional Identities in Digital Space: Authenticity, Control, and the Communication of Diversity

Viktorija Car, PhD & Antea Boko, Communication and
Media, University of Split

Identity on Social Media – Where Profile Picture Represents Who I Am

Vlaho Kovačević, PhD, Faculty of Humanities and
Social Sciences, University of Split

Marin Spetič, Hrvatski Dom Split

The Construction of Digital Identity and the Phenomenon of “Virtual Masks”

SATURDAY, JUNE 6

PARALLEL SESSIONS

10:00–11:30 | Room “Jug”

STUDENT WORKSHOP: HOW TO TELL A STORY DIFFERENTLY?

Workshop Mentor: Mašenjka Bačić, portal Oštro

This workshop for journalism students is inspired by the essay film *Agon*, based on the book *Democracy and Media in Europe*, which explores the relationship between media, democracy, and the public sphere through a 20-minute film essay. The workshop will open with an introduction by investigative journalist Mašenjka Bačić, and she will mentor students in the practical part of the workshop. Divided into two groups, participants will develop a conceptual project for presenting a current social or political issue, working from the premise of unlimited budget and complete creative freedom. The aim of the workshop is to encourage experimentation with journalistic forms, media, and modes of audience engagement.

COFFEE BREAK

11:30–12:00



SATURDAY, JUNE 6

PARALLEL SESSIONS

12:00–13:30 | Big Conference Room

PANEL: ENDANGERED DEMOCRACY: AMATEURS
AS EXPERTS

Chair: [Antea Boko](#), Communication and Media, University of Split

[Branka Šegvić](#), PhD, Aspira University of Applied Sciences

[Anita Runjić-Stoilova](#), PhD, Faculty of Humanities and Social
Sciences, University of Split

***Emotional Legitimation of Personal Attacks in Facebook
Political Discourse***

[Natalia Vedrić](#), PhD, Faculty of Arts and Education/School of
Communication and Creative Arts, Daekin University, Australia

***'Musical coda': A New Home for Independent Journalism on
Substack***

[Barbara Ravbar](#), Faculty of Social Sciences, Charles
University, Prague

***News Reporting in the Age of Disinformation: The Case of
Croatia***

[Zlatko Vidačković](#), PhD, Croatian National Theatre Zagreb

***Cultural Sections in the Croatian Media: Between PR
Content and Critical Journalism***

SATURDAY, JUNE 6

PARALLEL SESSIONS

12:00–13:30 | Room “Jug”

PANEL: MEDIA LITERACY APPROACHES TO JOURNALISM EDUCATION

Chair: Marin Spetič, Hrvatski Dom Split

Krešimir Krolo, PhD, Department of Sociology, University of Zadar
Critical Thinking or Cynicism? The Paradox of Media Literacy in the Context of Distrust Toward Traditional Media in Croatia

Marko Roško, Faculty of Media and Public Relations, University of Dubrovnik

Andrea Vučur, PhD Study Program in Media and Communication, University North

Teaching in the Age of Information Disorder: Faculty Preparedness and Barriers in Croatian Higher Education

Ivana Grkeš Tošović, Ivana Hladilo & Anja Grabovac, Faculty of Media and Public Relations, University of Dubrovnik

Teaching Journalism in an Endangered Democracy: Professional Knowledge and Platform Skills

Nikola Perišić & Nikola Lazić, Institute for Political Studies, Belgrade
The European Union in the Perception of Young People in Serbia: The Role of Media and Modes of Information Sources

LUNCH BREAK

13:30–14:30

CONFERENCE WRAP-UP AND CLOSING BY THE SEA



CONFERENCE PROGRAMME COMMITTEE

Viktorija Car, Communication and Media, University of Split

Nico Carpentier, Institute of Communication Studies and Journalism, Charles University, Prague & Visiting Professor at Baltic Film, Media and Arts School, Tallinn University

Antonija Čuvalo, Faculty of Political Science, University of Zagreb

Jelena Jurišić, Communication and Media, University of Split

Nebojša Lujanović, Communication and Media, University of Split

Nicole Talmacs, Faculty of Media and Knowledge Sciences, University of Malta

Natalia Vedrić, Faculty of Arts and Education/School of Communication and Creative Arts, Deakin University, Australia

CONFERENCE ORGANISING COMMITTEE

Viktorija Car, Antea Boko, Vanja Pavlov & Branka Šegvić, Communication and Media, University of Split

CONFERENCE VISUAL DESIGN

Laura Galić & Antonela Pavešković, 1st year students of Communication and Media

CONTACTS

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+385 95 8781 938

