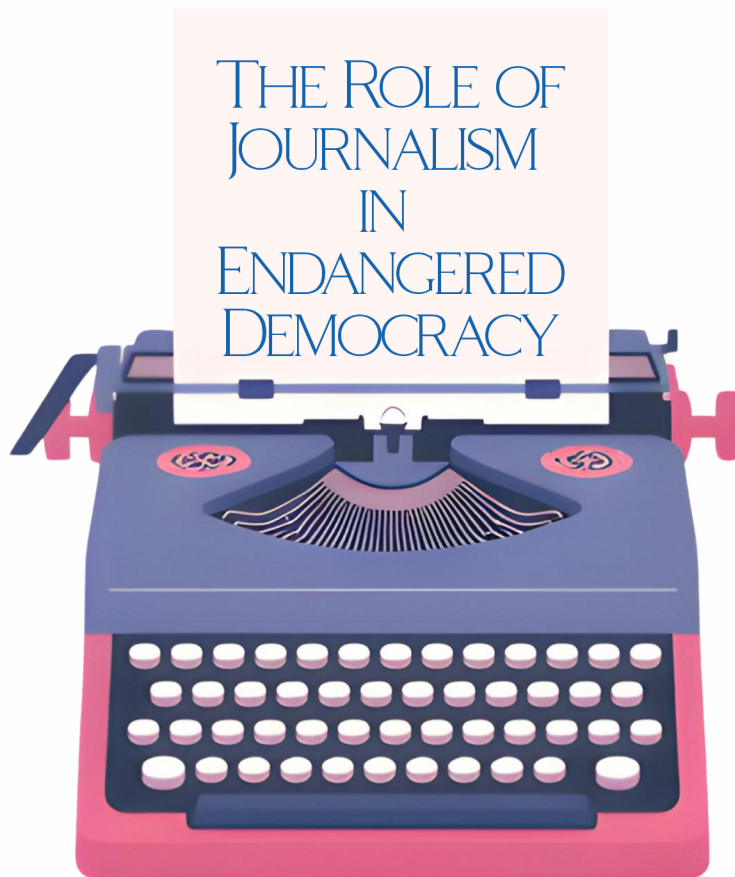




Communication and Media  
UNIVERSITY OF SPLIT

# 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***

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"***

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 1<sup>st</sup> 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***

Vanja Pavlov, Communication and Media, University of Split

***Authenticity as a Market-Oriented Performance: Digital Identity Between Self-Presentation, Algorithms, and the Attention Economy***

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***

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:** Vanja Pavlov, Communication and Media, University of 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***

Marija Nakić, PhD, City of Zagreb

Dajana Šošić, PhD, RTL

***The Impact of Artificial Intelligence on the Creation of Journalistic Reports in Television Journalism***

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

