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Information technology has changed the traditional media in terms of organisation, content and economics, which is demonstrated by these interesting Proceedings from the Summer School of Information Technology and Media 2016, held in Zadar from 26 to 31 August 2016, organised by the Department of Tourism and Communication Sciences (University of Zadar), Department of Information and Communication Sciences (Faculty of Humanities and Social Sciences, University of Zagreb) and the Department of Communication Studies (Croatian Studies, University of Zagreb). The lectures and workshops were headed by university professor from Zadar, Zagreb and Maribor, as well as media experts from several national media companies. Apart from lectures and workshops, held were doctoral colloquia for information and communication science doctoral students from the Faculty of Humanities and Social Sciences, University of Zagreb.

The Foreword of the Proceedings was written by the editor, Assistant Professor Ljubica Josić, PhD. It describes how the aim of the School was to encourage international cooperation in order to properly keep up to date with the influence of information technologies on social changes, especially on changes in the media, in order to accelerate the exchange of academic and practical knowledge and skills, thereby contributing to the strengthening of media literacy in the digital age. At the School, through lectures and workshops, provided were insights into various areas and new research on mass communication, convergent media, digitisation, digitisation of heritage, information searching and storing, new mobile journalism, digital photographs and media literacy.

The Proceedings contain thirteen contributions that are divided into three sections: Lectures, Workshops and Doctoral Colloquia. The first section begins with a paper by Assistant Professor Dejan Jontes, PhD, "Television Taste and Changing Patterns of Viewing in Slovenia". Jontes presents data of the empirical research project "Media Consumption, Social Class and Cultural Stratification", carried out with the help of a questionnaire administered to 820 residents of Ljubljana and Maribor. The chapter examines the relationship between social class, education and television taste, and it deals with the question of the role of television consumption in the organisation of class distinctions. It also shows how cultural capital operates in the field of popular culture. Jones uses the Slovenian sample to show that class and education differentiate television preferences significantly although only in some segments of television repertoire.

The next paper is brought by Vesna Kalajžić, PhD and Ana Vuletić Škrbić, Assistant: “Social Media in Journalism”, in which researched is the application of social media in journalism on the example of the experience of journalists in the city of Zagreb. The objective of the paper is to expand knowledge on the use of social media in journalism; what is the reason for use of social media in their work; do social media help journalists in their work (and how); and do journalists believe social media. Participating in the research were 39 respondents, and the results, in general, showed that respondents recognised the importance of the use of social media, as well as the possibilities to obtain feedback through them, to have an easier time to find interlocutors, to conceive ideas for articles, to check and confirm information, as well as to use them as primary and additional sources.

“Media Literacy and the Information Age” is a paper by Associate Professor Danijel Labaš, PhD, which shows several different approaches to media literacy in the new digital age. New digital media are often related to questions of security, especially when talking about how they are used by young people. Today, often mentioned is “better Internet”, but also introduced is the concept of responsibility for media use. A responsible user can only be someone who is media literate and critical, as well as who recognises the complexity of digital media, which can be potentially damaging for developing children and youth. However, on the other hand, they provide broad possibilities for communication, exchanges and learning. In the research “Media and Family” by the Department of Communication Studies at Croatian Studies, University of Zagreb, a high 90% of respondents consider that children and parents require continuing education on how media can affect child development. Therefore, emphasised in the paper is the need to consider what model would be suitable for media education to achieve media literary, and presented is a possible pedagogical approach to media education.

Assistant Professor Ljiljana Zekanović-Korona, PhD and Jurica Grzunov, Assistant, in the contribution “Digital Media in Tourism” deal with the role of social and digital media in tourism promotion. Digital media and the Internet have created a world without borders, in which information becomes available at any moment and from anywhere. In this manner, social and digital media in tourism enable better connectivity between distant places and the easier organisation of travels. Developing is a form of marketing that enables the tourist offer to create and offer diverse products and services, as well as to bring them closer to

demand with targeted reach to the end consumer. Especially important in tourism is tourism on social media because popular tourist destinations use them for marketing purposes. The results of such social media campaigns are a significant increase in the number of guests in the destinations encompassed by the campaign.

The paper “New Media of the Digital Age” by Associate Professor Nada Zgrabljic Rotar, PhD, from the communication science perspective provides insight into the digital culture of the new age, which are determined by the terms interaction, convergence, virtual and new media. The author emphasises that traditional media are legally regulated institutions in which professional experts, with the aid of technological means, produce symbolic content for a wide auditorium. The Internet and telecommunications enabled the convergence of traditional media and the appearance of new media that have democratised social processes and opened the possibility for unexpected changes in the media communications environment.

The second section, Workshops, opens with a contribution from Katarina Alvir and Šime Vičević, “Technology in Contemporary TV Journalism”, which describes the use of computer technology in the Zadar bureau and the foreign editorial board of the Information Programme of Nova TV, the first commercial television station in Croatia with a national concession. The emphasis is on the computer editorial system iNews, which allows everyone participating in the operations of the Information Programme to perform their tasks, as well as enables insight into the current state of preparation of the show and control during broadcasting.

This is followed the contribution by Assistant Professor Domagoj Bebić, PhD, and PhD student Marija Volarečić, “Changes in Journalism: Thoughts on Existing Forms and Techniques”. The aim of this workshop was to familiarise and educate students and participants of the new trends in media communication, as well as to make them conscious of the impact and change that were introduced in media reporting by digital marketing. Through the workshop, participants were introduced to the concept of viral journalism as a concept that encompasses a change in how news is created, as well as the role of users in the spreading of media content by means of social media platforms.

Full Professor Goran Bubaš, PhD, in the contribution “Motivation for Usage of the Internet and Dependencies Related to the Internet in the Context of the Function of Mass Media”, accentuated the functions of mass media and the role of journalists, then provided an

overview of the most frequent activities of Internet users, elucidating theories that explain motivation for Internet use (and other media), and then succinctly covering that area of Internet addiction, and in the end, explaining the possible negative consequences on the media ecology and social roles of mass media.

Associate Professor Marjan Družovec, PhD, Assistant Professor Marko Hölbl, PhD, and Full Professor Tatjana Welzer, PhD, in their paper “Digital Photography Processing” explain that photography is a powerful medium because most of information that comes to our brain is visual and we grow up expecting that what we see is true. Photography is evidence, identification, a kind of diagram of happening. The opposite facet of photography is if it is used to manipulate or interpret reality, since in the digital age, it is very easy to manipulate a photo. The goal of the authors’ text is mainly to understand what happens with the image during the processing steps in the digital route from the beginning in the digital camera to the end in the computer.

Associate Professor Nives Mikelić Preradović, PhD, in the contribution “Digital Photo Processing for the New Journalistic Practice”, states that the digital manipulation of photos is today the most popular way of correcting photographic values through the rapid development of technologies. Furthermore, the availability of user-generated content eases everything, and for this reason for contemporary journalistic practice, it is important that journalists learn to recognise the integrity of digital content and determine the authenticity of photos. Erroneous reports and counter-reports frequently accompany an emergency situation. For this reason, in journalistic practice, there is a need for double-checking and confirming all information so that journalists, in such situations, maintain their status as reliable sources of news and information. Digital photography must be credible, authentic, protected by copyright, with accompanying licenses.

Associate Professor Tena Perišin, PhD and PhD student Petra Kovačević divided the paper “Mobile Journalism – Challenges and Opportunities” into two parts. In the first, they speak about research on the application of mobile technology in journalism, and in the second, they summarised the content of the mobile journalism workshop, which was conducted as part of the Summer School at the University of Zadar. The text can serve as a handbook and introductory lecture that should precede the training on mobile journalists, becoming familiar with basic tools and the possibilities of mobile telephones, as well as examples of

published stories. The paper aims to explain more clearly the concept of “mobile journalism”, as well as clearly differentiate “content production” from creating news stories that attempt to satisfy professional criteria.

In the contribution “From Radio to Multimedia Editorial Board: Example of Voice of Croatia”, Tomislav Šikić describes how, with the challenges of the digital age, this multimedia international programme of Croatian Radiotelevision functions. The Voice of Croatia began airing in May 2003, and it derives from a one-hour show aimed at immigrants that was broadcast in 1991. The Voice of Croatia produces more than 2 hours of its own programming in Croatian, as well as about 70 minutes of informative programming in English, Spanish and German.

In the third section, dedicated to doctoral colloquia, Associate Professor Sonja Špiranec, PhD and Full Professor Jadranka Lasić-Lazić, PhD, describe the contents and experiences of the colloquia at the Summer School, at which some thirty participants of the post-graduate study programme of the Department of Information and Communication Sciences of the Faculty of Humanities and Social Sciences, University of Zagreb presented their research, and with a series of offered topics, upgraded their academic knowledge and skills, of which they could provide their opinions in the survey questionnaire.

The proceedings represent a unique publication with the most recent discoveries and analyses in the communication industry, contributing to the further development of communication sciences.