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SVEUČILIŠTE U DUBROVNIKU  
FAKULTET ZA MEDIJE I  
ODNOSE S JAVNOŠĆU  
UNIVERSITY OF DUBROVNIK  
FACULTY OF MEDIA AND  
PUBLIC RELATIONS

**University of Dubrovnik's Faculty of Media and Public Relations in  
cooperation with the Centre for Media Pluralism and Media  
Freedom of the European University Institute and Croatian  
Academy of Science and Arts**

**With support of the Konrad Adenauer Stiftung**



**International Scientific Conference Dubrovnik Media Days**

**Generative AI: Transforming Journalism,  
Strategic Communication, and Education**

**October 22 - 23, 2025, Dubrovnik, Croatia**

**&**

***Policy Lab - Information Integrity and Media Literacy***

**October 24, 2025, Dubrovnik, Croatia**

**Adria Digital Media Observatory in cooperation with the European  
Digital Media Observatory, and the Agency for Electronic Media of  
Croatia**

**CALL FOR PAPERS**

**Deadline: ~~March 16, 2025~~ April 16, 2025.**



## Context

Generative Artificial Intelligence is already in wide application and used by various users, including online platforms, communication strategists, the media, and individuals. What distinguishes generative AI from other types of AI is its ability to rapidly generate content based on users' instructions or queries and can also transform content from one format to another, for example from text to visuals. This holds great opportunities for more inclusive access to the exchange of information, but also risks aggravating the problem of disinformation, amplifying biases and further fragmenting the already fragmented public sphere.

Of particular relevance is the relationship between generative AI and journalism, the direction it takes for economic sustainability and the conceptual survival of journalism as we know it. Due to its unique features, generative AI can further undermine media by diluting their reach and separating content from the media brand. Generative AI is trained in large quantities of publicly available content, including copyrighted and other media content, often without the express permission of the right-holders and remuneration.

Generative AI may improve transparency and accessibility of information held by public institutions and advance their communication and relationship-building with various stakeholders, especially citizens. It can have various beneficial applications in strategic communication by the private sector and political actors but can also further undermine trust in democratic processes and institutions through deepfake videos, voice cloning, and other attempts of voter manipulation.

Media and information literacy, which includes understanding and critical thinking about new technologies in the information sphere, in opinion forming, and in education, is crucial for empowering citizens in the rapidly evolving information environment. Such an environment calls for a reconsideration of current approaches, methods, and ethics in education, especially in the education of future journalists and communication specialists.

## Concept

This event is conceived as a two-day International Scientific Conference followed by a one-day Policy Lab, seeking to build synergies and exchange between academia, experts, regulators, and policymakers. The scientific conference aims to bring together emerging and senior scholars from various disciplines and interests in the integrity of the information sphere, democracy, media and journalism, competition and antitrust, copyright, education, and regulation. Accepted papers and extended abstracts (developed into papers) will be considered for publication in a special issue of the academic journal Media Studies.



## *Submission details*

Please submit your extended abstract (2 pages) or full paper (indicating whether or not it was published already, or in the process of publication elsewhere) addressing the following themes:

### **Generative AI and Journalism**

- How is generative AI conceptually changing and challenging journalism?
- What may be the consequences of further fragmentation or individualisation of audiences in generative AI environments?
- What are the economic implications for and market considerations
- What are the roles of humans, in particular human journalists in an AI-generated information environment?
- Are current media literacy frameworks sufficient for equipping and empowering citizens in relation to generative AI?

### **Generative AI in Strategic Communication**

- Case studies or explorations of generative AI use in crafting personalised campaigns, crisis communication, and stakeholder engagement
- Ethical dilemmas and transparency in generative AI-driven or supported PR strategies.
- Balancing automation with authentic human connection in brand storytelling.

### **Educational Implications**

- Adapting university curricula to incorporate AI literacy, technical skills, and ethical considerations
- Preparing future journalists and PR professionals for collaborative work with AI tools - are there alternative avenues?
- Case studies on innovative teaching practices, alternative and ethical solutions and guidelines.

### **Broader Implications**

- The societal, cultural, and economic impacts of generative AI
- Addressing AI biases and ensuring inclusivity in AI-generated models and narratives
- Governance and policy frameworks for ethical and safe generative AI development and use
- Tackling power imbalances



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## *Important dates*

**Abstract Submission Deadline: March 16, 2025**

**Notification of Acceptance:** April 16, 2025

**Full Paper Submission Deadline** (to be considered for a special issue): September 30, 2025

**Conference Dates:** October 22-24, 2025

## *Conference fees*

Conference fees do not include travel expenses and accommodation, they include refreshments and dinner.

**Professors:** 180 €

**Post-docs or independent researchers:** 150 €

**PhD students:** 120 €

## *Conference venue*

**University of Dubrovnik**, Branitelja Dubrovnika 41, 20000 Dubrovnik, Croatia

## *Conference language*

English

*\*Information regarding registration and other logistical questions will be communicated after acceptance notifications.*

*\*For further information, please contact: [dmd@unidu.hr](mailto:dmd@unidu.hr); [ivana.grkes@unidu.hr](mailto:ivana.grkes@unidu.hr)*