

**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**



International Scientific Conference Dubrovnik Media Days

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

October 22 - 23, 2025, Dubrovnik, Croatia

Location: University of Dubrovnik, [Branitelja Dubrovnika 41](#)

WEDNESDAY, 22 OCTOBER – DAY 1

08:30–09:00 - Registration and Coffee

09:00–09:30 - Opening & Welcome Remarks

09:30–11:00 - Parallel session 1: AI and Disinformation Ecosystems

Chair: Iva Nenadić, University of Dubrovnik and European University Institute (EUI)

Room: University Campus Amphitheatre

Mapping Pseudo-Media in Europe: A Conceptual Framework

Jan Erik Kermer, Tijana Blagojev, Rolf A. Nijmeijer, Konrad-Bleyer Simon (European University Institute)

Understanding Pre-election Voter Intention and Electoral Dynamics in Bulgaria: First and second order voting and the 2024 European and Parliamentary Elections

Keith Peter Kiely, Boyan Dafov (Sofia University/GATE Institute)

Genre Features of Fake News - Format and Narrative

Karina Stasiuk-Krajewska (SWPS University, CEDMO)

Generative AI and the Clash of Synthetic Realities: A Case Study of Deepfakes

Amina Vatreš (University of Sarajevo)

09:30-11:00 - Parallel session 2: Communication, Society & Cognitive Transformations

Chair: Davor Pauković, University of Dubrovnik

Room: Lecture room 60

Rethinking Identification and Communication Processes in a Digitally-Driven Society

Lucija Mihaljević, Leali Osmančević (Catholic University of Croatia)

Artificial Intelligence and Intelligence in Europe

Darko Trifunović (Institute for National and International Security)

Framing the Dissolution of Yugoslavia in Large Language Models

Davor Pauković, Marko Roško, Monika Cverlin (University of Dubrovnik)

AI-generated News in Spanish Media: Quality, Features, and Ethical Considerations

Victoria Moreno-Gil (University Carlos III of Madrid), Montserrat Mera-Fernández, Montserrat Morata-Santos (Complutense University of Madrid)

Narratives and Disinformation Narratives about Labor Migrants in Croatian Online Media

Marijana Grbeša, Milica Vučković, Stela Lechpammer (University of Zagreb)

11:00 – 11:30 - Coffee Break

11:30 – 12:30 - Keynote lecture 1

Generative AI technology lifecycle

Murielle Popa-Fabre, Senior Tech & Policy Advisor, AI & Society Institute,
École Normale Supérieure (ENS-PSL)

12:30 – 13:50 - Lunch Break

14:00–15:15 - Parallel session 3: AI, Media Education & Wider Literacy

Chair: Jan Kermer, European University Institute

Room: University Campus Amphitheatre

Educating for Ethical Artificial Intelligence Use in Media Professions

Zlatko Vidačković (Croatian National Theatre Zagreb), Mateja Bubić (University North)

Artificial intelligence to top-notch plagiarism and wrong context

Đorđe Obradović, Mihaela Dubelj (University of Mostar)

Qualitative analysis of Community Notes in Bulgarian and Romanian 2024

Ruslana Margova (GATE Institute), Andreea Stancea (National University of Political
Studies and Public Administration, Romania)

*Comparison of Pro-Russian and Anti-American Narratives in Political Communication in
Slovakia: Social Networks and Chatbots*

Rastislav Kazansky (Matej Bel University in Banská Bystrica)

14:00 – 15:15 - Parallel session 4: Fact-Checking in the AI Era

Chair: Keith Peter Kiely, GATE Institute

Room: University Campus Amphitheatre

Young People Get Informed Through Social Media?

Gordana Lesinger (University of Osijek), Višeslav Kirinić Silov (University North), Josip
Popovac (Agency for Electronic Media)

Comparative analysis of correction practices of European fact-checking organizations within EFCSN

Mato Brautović, Romana John, Ivana Grkeš Tošović (University of Dubrovnik)

Fact-Checking with Retrieval-Augmented Generation and Knowledge Graphs

Ashneet Khandpur Singh, Mario Reyes de los Mozos Pau Perea Paños (Eurecat, Technology Centre of Catalonia), Gary Munnely (Adapt Centre, Trinity College Dublin)

Combating Disinformation and Facilitating the Production of Trustworthy Content for Media Professionals in the Age of GenAI: Initial Results from the AI-CODE Project

Jasminko Novak (European Institute for Participatory Media), Michela Mattaloni, Giulio Spinozzi (DSTECH S.r.l), Miguel Barbero Álvarez (Universidad Politécnica de Madrid), Riccardo Gallotti, Stefano Menini (Fondazione Bruno Kessler), Tina Maljur, Annie Tang (European Institute for Participatory Media), Ilona Wilmont (Radboud University), Francesco Nucci (Sistemi Nalder)

15:15 – 15:45 – Coffee break

15:45 – 17:00 - Session 5: AI and Journalism – International Perspectives

Chair: Roberta Carlini, European University Institute

Room: University Campus Amphitheatre

Democracy Dies in Fragmentation: Generative AI and Hyper-Fragmented Audiences

Iva Nenadić (University of Dubrovnik and European University Institute), Ivana Hladilo (University of Dubrovnik)

Citizens' Perceptions of Generative AI in Journalism: A Comparative Study in Italy, Spain, and Slovakia

Elena Yeste, Jaume Suau (Blanquerna School of Communications and International Relations, Ramon Llull University, Barcelona)

Generative AI and Journalism: Ethical Disruption, Automation, and the Future of Democratic Dialogue

Joseph Kyei-Boateng (Norwegian-African Relations Consult)

Algorithmic Gatekeeping and the Erosion of Democratic Discourse: AI-Driven Journalism in the Age of Digital Autocracy

Papp János Tamás (Péter Catholic University, Faculty of Law and Political Sciences)

17:00 – 19:00 - Networking Reception

THURSDAY, 23 OCTOBER – DAY 2

09:30 – 10:30 - Keynote lecture 2

Context matters: How journalism uses AI in an era of disinformation

Silvio Waisbord, Professor at the School of Media and Public Affairs at George Washington University

10:30 – 11:00 - Coffee Break

11:00 – 12:30 - Parallel session 6: AI and Journalism - National Cases

Chair: Mato Brautović, University of Dubrovnik

Room: Lecture room 60

AI Journalism Vanguard? Introducing innovative AI deployments in legacy Media
Iván Sánchez-López (Universitat Oberta de Catalunya)

Journalists' Attitudes Toward AI in Journalism
Iva Pahljć (Jutarnji list), Marija Slijepčević (Sveučilište VERN)

Rethinking Autonomy in Slovenian Journalism under Algorithmic Governance
Tanja Kerševan, Aleksander Sašo Slaček Brlek (University of Ljubljana)

11:00 – 12:30 - Parallel session 7: AI and Public Relations – Ethics & Risk

Chair: Romana John, University of Dubrovnik

Room: University Campus Amphitheatre

Conceptual Changes and Challenges of Journalism by Generative AI – Editor's Perspective
Dejana Nešić (University of Niš)

Issues and risks of AI misuse towards organizations: exploring the perceptions of strategic communication practitioners in Canada
Marc D. David, Amélie Letendre, Andrée-Anne Guesthier (Université de Sherbrooke)

Ethical Artificial Intelligence (AI) in Strategic Communications: Professional Associations' Approach
Marko Selaković (SP Jain School of Global Management)

Digital Empathy in the Age of AI: Challenges and Opportunities for Vulnerable Groups
Tereza Buconić, Anja Grabovac (University of Dubrovnik)

12:30 – 13:50 - Lunch Break

14:00 – 15:00 - Keynote lecture 3

The social costs of dynamic competition in the marketplace for ideas

Nicolas Petit, Professor of Competition Law and Head of the Department of Law
at the European University Institute

15:00 – 15:30 - Coffee Break

15:30 – 17:00 - Session 8: Governance and Regulation of AI in Media

Chair: Elda Brogi, European University Institute

Room: University Campus Amphitheatre

Opening: Andrea Čović Vidović, Deputy Head of the European Commission Representation in
Croatia and Head of the Media Team

Contemporary Challenges and Opportunities of AI for the Future of Journalism
Silvia Keeling, Hans-Joerg Trenz (Scuola Normale Superiore)

Copyright and compensation: the value of media content in the age of Generative AI
Roberta Carlini, Anya Schriffin (Columbia University), Natalia Menendez Gonzalez
(European University Institute)

*Using Generative AI in Communication Research: A case study on how AI assisted in the analysis
of Freedom of Information in Albania*
Elvin Luku, Englantina Shehu (University of Tirana)

19:30 - Conference dinner (transport organized, venue outside Dubrovnik)