



The Fourth International Scientific Conference
THE IMPORTANCE OF MEDIA INTERPRETATION
FOR THE PROMOTION OF CULTURAL HERITAGE

September 30, 2023	TOPIC	AUTHORS
10.00	Registration of participants Statements to the media	
11.00	Opening ceremony and welcome speeches	
11.15	MEDIA PROMOTION IN THE FUNCTION OF PRESERVING CULTURAL HERITAGE FROM THE UNESCO LIST: STATISTICAL FINDINGS AND ANALYSIS	Branislav Sančanin Aleksandra Penjišević
11.25	THE AHP APPROACH TO EVALUATION OF CULTURAL HERITAGE IN SREDAČKA ŽUPA: THE CASE OF MUŠNIKOVO VILLAGE	Dušan Simjanović Branislav Ranđelović
11.35	THE ROLE AND IMPORTANCE OF CULTURAL AND SOCIOLOGICAL ANIMATION IN THE TOURISM OF SREM	Anđelija Ivkov Džigurski Igor Stamenković
11.45	THE ROLE OF THE MEDIA IN THE FIGHT AGAINST CORRUPTION IN THE PRESERVATION OF CULTURAL HERITAGE	Svetlana Dušanić – Gačić Zorana Agić
11.55	LITERATURE AND CULTURAL HERITAGE	Anita Dimitrijevska Jankulovska Milica Denkovska
12.05	DIGITAL HERITAGE AND DATA INFRASTRUCTURES IN THE CITIES	Katarina Stojanović Zoran Radosavljević
12.15	LEGAL FRAMEWORK FOR MANAGEMENT, PROTECTION AND PRESERVATION OF CULTURAL HERITAGE IN THE REPUBLIC OF SERBIA	Dragan Traparić

12.25	A CRITICAL REVIEW OF SERBIAN MEDIA AND THEIR REDUCTIONS OF CULTURE AND (PUBLIC) CULTURAL PROGRAMS	Andrea Ratković Novaković
12.35	IMPORTANCE OF MANAGEMENT OF CULTURAL HISTORICAL HERITAGE	Jasmina Poštin Ivan Dudaš
12.45	CULTURAL HERITAGE IN NATURE AND SOCIETY E-TEXTBOOKS FOR THE FIRST CYCLE OF EDUCATION	Hadži Živorad Milenović Mladen Botić
12.55	ARTIFICIAL INTELLIGENCE IN THE FUNCTION OF BRANDING AND QUALITY MANAGEMENT OF CULTURAL HERITAGE	Mira Vidaković Jelena Jevtić
13.05	THE INFLUENCE OF CULTURAL TOURISM ON THE DEVELOPMENT OF THE VRNJAČKE SPA BRAND	Marko Pavlović Marija Perić
13.15	APPLICATION OF NEW TECHNOLOGIES IN THE PROMOTION AND PRESERVATION OF CULTURAL HERITAGE	Nemanja Deretić Saša Kukulj
13.25	APPLICATION OF ARTIFICIAL INTELLIGENCE IN CULTURAL HERITAGE	Zvezdan Stojanović Elvir Čajić
13.35	THE ROLE OF THE INTERNET MEDIA IN THE PROMOTION OF RURAL TOURISM OF MONTENEGRO - DIGITAL MARKETING	Dina Mujevic Mersad Mujevic
13.45	TEŠNJAR FROM TRADITIONAL TO CONTEMPORARY CULTURAL HERITAGE	Marija Perić Marko Pavlović
13.55	CHANNELS OF MEDIA COMMUNICATION IN ALL INCREASE VISITS TO MUSEUMS	Zoran Radosavljević Katarina Stojanović
Discussion and conclusions		

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