

Snježana Barić-Šelmić	
Academic degree	Ph.D.
Title	Postdoctoral researcher
Academic discipline, Fields of study, Branches (Conferment of the Title)	Social sciences, Information and Communication sciences, Mass Media (5.04.08)
Department	Department of Culture, Media and Management
Student consultation hours and appointments	Wednesday, 1 to 3 pm
Office	Office number 40 Address: Trg Sv. Trojstva 3 (Tvrđa), 2nd floor
Contact	e-mail: sbaric@aukos.hr ; snjezana.baric@gmail.com Mobile phone number: 099 324 0602
Teaching Courses taught in 2019/2020	<ul style="list-style-type: none"> • Propaganda in Media Culture • Social Media • Image and Brand • Cultural stereotypes • Media Studies • Media Theories and Society • New Media Genres • Cultural Imagology • Organization of Media Campaigns • Rhetoric and Culture • Croatian periodicals as media • Visual Semiotics • Publicist journalism
Education	<p>2021. Ph.D. PhD in Social Sciences „Value differences between generational cohorts and their affect in use of social networks“</p> <p>2015. – PhD candidate Doctoral School of Josip Juraj Strossmayer University of Osijek Postgraduate Interdisciplinary University Study Program of Cultural Studies Course: Information and Communication in Culture Modul: Media Culture – Media Research</p> <p>10/2012 – 10/2014 MA in Cultural Studies – course Media Culture (mag. cult.) Josip Juraj Strossmayer University of Osijek, Department of Cultural Studies, MA Interdisciplinary University Study Program in Cultural Studies, Course Media Culture MA thesis „Identity in New Media Semiotic Analysis – Presentation of Self at the Social Media Networks“</p> <p>10/2009 – 6/2012 BA in Cultural Studies - course Media Culture (univ.bacc.cult)</p>

	<p>Josip Juraj Strossmayer University of Osijek, Department of Cultural Studies, BA Interdisciplinary University Study Program in Cultural Studies, Course Media Culture BA thesis „New Communication Technologies Impact at the Society Changes with special emphasis of Arab Spring“</p>
<p>Training</p>	<p>2019 Erasmus + Staff Mobility – Professional Training - Madrid, Spain, Universidad Complutense Madrid - Facultad de Ciencias de la Informacion</p> <p>2018-2019 Europass Mobility Certificates (3) „Media to Understand and to Create: IMES (Implementation of Media Education in Schools) Erasmus +</p> <p>2018 Certificate „Rider University“ - Foundations of successful grants writing</p> <p>10/2014 – 3/2015 License of Professional Teaching Competences Pedagogy, Psychology, Didactics and Teaching methods Josip Juraj Strossmayer University of Osijek, Faculty of Philosophy, Lifelong Education section, Subsection for Psychology, Pedagogy, Didactics and Teaching Methods education 60 ECTS</p> <p>2011 Management Program Certificate – Leading from the Middle Development of work competences – decision making , results orientation IEDC Bled School of Management, Bled, Slovenia</p> <p>2008-2009 Certificate Manager as a Coach, Development of Personal Leadership Skills, Efficient Organization of Processes, Art of Negotiation Work Competences: Leadership, Efficient Management of Organizational Processes, Successful Planning; Social Competences: Conflict Management, Art of Negotiation, Communication Competences (Skills); Personal Competences: Holistic Thinking, Motivating Others, Integrity and Credibility Management Results, Wien, Austria</p> <p>2007-2008 Certificate: Marketing and Public Relations Module: Communication Strategies, Event marketing, Promotional Activities and Sales Promotion, Trade marketing, Advertising and better Market communication, Integrated Marketing Communication and their role in brand identification, Conflict Management Business Excellence Academy, Zagreb</p>

	<p>2005-2007 Management Program Certificate: Management of One's Own Person; Managerial Effectiveness; Current and Future Profit Potentials of Organization Management Zentrum St. Gallen, Switzerland</p> <p>1996 Certificate: Deutsch als Fremdsprache (German as Foreign Language) Advanced Level Goethe Institut , Frankfurt / M, Germany</p> <p>1995 Certificate: Advanced English University of Cambridge – the British Council, Zagreb</p>
Research interests (arts / science / professional work and investigation)	Society, Culture, Media, New Media, Identity, Marketing, PR, journalism, ICT
Works of arts	
Scientific papers	<p>„Why We Need Fiction during the Covid-19 Pandemic? Videogames: A Sketch for a Genre Typology“ // Conference proceedings from the International Scientific Conference Megatrends and Media: Home Officetainment / Prostináková Hossová, Monika ; Radošinská, Jana ; Solík, Martin (ur.). Trnava: Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, 2021. str. 563-580 (predavanje, međunarodna recenzija, cjeloviti rad (in extenso), znanstveni)</p> <p>„A Dead Letter is a Good Start: a Study on Literary Genealogy of Emerging Genres in New Media“ // in: <i>Megatrends and Media: On the Edge</i> / Kvetanová, Zuzana ; Solík, Martin (ur.). Trnava: Faculty of Mass Media Communication University of Ss. Cyril and Methodius in Trnava, 2020. pp 470-484 (lecture, international review, (in extenso), scientific)</p> <p>„Text vs. Image – Semiotic Analysis of political content at the Croatian Dailies Covers“, in: Book of Proceedings „Media and Media Culture – European Realities“, Osijek, Akademija za umjetnost i kulturu, 15-34, 2019</p> <p>„Escaping the Virtual Promenade – New Trends in using of Social Networks by Members of Generation Z“, in <i>Media, Culture and Public Relations</i>, Vol 9, no 1-2, 2018</p> <p>„The Future is Now?: Marginal Groups in the Context of Media and Society – the Case of Regional „Big Brother“ Television Reality Show“; (2017.) , <i>Communication Today</i>, https://www.communicationtoday.sk/marginal-groups-role-within-media-society-spectacularization-case-international-big-brother-television-reality-show/</p> <p>„The Level of Credibility of Traditional and New Media in Reporting on Human Rights Issues“ (2017) , in: <i>Collegium Antropologicum</i>, https://www.collantropol.hr/antropo/article/view/1586/1525</p>

	<p>„Legislation as an Attempt to Manipulate Media Activity in Croatia in the Case of „25.000 words criterion“ (2017), In: Book of Proceedings „Living in Crisis Mode – Time to Reconsider Definition, Meaning and Practice“, Communication Management Forum 2017, Zagreb</p> <p>“Paradigm shift in Management – Postmodern Leaders in a Network Society / Promjena upravljačke paradigme – postmoderni lideri u umreženom društvu”, (2016), in: Book of Proceedings „OFEL 4th International Conference on Governance, Management and Entrepreneurship“, Dubrovnik</p> <p>„Communication Shifts in Croatian Banking Industry: Comparison of the Early-Crisis Year 2009 and Crisis-Hit Year 2012“ (2015), In: Verčič, Dejan; Jugo, Damir; Ciboci, Lana (ed.) Reconciling the Traditional and Contemporary: The New Integrated Communication (pp. 56-84), Zagreb</p>
Professional papers	/
Professional rewards and recognitions	Dean Honour for the exceptional contribution in scientific and research work (2019)
Projects	<p>AkaMEDIA for High School Teachers and Librarians (2020) (New)Media Literacy Education and Workshops for all Osijek's High Schools.</p> <p>iMES project “The Implementation of the Media Education in Schools” (2018. – 2020.)</p> <p>International EU Project: Lithuania, Greece and Croatia Objective: Education of High School teachers in Media Literacy; creation of Curriculum and Methodological Guidelines for the Media Literacy and Media Culture classes</p> <p>Project “Identity Policies and Croatian Drama Plays as of 1990 to 2016”, POIH (2018), Assistant</p>
Membership in professional associations	Faculty of Philosophy – Center for Internet and Society - membership
Other publications	<p>University Career Week (2019) Lecture: The Importance of Communication – to communicate and make wage (Influencers, YouTubers) / 17.5.2019.</p> <p>4th International Festival „Art and Woman“ (2019) Lecture: “Game of Thrones” as Transglobal Media – Analysis of the Main Female Characters based upon Campbell's Monomyth Theory (i.e. Hero's Journey)</p> <p>Creative Treasury 2019 – Cycle Creativity Workshop: „In medias res: Information Cycle in Media“</p> <p>Science Festival „Colours“ (2019) Lecture: „Mcdonaldization of Society: why red and yellow?“ Lecture: „Symbols and colours“</p>

	<p>Days of Media Literacy (2019) Lecture: „Media and Political Campaigns – ways and possibilities of manipulation“ High Schools: III Gimnazija i Elektrotehnička i prometna škola, Osijek</p> <p>International Multidisciplinary Scientific Conference MIC – Vis 2018 Presentation of paper „Prevalence of Tourist Content on Official websites and Social Network pages of Croatian Cities“</p> <p>Creative Treasury 2018 – OS Network Lecture: „How Leaders survive in New Media Jungle?“</p> <p>University Library GISKO – „University Monday“ (2018) Lecture: „Marginal Groups and Their Role within Media and Society Spectacularization – Case Study of Regional „Big Brother“ TV reality show“</p> <p>Science Festival „Discoveries“ (2018) Lecture: „Discovering of New Media Universe: How and why Facebook loses younger generations“</p> <p>Days of Media Literacy (2018) Lecture: „Media Literacy“ High Schools: III Gimnazija i Elektrotehnička i prometna škola, Osijek</p> <p>Doctoral Workshop (2017) – University of Pécs International PhD students Workshop: „Benefits of Adult Learning and Education – the Social Side of Skills Development and Social Empowerment in Research Orientations“</p> <p>8th Regional Conference: Media Credibility – Finances and Content ratio (2017) Faculty of Political Sciences, University of Belgrade, Serbia Presentation of papers: „e-Renaissance of Local Media“ i „New Media Hollywoodisation and New Publics Creation in order to increase Profits“, co-authors: Tanta. I, i Levak, T.</p> <p>Creative Treasury (2017) Lecture: „Osijek's Alternative Theatre Scene in the early 1980s“</p> <p>PR Days Mostariensis (2017) – PR 3.0., Mostar, BiH Presentation of paper: „Corporate Communications in Crisis“</p> <p>Doctoral Workshop (2016) – University of Pécs International Workshop: „The present and the future of the doctoral training“; „The PhD degree in the labor market“; International cooperation opportunities“</p> <p>7th Regional Scientific Conference: Media Credibility: Journalism and Human Rights (2016) Faculty of Political Sciences, University of Zagreb and Fondation Hanns Seidel Stiftung, Zagreb</p>
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	<p>Presentation of paper “ The Level of Credibility of Traditional and New Media in Reporting on Human Rights Issues”</p> <p>Creative Treasury (2016), Faculty of Economy Osijek</p> <p>Presentation of paper “Forgotten places of Osijek – Cultural Meeting Points”</p> <p>OFEL (2016) 4th International Conference on Governance, Management and Entrepreneurship, Dubrovnik</p> <p>Presentation of paper: “Paradigm shift in Management – Postmodern Leaders in a Network Society / Promjena upravljačke paradigme – postmoderni lideri u umreženom društvu”</p> <p>Lecture at the Libertas Internationa University – Faculty of International Business and Economy, Zagreb (2015) – course: Marketing of Financial Institutions: „Traditional and New Media Communications and Campaigns' Media Mix Challenges“</p>
CV	<p>(b. 1973.) Snježana Barić-Šelmić is a postdoctoral researcher at the Department of Culture, Media and Management. Her fields of interest are information and communication sciences, mass and new media, integrated communications, society, culture and identity. She graduated at the Department of Cultural Studies and acquired academic title Master in Cultural Studies and Media Culture. In 2015 she has started her Postgraduate studies at the Doctoral School of Josip Juraj Strossmayer University of Osijek: course Cultural Studies: modul Media Culture. She finished Management Programs IEDC Bled School of Management and Management Zentrum St. Gallen.</p> <p>She gained working experience in the Financial sector. In the period from 2000 to 2008 she had been Marketing and PR Manager in Slavenska bank d.d. Osijek and from 2008 to 2016 she had been Marketing Manager in Hypo Alpe-Adria-Bank d.d. Zagreb.</p> <p>She participates in domestic and international scientific conferences and symposia and publishes scientific papers. She is Editor in Chief of Academy's web site, as well as all it's social networks' sites.</p>
Links	<p>https://www.bib.irb.hr/pretraga?operators=and Bari%C4%87-%C5%A0elmi%C4%87.%20Snje%C5%BEana%20(362116) text author</p> <p>https://scholar.google.hr/citations?user=SZyNV2kAAAAJ&hl=hr</p> <p>https://orcid.org/0000-0003-4391-3830</p>