

Tomislav Levak	
academic degree	M.A. in Cultural Studies – specialization in Media Culture and Cultural Management / EQF Level 7
grade	Assistant
area, field, discipline of the appointment into the grade	Social sciences; Information and communication sciences; Communication studies
department	Department of Culture, Media and Management
office hours	Wednesdays; from 11-12 a.m. and by appointment
office	Office #40 Address: Trg Svetog Trojstva 3. Osijek (2 nd floor)
contact	e-mail: tlevak@aukos.hr , tomo.levak@gmail.com Phone: +385 91 509 12 08
teaching activity courses during 2019/2020	<ul style="list-style-type: none"> • Introduction to Communication Studies • Social Media • Media Literacy and Civil Society • Theater management • Analysis of Culture and Cultural Practice: Critique and Evaluation • Propaganda in Media Culture • Public Speaking in Culture • Ethics i Media Culture • Cultural Stereotypes • Media Art Theory • Communication Skills and Camera Appearances
education	<p>2014 – Master of Arts in Cultural Studies – specialization in Media Culture; M.A. in Cultural Studies – specialization in Cultural Management Department of Cultural Studies at the Josip Juraj Strossmayer University of Osijek</p> <p>2012 – Bachelor of Arts in Cultural Studies – specialization in Media Culture Department of Cultural Studies at the Josip Juraj Strossmayer University of Osijek</p>
development	<ul style="list-style-type: none"> • February – March 2017 Pedagogical-Psychological and Didactic-Methodical Training and Education Faculty of Education at the Josip Juraj Strossmayer University of Osijek • December 2014 – → Postgraduate Interdisciplinary University Study Program in Communication Studies – doctoral candidate (ongoing) Doctoral School of Josip Juraj Strossmayer University of Osijek • October 2013 – September 2015 International Certificate for Cultural Managers

	J. F. Kennedy Center for the Performing Arts in Washington (USA) and the DeVos Institute of Arts Management, University of Maryland (USA) in cooperation with the Ministry of Culture of the Republic of Croatia
area of artistic / scientific / professional research interest	New Media, Communication Studies, Media Literacy, Media and Public Relations, Disinformation and Fake News, Public Speaking, Management in Culture, Media and Creative Industries
list of artistic works	/
list of scientific works	<p>1. Zekić Eberhard, Nefreteta; Levak, Tomislav. <i>The Culture of Fear in Croatian Printed Media</i>. Conference Proceedings „Reconciling the Traditional and Contemporary: the New Integrated Communication” – collection of papers from the International Scientific Conference Communication Management Forum (Zagreb, 8-9 May 2015); Edward Bernays University College in Zagreb; Zagreb, 2015; collection of papers; scientific paper; English</p> <p>2. Levak, Tomislav. <i>Komunikološki aspekti političkog djelovanja i poruka Josipa Jurja Strossmayera s osvrtom na model "hipodermičke igle"</i> [Communicative Aspects of Political Action and the Messages of Josip Juraj Strossmayer with Reference to the "Hypodermic Needle" Model]. Conference Proceedings from the 2nd international interdisciplinary scientific symposium „Znanstvene, kulturne, obrazovne i umjetničke politike – europski realiteti: 200. obljetnica rođenja Josipa Jurja Strossmayera” [Scientific, cultural, educational and arts policies – European Realities: the 200th anniversary of the birth of Josip Juraj Strossmayer] (Osijek, 18-19 May 2015); Department of Cultural Studies at the Josip Juraj Strossmayer University of Osijek; Academy of Arts in Osijek; Institute of Social Sciences Ivo Pilar – Osijek Regional Center; Croatian Academy of Sciences and Arts; Faculty of Humanities of the University of Pecs – Croatian Language Department; Osijek, 2016; pp. 277-292; collection of papers; scientific paper – preliminary communication; Croatian</p> <p>3. Levak, Tomislav; Zekić Eberhard, Nefreteta. <i>Republic of Turkey and the European Union – Phenomenological Approach to a Half-Century Long Accession Process</i>. Conference proceedings of Second International Scientific Conference „Social Change in the Global World” (Shtip, Northern Macedonia, 3-5 September 2015); Goce Delchev University in Shtip, Faculty of Law, Center for Legal and Political Research, Shtip, Macedonia; State University of Voronezh, Faculty of Law, Voronezh, Russia; University of Liege, Faculty of Law, Political Science and Criminology, Liege, Belgium; Shtip, 2016 (ed.: Straško Stojanovski, fourth edition); pp. 109-127; collection of papers; scientific paper; English</p> <p>5. Barić-Šelmić, Snježana. Levak, Tomislav. <i>Paradigm Shift in Management – Postmodern Leaders in a Network Society</i>. Conference Proceedings of OFEL 2016 - 4th International OFEL Conference on Governance, Management, Entrepreneurship and Communication – “New Governance for Value Creation: Towards Stakeholding and Participation” (University of Dubrovnik – Department of Economics and Business Economics; 15-16 April 2016); Department of Economics and Business Economics of the University of Dubrovnik; Edward Bernays University College in</p>

Zagreb; Dubrovnik, 2016; collection of papers; scientific paper; English

5. Zekić Eberhard, Nefreteta; **Levak, Tomislav**. *The Phenomenon of Rising Nationalism and Xenophobia in Hungary in the Context of the 2015/2016 Refugee Crisis and its Reflection in Croatian Media*. Conference Proceedings of Third International Scientific Conference „Social Change in the Global World“ (Shtip, Makedonija, 2-3 September 2016); Goce Delchev University in Shtip, Faculty of Law, Center for Legal and Political Research, Shtip, Northern Macedonia; Shtip, 2016; pp. 967-989; collection of papers; scientific paper; English

6. *The Level of Credibility of Traditional and New Media in Reporting on Human Rights Issues* (authors: Assoc. Ivan Tanta, Snježana Barić-Šelmić, and **Tomislav Levak**); scientific journal *Collegium Antropologicum* (Zagreb, Croatia); Vol. 41., No. 3, October 2017; pp. 215-229 (original scientific paper); English

7. *Marginal Groups and Their Role within Media and Society Spectacularization – The Case of the International „Big Brother“ Television Reality Show* (authors: Snježana Barić-Šelmić, **Tomislav Levak** and Barbara Balen Domazetović); scientific journal *Communication Today* (Trnava, Slovakia); Vol. 8, No. 2, November 2017; pp. 70-88 (original scientific paper); English

8. Rismondo, Vladimir; Barić-Šelmić, Snježana; **Levak, Tomislav**. *Izgubljeni na internetu: znanje, identitet, informacija* [Lost on the Internet: Knowledge, Identity, Information] (reviewed book). Publisher: Odjel za kulturologiju Josip Juraj Strossmayer University of Osijek; Osijek, November 2017; Croatian

9. *Mediatization of Catholicism in Croatia: A Networked Religion?* (authors: Assist. Željko Pavić, Filip Kurbanović and **Tomislav Levak**); scientific journal *Revija za sociologiju* [Croatian Sociological Review] (Zagreb, Croatia); Vol. 47, No. 3, December 2017; pp. 241-270 (original scientific paper); English

10. *Challenges in funding and development of local media in Eastern Croatia* (authors: Assist. Marina Đukić and **Tomislav Levak**); Conference Proceedings from the 7th international scientific symposium *Gospodarstvo istočne Hrvatske – vizija i razvoj* [Economy of Eastern Croatia – Vision and Growth] (24-26 May 2018 at the Faculty of Economics in Osijek; Josip Juraj Strossmayer University of Osijek and the Faculty of Economics in Osijek; May 2018; pp. 978-987 (original scientific paper); English

11. *Legislation as an attempt to Manipulate Media Activity in Croatia in the Case of "The 25,000 Word Criterion"* (authors: Snježana Barić-Šelmić, **Tomislav Levak**, Saša Blažeković); Conference Proceedings from the 2nd international scientific conference *Communication Management Forum 2017: „Living in crisis mode: Time to reconsider definition, meaning and practice?“* (12-13 May 2017 at Edward Bernays University College in Zagreb); Zagreb: Edward Bernays University College, August 2018; pp. 136-163; English

12. *Escaping the „Virtual Promenade“ – New Trends in Use of Social Networks by Members of Generation „Z“* (authors: **Tomislav Levak** and Snježana Barić-Šelmić); scientific journal *Media, Culture and Public Relations* (Zagreb, Croatia); Vol. 9, No. 1-2,

	<p>December 2018; pp. 37-55 (reviewed scientific paper – preliminary communication); English</p> <p>13. <i>Tekst protiv slike – semiotička analiza političkoga sadržaja na naslovnicama dnevnih novina u Hrvatskoj</i> [Text Vs. Image – A Semiotic Analysis of Political Content on the Covers of Daily Newspapers in Croatia] (authors: Snježana Barić-Šelmić and Tomislav Levak); Conference Proceedings from the 3rd international scientific symposium <i>Mediji i medijska kultura – Europski realiteti</i> [Media and Media Culture – European Realities], (4-5 May 2017 at the Department of Cultural Studies of the University of Osijek: Academy of Arts and Culture in Osijek; July 2019; pp. 15-34 original scientific paper)</p> <p>14. <i>Migration, perception of security risks and media interpretation frameworks in Croatia and Hungary</i> (authors: Vlatko Cvrtila, Marija Slijepčević and Tomislav Levak); scientific journal <i>Studia Polensia</i> (Pula, Croatia); Vol. 8, No. 1, December 2019; pp. 7-30 (reviewed scientific paper – original scientific paper); English</p>
list of professional works	/
professional awards and recognition	/
projects	<ul style="list-style-type: none"> • <i>The Implementation of Media Education in Schools (iMES)</i> (1 September 2018 – 31 August 2020) • <i>AkaMedia za srednjoškolske nastavnike i knjižničare</i> [AkaMedia for Secondary School Teachers and Librarians] (1 January 2020 – 30 June 2020) • <i>Creative Danube: "Places to see, places to be!"</i> (1 June 2015 – 28 February 2016)
membership in professional associations	<ul style="list-style-type: none"> • Croatian Journalists' Association – permanent member • Croatian Public Relations Association – member • Croatian Cultural Association – Board of Directors and Assembly member
list of popularisation works	<p>- <i>Festival znanosti</i> [Science Festival] – participates regularly with a project or program (panel, round table, lecture, screening) in the Osijek edition of the Science Festival, held regularly from spring 2013 in April each year</p> <p>- Popularization symposiums of cultural and creative industries <i>Kreativna riznica</i> [Creative Treasury] 2015, 2016, 2017, 2018, 2019 and 2020 (Faculty of Economics in Osijek, April) – regular participation with paper presentations, project implementation and workshop management and as the organizational and program boards and communications team member</p> <p>- Co-organization and participation at the <i>Međunarodnom okruglom stolu Noć ideja 2019. – Suočavanje sa sadašnjošću</i> [International Round Table Night of Ideas 2019 – Facing the Present] on the topic of <i>The hunt for fake news</i>, organized by the French Institute Zagreb and the Embassy of France in the Republic of Croatia (City and University Library Osijek, 31 January 2019)</p> <p>- <i>2. Dani medijske pismenosti 2019.</i> [2nd Media Literacy Days 2019] (8-12 April 2019 in Croatia, organized by the Agency for Electronic Media and UNICEF with partners) – participated with a lecture and debate on the topic <i>Načini i mogućnosti manipulacije u medijskim i predizbornim kampanjama</i> [Modes and Opportunities of Manipulation in Media and Election Campaigns] (together with</p>

	Snježana Barić-Selmić), held on 9 April 2019 at the Electrical Engineering and Traffic School Osijek
free-form CV	<p>Born 31 May 1975 in Osijek. Received a double Master of Arts degree from the Department of Culture at the Josip Juraj Strossmayer University of Osijek in two study fields - Media Culture and Cultural Management in 2014. Recognized as the best student of his generation at the undergraduate level, and received the Dean's Award for Outstanding Success with a 5.0 grade point average at the graduate level.</p> <p>Worked as a successful journalist from November 1996 to March 2015 in a number of national and regional print media – Slobodna Dalmacija, Jutarnji List, Slavonski Dom and Glas Slavonije. Has practical experience in television, radio and internet journalism. Enrolled in the Postgraduate Interdisciplinary University Doctoral Program in Communication Studies at the Doctoral School of Josip Juraj Strossmayer University of Osijek in 2015, and is finishing his doctoral dissertation. Editor of the University Gazette from March 2015 to January 2020, the official gazette of the University of Osijek. Employed as an assistant at the Department of Cultural Studies at the University of Osijek, at the Sub-department of Media Culture from April 2015, and as an assistant at the Academy of Arts and Culture in Osijek, at the Sub-department of Culture, Media and Management from June 2018.</p> <p>Fields of interest include new media, communication studies, media literacy, media and public relations, disinformation and fake news, public speaking, management in culture, media and creative industries. Has participated in over 20 national and international scientific and professional symposiums and conferences, and has published almost 15 scientific papers. Along with Croatian, speaks, reads and writes English and German.</p>
links	Crosbi: https://www.bib.irb.hr/prehled/znanstvenici/350600