Call for participation in the post-graduate course and research conference

**13th Graduate Spring School & Research conference on Comparative Media Systems: “Automated Publicity: The Impact of AI on Media and Journalism”**

co-organized with the ECREA CEE Network

IUC, Dubrovnik, 7-11 April 2025

What is the impact of AI on public sphere and journalism? Chat GPT summarized the answer as follows:

AI and automation is used not only in content creation in journalism, but across government and corporate services, in governing of news feeds on social media, to produce deepfakes and misinformation. AI powered data analytics could aid in investigative journalism, but its discruption of the existing business models for the media could further agravate the position of news media. The struggle around economic and symbolic power was highlighted by the recent strikes of the film industry and lawsuits for copyright infringement by the New York Times against OpenAI and Microsoft.

Automation is used not only in content creation in journalism, but across government and corporate services, in governing of news feeds on social media, in deepfakes and misinformation strategically implemented both by local and international actors. AI powered data mining could aid in investigative journalism, but its disruption of the existing business models for the media could further agravate the position of news media. The first threat to the film industries was already faced, but will certainly not be the last one. AI also challenges journalism education in manifold ways, depending on the constraints of local media systems and journalism cultures.

The course & research conference will discuss new research in the area of AI, automation and the public sphere. The course will also include a hands-on methodological workshop focusing on comparative methods.

Lecturers include:

Stina Bengtsson, Södertörn University, Sweden

Göran Bolin, Södertörn University, Stockholm  
Carmen Ciller, Universidad Carlos III de Madrid, Spain  
Susanne Fengler, TU Dortmund, Germany

Anne Kaun, Södertörn University, Stockholm

Paolo Mancini, Università di Perugia, Italy

Rita Marcheti, Università di Perugia, Italy

Zrinjka Peruško, University of Zagreb, Croatia

Slavko Splichal, University of Ljubljana, Slovenia

Fredrik Stiernstedt, Södertörn University, Stockholm

The course directors:

Zrinjka Peruško, University of Zagreb, Croatia   
Göran Bolin, Södertörn University, Stockholm  
Carmen Ciller, Universidad Carlos III de Madrid, Spain  
Susanne Fengler, TU Dortmund, Germany  
Epp Lauk, University of Tartu, Estonia  
Paolo Mancini, Università di Perugia, Italy  
Slavko Splichal, University of Ljubljana, Slovenia  
Miklós Sükösd, University of Copenhagen, Denmark

This 13th "slow science" IUC-CMS is an interdisciplinary research conference & post-graduate course open to academics, doctoral and post-doctoral students in media, communication and related fields engaged with the issue of media and media systems, that wish to discuss their current work with established and emerging scholars and get relevant feedback.

Invited research conference participants will deliver keynote lectures with ample discussion opportunities. In this unique academic format, student course attendees will have extended opportunity to present and discuss their current own work with the course directors and other lecturers and participants in seminar form (English language) and in further informal meetings around the beautiful old-town of Dubrovnik (UNESCO World Heritage) over 5 full working days (Monday to Saturday).

The working language is English.

Participation in the course for graduate (master and doctoral) students brings 3,5 ECTS credits, and for doctoral students who present their thesis research 6 ECTS. The course is accredited and the ECTS are awarded by the Faculty of Political Science, University of Zagreb ([www.fpzg.unizg.hr](http://www.fpzg.unizg.hr)). All participants will also receive a certificate of attendance from the IUC.

*Enrolment*

To apply, send a CV and a motivation letter to zrinjka.perusko@gmail.com Students who wish to present their research should also send a 300 word abstract. The course can accept 20 students, and the applications are received on a rolling basis. After notification of acceptance you need to register also on this web page <https://iuc.hr/programme/1844>.

The IUC requires a small enrolment fee from student participants. Participants are responsible for organizing their own lodging and travel. Affordable housing is available for IUC participants. Stipends are available from IUC for eligible participants, further information at <https://www.iuc.hr/iuc-support.php>. For information on these matters please contact the IUC secretariat at [iuc@iuc.hr](mailto:iuc@iuc.hr).

*Venue Information*

The Inter-University Centre was founded in Dubrovnik in 1972 as an independent, autonomous academic institution with the aim of promoting international co-operation between academic institutions throughout the world. Courses are held in all scientific disciplines around the year, with participation of member and affiliated universities.

*Additional Information*

For further information about academic matters please contact the organizing course director: professor Zrinjka Peruško [zrinjka.perusko@gmail.com](mailto:zrinjka.perusko@gmail.com), Centre for Media and Communication Research ([www.cim.fpzg.unizg.hr](http://www.cim.fpzg.unizg.hr)), Department of Media and Communication, Faculty of Political Science ([www.fpzg.unizg.hr](http://www.fpzg.unizg.hr)), University of Zagreb ([www.unizg.hr](http://www.unizg.hr)).