



14TH UBT ANNUAL INTERNATIONAL CONFERENCE

Preliminary Agenda

INTERNATIONAL KONFERENCE ON JOURNALISM, MEDIA AND COMMUNICATION (IC-JMC 2025)

Date: October 24-25, 2025

Venue for the Opening Ceremony on Friday: UBT Innovation Campus - Lipjan

Venue for the sessions on Saturday: Physical (UBT Innovation Campus - Lipjan) & Online

<https://conferences.ubt-uni.net/2025/>

Time	Event	
	Friday, October 24, 2025	
14:00 - 17:00	Registration	
	Saturday, October 25, 2025	
8:00-15:00	Registration	
8:30-9:00	Opening IC-UBT Ceremony	
	1. Prof.Dr. Edmond Hajrizi (President of UBT) 2. Representatives from the Government Institutions of Kosovo (TBC)	
09:00 - 10:30	Session 1	
	Chair: Dr. Votim Hanoli Co – Chair: Musa Sabedini	10-12 min. of time for each presentation
	Keynote speaker: Dr. Ferid Selimi International speaker:	15-20 min
	➤ THE INSTITUTIONAL ROLE OF JOURNALISM IN POST-CONFLICT SOCIETIES: THE CASE OF KOSOVO: FERID SELIMI	UBT Campus I317
	➤ THE ROLE OF ONLINE MEDIA IN THE PROCESS OF POPULATION EMIGRATION WITH A FOCUS ON ALBANIANS IN THE PRESHEVA VALLEY: ILIR ZYLFIU	
	➤ HEDONISM IN THE DIGITAL AGE: AN ANALYSIS OF THE USE OF SOCIAL NETWORKS AS A SOURCE OF PLEASURE: VOTIM HANOLI; ELDA SINANI	

	➤ MEDIA EDUCATION AS A TOOL FOR CIVIC EMPOWERMENT: CRITICAL APPROACHES OF YOUTH IN KOSOVO TOWARDS ONLINE DISINFORMATION: BLERTA ALIU	
	➤ EMOTIONAL DISINFORMATION AND ENGAGEMENT BAIT: AI-GENERATED IMAGES ON FACEBOOK: HYRIJE MEHMETI	
	➤ MOTIVATIONS OF UNIVERSITY STUDENTS IN KOSOVA FOR USING CHATGPT: A USES AND GRATIFICATIONS APPROACH: FLORA HAJDARMATAJ, ALAADDIN F. PAKSOY	
	➤ INVESTIGATIVE JOURNALISM IN KOSOVO: RISKS AND CHALLENGES: MUSA SABEDINI	
	➤ THE ROLE OF THE INDEPENDENT MEDIA COMMISSION (IMC) IN ENSURING THE LEGALITY OF AUDIOVISUAL MEDIA SERVICES IN THE REPUBLIC OF KOSOVO: FARUK REXHAJ, NASER RUGOVA	
10:30-10:45	Coffee Break	
10:45-12:20	Session 2	
	Chair: Dr. Xhevahire Milaku Co – Chair: Dr. Ilir Zylfiu	
	➤ THE ROLE OF DIGITALIZATION AND ARTIFICIAL INTELLIGENCE IN MEDIA: XHEVAHIRE MILLAKU	
	➤ REPORTING OF PORTALS IN KOSOVO ON GENDER-BASED VIOLENCE: ARBANA MJEKIQI; VOTIM HANOLI	
	➤ THE IMPACT AND CREDIBILITY OF OPINION MAKERS AND INFLUENCERS ON PUBLIC OPINION IN KOSOVA: EJUP GOJNOVCI	
	➤ THE PERSPECTIVE OF JOURNALISTS AND MEDIA MANAGERS IN KOSOVO: BLENDAGAJ	
	➤ SPONSORS AND THEIR INFLUENCE ON THE CONTENT OF SELF-FINANCED TV SHOWS: ALBINA ZENELI	
	➤ THE IMPACT OF PODCASTS ON THE CREATION OF PUBLIC DISCOURSE IN KOSOVA: DRITON ISENI	

	➤ THE IMPACT OF SOCIAL MEDIA EFFECTS ON WOMEN'S RIGHTS IN KOSOVO: EDONA SULEJMANI	
	➤ THE IMPORTANCE AND ROLE OF ONLINE MEDIA IN INFORMING THE PUBLIC DURING AND AFTER THE COVID-19 PANDEMIC (2020-2023): SARANDA KRASNIQI	
	➤ WAR AND THE MEDIA – A SIMULTANEOUS MAJOR CHANGE: SAFET ZEJNULLAHU	
12:20-13:20	Lunch Break	

Location: [Innovation Campus - UBT - Google Maps](#)

Web: <https://conferences.ubt-uni.net/2025/>

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