



15TH UBT ANNUAL INTERNATIONAL CONFERENCE

AGENDA - October 23 - 25, 2026

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

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

Time	Event	Location
10:00 12:00	Saturday, October 24, 2026 Session 1	UBT Campus I300-1
	Chair: Votim Hanoli & Loreta Mamani	
	Keynote speakers: Prof. asoc. dr. Ferid Selimi (20 min)	
	Media market fragmentation and linguistic inequality in Kosovo Ferid Selimi The context in media communication: Language, meaning and interpretation Ismet Osmani & Asllan Hamiti Media and State-Building: The Case of Kosovo Safet Zejnullahu The importance of the electronic dictionary for contemporary journalism in the digital age Ajten Hajdari-Qamili Content analysis of deceptive AI-generated videos in Kosovo elections Hyrije Mehmeti & Demush Bajrami ChatGPT as a Professional Assistant: Exploring Its Role in Journalism, Education and Academic Research Gjylie Rexha Media and the Representation of the Presevo Valley: How the Region's Image Is Constructed in Local and Online Media Ilir Zylfiu The quality of public writings on local portals Xhevahire Millaku Legal regulation of artificial intelligence in the media: Challenges for freedom of expression, responsibility and integrity Faruk Rexhaj	Each presentation must be maximum 10 minutes (including questions)

12:00-13:00	Lunch Break	
13:00 - 14:40	Chair: Gjylie Rexha & Demush Bajrami Session 2	UBT Campus – I300-1
Artificial Intelligence in Journalism: Between Ethical Challenges, Professional Transformation, and the Fear of Replacement Musa Sabedini & Demush Bajrami Media reporting on minors in criminal cases: Privacy, stigmatization, and psychological and social consequences Loreta Mamani& Aida Sotiri & Albana Allushaj& Mimoza Cabeli Preparing students in teacher education programs for the development of media literacy and critical thinking in children: Aida Sotiri & Loreta Mamani & Harallamb Margariti Symbolic communication and the transformation of civic protest: A multimodal analysis of the Albanian case Votim Hanoli The Role of Analysts and Credibility in Shaping Public Opinion Shkodran Gajraku Public perception and content indicators in Kosovo's online media Naile Dema Selmani The Role and Effectiveness of Public Relations in Promoting Educational Institutions: The Case of Kosovo Jehona Kapllani – Ilazi & Driton Iseni Educational Video and Visual Storytelling Edona Sulejmani The role of the journalist in ensuring fair in the age of artificial intelligence in Kosovo Ernesa Aliu The effects of unregistered online portals on society and politics in Kosovo Arbëreshë Fazliu		Each presentation must be maximum 10 minutes (including questions)