



Ss. Cyril and Methodius University in Skopje
Institute of Macedonian Literature



CONFERENCE SCHEDULE

Macedonian Academy of Sciences and Arts
Skopje, 3 – 4 November 2014

CONFERENCE SCHEDULE

MONDAY, NOVEMBER 3

09:00 – 09:30 Registration of the participants

09:30 – 09:50 Opening of the conference

10:00 – 11:30

The Plenary Session

Moderator: Ana Martinoska

Angela McRobbie, Goldsmiths, University of London

Feminism, Femininity and Pathology of “Perfect”

Jo Littler, City University London

Normcore Plutocrats and Everyday Elitism: the Refashioning of Privilege and the Meritocratic Deficit

Katica Kjulavkova, Macedonian Academy of Sciences and Arts

All the Facets of Popular Culture: the Use and the Abuse of Popularity

Aleksandar Kiossev, Sofia University “St. Kliment Ohridsky”

Reading and Not Reading from Below

Liedeke Plate, Radboud University, Nijmegen

Literary Popular Culture: Reading and Other Things We Do with Literature

Ana Martinoska, Ss. Cyril and Methodius University, Skopje

The Myth of the Perfect Mother in Popular Culture

11:30 – 11:45 Coffee break

ROOM 1

11:45 – 13:15

Gender, Body and Popular Culture

Moderators: Jo Littler, Senka Anastasova, Natasha Avramovska

Senka Anastasova, Institute of Social Sciences and Humanities, Skopje

Postfeminism, Popular, Neoliberalism (Critical Discourses)

Vesna Mojsova-Chepishchevska, Ss. Cyril and Methodius University in Skopje

Female Subculture: Alice Walker’s Womanism, Anita Diamant’s Midrash, Olivera Nikolova’s Silent Narrator

Natasha Avramovska, Ss. Cyril and Methodius University in Skopje
The Body in Culture

Irena Cvetkovic, Euro-Balkan University, Skopje
The Function of the Body in the Hegemonic Cultural Politics

Mirella Makurat, Jagiellonian University, Krakow
Women's Oral Story about Exile - History (herstory) from Below

Nataša Ban Palunčić, Zrinka Sablić, University of Dubrovnik
Popular Culture and Women's Self-Image or how to Look Like Every Girl who Keeps to Herself

Drasko Kostovski, HERA – Health Education and Research Association, Skopje
Social Marketing on Reinventing Stereotypes

Marina Danilovska, State University of Tetovo
The Perception of the Female Body in the Media

Gloria Fossen, Amsterdam
Black Feminist Dance - Jazz, Ghetto-Style and Postmodern Dance

(Discussion)

13:15 – 13:30 Coffee break

13:30 – 15:00

Popular Culture vs. Political and Ideological Concepts
Moderators: Aleksandar S. Janković, Elizabeta Sheleva

Zlatko Kramaric, Josip Juraj Strossmayer University of Osijek
Popular Culture as Political Strategy of Yugonostalgia

Maruša Pušnik, University of Ljubljana
Understanding Popular Television in Socialism: Uses of Television as Technology and Cultural Form

Elizabeta Sheleva, Ss. Cyril and Methodius University in Skopje
Rebellious Power of Popular Culture

Tanya Stoyanova, South-West University "Neofit Rilski", Blagoevgrad
Children's Literature and Ideology. The Poetry for Children in Bulgaria after World War II

Aleksandar S. Janković, University of Arts in Belgrade
Holocaust in Pop Culture

Ana Petrov, University of Banja Luka
Loving the Music, Loving the Country? Promoting and Rejecting Yugonostalgia in the Concerts in Belgrade after the Breakup of Yugoslavia

Sarita Trajanova, Ss. Cyril and Methodius University in Skopje

Interdisciplinarity - Connection between Knowledge and Power

Nikolinka Nolevska, Skopje

**Human Rights and Freedom as Populistic Categories in Contemporary Society
(Pekic, Koteska, Zizek)**

Zlatko Popovski, Skopje

Art and Culture in the Function of Apology and Subversion of Power

Dragi Stefanija, University of Ljubljana

New politics - New Vocabulary

(Discussion)

15:00 – 16:00 Cocktail (lunch) for conference participants

17:00 – 18:30

Subculture/Culture as Market Commodity

Moderators: Maja Jakimovska-Tosic, Jordan Plevnesh

Nermin Sarajlic, Bosnian National Theatre, Zenica

Popular Culture of Cruelty of the Profane Middle Way between Elitist and Vulgar

Maja Jakimovska-Tosic, Ss. Cyril and Methodius University in Skopje

Subculture in Cultural Heritage

Slavica Srbinovska, Ss. Cyril and Methodius University in Skopje

Ideology and Meanings: Popular Culture/Subculture/Counterculture

Jordan Plevnesh, University of audiovisual arts, ESRA - European film academy, Skopje-Paris

Political Subculture in the Balkans

Ana Kechan, FON University,

Marija Janakievska, International Slavonic Institute G. R. Derzavin, Sveti Nikole

Defying Popular Culture – The Resistance of the Goth Subculture

Milena Sazdovska-Pigulovska, Ss. Cyril and Methodius University in Skopje

The Mass Media in Disseminating the European (Sub)culture through Eurojargon

Darin Angelovski, Ss. Cyril and Methodius University in Skopje

Bicycle Culture: from Aesthetics to Politics

Krsto Skubev, Macedonian Opera and Ballet, Skopje

Culture as „Merchandise“ for Mass Consumption

Simona Trajanova, Angela Rendzova, Skopje

Smart Relationship

(Discussion)

19:30

Promotional Activities:

Senka Anastasova: **Contemporary Popular Culture**

Nermin Sarajlic & Aleksandar Prokopiev: **Zenica's Notebooks**

Krešimir Purgar & Safet Ahmeti: **Center for Visual Studies, Zagreb - Skopje**

ROOM 2

11:45 – 13:15

New Forms of Popular Culture

Moderators: Sonja Stojmenska-Elzeser, Krešimir Purgar

Ivan Djeparoski, Ss. Cyril and Methodius University in Skopje

Culture and Popular Culture: Introductory Remarks

Žarko Paić, University of Zagreb

Technosphere and the End of Subject: The Culture that is Left

Angelina Banović-Markovska, Ss. Cyril and Methodius University in Skopje

Art Performance as a Form of Popular Culture (*A Case of Marina Abramović*)

Krešimir Purgar, University of Zagreb

Iconic Creatures: Non-humans that Shaped Visual Culture in the W.J.T. Mitchell's Image Theory

Ermis Lafazanovski, Ss. Cyril and Methodius University in Skopje

Camp

Stijn Vervaet, Ghent University

On Comics, Flea Markets, Collecting and (Art) History: Aleksandar Zograf's *Second-Hand World* and Leonid Šejka's *Integral Painting*

Rumena Buzarovska, Ss. Cyril and Methodius University in Skopje

Stand-up Comedy: a New Comic Trend in Macedonian Popular Culture?

Aleksandar Filipovic, University of Belgrade

Video Games as the New Dominant Form of Pop Culture

Nikoleta Travičić, Martina Valić, University of Rijeka

MOL Freshhh

Mirna Arsovska, Skopje

Video Games between Art and Sport

(Discussion)

13:15 – 13:30 Coffee break

13.30 – 15.00

Media and Celebrity Culture

Moderators: Dubravka Djuric, Elizabeta Bakovska

Dubravka Djuric, Singidunum University, Belgrade

Democratization of Fame and Public Sphere

Sonja Stojmenska-Elzeser, Ss. Cyril and Methodius University in Skopje

Is there a Recipe for Popularity?

Galina Goncharova, Sofia University "St. Kliment Ohridski"

Fan Communities during the Real Socialism: The Case of the Female Admirers of Bulgarian Young Poet Kalin Yanakiev

Elizabeta Bakovska, Skopje

"He's the One to Cherish, Sweetie!": On Facebook Hijacking Macedonian Poetry from Academism and the Persistence of Misogyny

Maris Marković, Josip Juraj Strossmaer University of Osijek

Popular Culture and Democracy: The Challenge of Celebrity Politics

Ivan Antonovski, Skopje

New Internet Media and Poetry: the Elite and the Popular (the Macedonian Experience)

Irina Janevska, Skopje

The Reality Show as Cultural Product

Magdalena Avramovska, Skopje

Media, Hegemony, Advertising Discourse

Jeton Rashiti, Skopje

Pornography as a Massive Culture in the Media

Martina Nikolovska-Krstevska

The Internet, "Me" and My Identity

(Discussion)

15:00 – 16:00 Cocktail (lunch) for conference participants

17:00 – 18:30

Popular Literature within the Popular Culture

Moderators: Anastasija Gjurginova, Suzana Kos

Lidija Kapuševska-Drakulevska, Ss. Cyril and Methodius University in Skopje

Faust in Popular Culture

Suzana Kos, University of Zagreb

Popular Literature and Social Change: Picture of the Transitional Society in the Works of Michal Viewegh

Stiliyan Stoyanov, South-West University "Neofit Rilski", Blagoevgrad

The Spelling-book as a Popular Literature

Anastasija Gjurginova, Ss. Cyril and Methodius University in Skopje

Between Birmingham and the South of Italy: Iain Chambers's Cultural Vision

Jovanka Popova, Filip Jovanovski, Ivana Vaseva, Association for Culture and Art FRU, Skopje

Living Libraries: Archives of Civil Disobedience

Feđa Gavrilović, Matica hrvatska, Zagreb

Krleža's *Ballads* and Popular Culture of Past and Present

Simona Gruevska-Madzoska, Ss. Cyril and Methodius University in Skopje

Language Through the Lens of Pop-culture

Stojka Bojkovska, Ss. Cyril and Methodius University in Skopje,

Cutka Jovanovska, State University of Tetovo

(Un)conscious Activities in building Macedonian Language Culture

Sveto Toevski, State University of Tetovo

Linguistic - Semiotic View on the Genesis of Popular Culture in the Global Semiosphere of the 21st Century

(Discussion)

19:30

Promotional Activities:

Senka Anastasova: **Contemporary Popular Culture**

Nermin Sarajlic & Aleksandar Prokopiev: **Zenica's Notebooks**

Krešimir Purgar & Safet Ahmeti: **Center for Visual Studies, Zagreb - Skopje**

TUESDAY, NOVEMBER 4

ROOM 1

9:30 – 11:00

Popular Culture and Society

Moderators: Goce Smilevski, Lilla Moroz-Grzelak

Goran Kalogjera, University of Rijeka

Forms of Cultural Expression of the Macedonian Minority in Rijeka

Goce Smilevski, Ss. Cyril and Methodius University in Skopje

The Art of Reading and the Universe of Library

Helena Sablić Tomić, Josip Juraj Strossmaer University of Osijek

Popular Culture and Biographies

Lilla Moroz-Grzelak, Polish Academy of Sciences, Warsaw

Values in Popular Culture - Polish and Macedonian Example

Borjana Prošev-Oliver, University of Zagreb

Popular Culture between Modernist Exile and Postmodernist Nomadic Imaginarity

Solzica Popovska, Ss. Cyril and Methodius University in Skopje

The Impact of Popular Culture on Consciousness Development

Ivica Baković, University of Zagreb

Nostalgia in the Supermarket: Yugonostalgia and the Popular Culture

Biljana Kamchevska, Simona Palchevska, Julija Sundovska, Skopje

Intercultural communication: Successful Steps towards Teaching and Learning Framework into the Modern Classroom

Marija Leontik, Goce Delcev University in Stip

Children Literature as Means for Dialogue between the Cultures and as a Basis for Advancement of Multiculturalism

Lara Prokopieva, Skopje

Che Guevara – between Social Engagement and Popularity

(Discussion)

11:00 – 11:15 Coffee break

11:15 – 12:45

Popular Culture - Historical Approach

Moderators: Valentina Mironska-Hristovska, Safet Ahmeti

Ilija Velev, Ss. Cyril and Methodius University in Skopje

The Popular Cultural Discourse in the Medieval Texts of Superstition-Divination Books

Valentina Mironska-Hristovska, Ss. Cyril and Methodius University in Skopje

Contemporary Recollection of the National Icons of the 19th Century

Rita Kuzder, Eötvös Loránd University, Budapest

Heroes and Idols in the Middle Ages and the Present Time of Tibet

Katerina Petrovska-Kuzmanova, Ss. Cyril and Methodius University in Skopje

Research of Carnivals as Cultural Performances and their Place in Popular Culture

Veselinka Labroska, Ss. Cyril and Methodius University in Skopje

Sintactic Balkanisms in the Macedonian Language as a Reflection of the Balkan Culture

Safet Ahmeti, Center for Visual Studies, Skopje

Skopje 2014: Future Past!

Valentina Poceska, National Centre for Conservation, Skopje
Cultural Policy for Protection of Cultural Heritage – from Governmental Hierarchy and Personal Taste to Kitsch

Meri Batakoja, Ss. Cyril and Methodius University in Skopje
“Diaeta” from the Short Histories of Art Museum Architecture

Natasha Vasilevska-Trajcevska
The Influence of Popular Culture in Modernization of Trimeri Festivities and Carnival in Strumica

(Discussion)

13:00 Closing of the conference

13:30 – 14:30 Cocktail (lunch) for conference participants

14:30 Sightseeing of Skopje (Optional)

19:00
Lecture and discussion at the EU Info Centre under the auspices of the Embassy of the Netherlands in Macedonia
Liedeke Plate, Radboud University
Why Rewrite? Women’s Rewriting and the Lessons of Jane Austen Fans

ROOM 2

9:30 – 11:00

Fashion, Design and Sport as Popular Culture
Moderators: Radomir Videnovic, Gregor Starc
Gregor Starc, University of Ljubljana
Sports as Cultural Capital: Sport Distinctions and Class

Jasna Teofilovska, State University of Tetovo
Verbal Tactics and the Role of “Body Language” in Business Communication

Radomir Videnović, University of Nis
Fashion and Design

Nina Stefanova, Skopje
Popular Culture and the Fashion Industry

Radomir Popovski, Skopje
The Body and Corporeality as the Space of the Art of Transhumanism – Aesthetical and Ethical (Pre)supposition in Cultural Context

Zdravko Stojkoski, Skopje
Sports and Sporting Teams as Part of Popular Culture and their Role for the Construction and Preservation of Different Cultural Identities

Slavica Petrovska, Tetovo

Hipsterism- from Alternative to Popular Culture

Andrijana Josifoska, Tetovo

Mediatization of Branded Clothing, Hybrid form and Copies in Consumer Culture

Sunchica Trifunovska, Tetovo

Impact of Fashion on People

(Discussion)

11:00 – 11:15 Coffee break

11:15 – 12:45

Popular Music

Moderators: Vladimir Martinovski, Srđan Atanasovski

Srđan Atanasovski, Institute of Musicology SASA, Belgrade

Soundfield of Kaval and Visions of Serbian Nation

Vladimir Martinovski, Ss. Cyril and Methodius University in Skopje

Poetry, Intermediality and Multimediality

Snezana Mocovic, University of Kragujevac

Bjork´s Biophilia: the Artistic Value of Popular Culture

Sonja Zdravkova Djeparoska, Ss. Cyril and Methodius University in Skopje

New Aesthetics or Inflation of Values

Slavcho Koviloski, Ss. Cyril and Methodius University in Skopje

Hip-Hop: from Underground to Commercial

Aleksandra Kuzman, Ss. Cyril and Methodius University in Skopje

Revitalisation of the Chalgia Music in the Republic of Macedonia seen through the Prism of the “Chalgia Sound System” Band

Dejan Metodijeski, Hristo Stojanoski, Goce Delcev University in Stip

Popular Culture and Tourism: The Case of Music Tourism

(Discussion)

13:00 Closing of the conference

13:30 – 14:30 Cocktail (lunch) for conference participants

14:30 Sightseeing of Skopje (Optional)

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ROOM 3

9:30 – 11:00

Cinemanía

Moderators: Aleksandar Prokopiev, Aleksandar Pavlović

Aleksandar Pavlović, University “Union – Nikola Tesla”, Belgrade
Cyrillic Skinheads: Militant Machismo in Contemporary Serbian Cinema

Aleksandar Prokopiev, Ss. Cyril and Methodius University in Skopje
Movie-cratics

Sanjin Ivašić, Vedran Iskra, University of Rijeka
Body Representation by Almodóvar

Kalina Maleska, Ss. Cyril and Methodius University in Skopje
“Disney’s *Frozen*, *Tangled* and *Beauty and the Beast* as Reinterpretations of the Respective Fairy Tales”

Ana Opačić, University of audiovisual arts, ESRA - European film academy, Skopje-Paris
Film Like a Medium for the Open (Hidden) Marketing

Zarko Ivanov, Skopje
Between Reality and Fiction: Poetics in Charlie Kaufman’s Screenplays

Kristina Dimovska, Ss. Cyril and Methodius University in Skopje
Interpretational Discrepancy: Representing Perseus

Biljana Rajčinova-Nikolova, Skopje
Turning Point to the Historically Unspoken

Anita Gjorgievska, National Museum of Kumanovo
Documentary Film and Popularization of Culture

(Discussion)

11:00 – 11:15 Coffee break

11:15 – 12:45

Television and Cross-media Culture
Moderators: Jasmina Mojsieva-Guseva, Vasilija Antonijević

Jasmina Mojsieva-Gusheva, Ss. Cyril and Methodius University in Skopje
Macedonian Press as a Transmitters of National and Popular Culture

Vasilija Antonijević, University of Belgrade
Transition and Distortion of Heroes in Popular American Television Series

Snezana Venovska-Antevska, Biljana Malenko, Ss. Cyril and Methodius University in Skopje
Associative Relations from Cultural Point of View

Afrim A. Rexhepi, Ss. Cyril and Methodius University in Skopje
Deconstruction of Aesthetics (Aesthetics of Pop-Art)

Iskra Tasevska Hadji Boshkova, Ss. Cyril and Methodius University in Skopje
Genres of Popular Culture and Their Aesthetic Value

Marina Spasovska, State University of Tetovo
Macedonian Language Lost in the Macedonian Media

Filip Fidanovski, Ss. Cyril and Methodius University in Skopje
Design, Sculpture, Photography - Lupinism

Goce Ristovski, Skopje
Film, Television and Popular Music as Means for Subjugation of Nations

Anika Ilijevska-Gorgieva, Skopje
Impact of Turkish Series on Mental Development of Young People

(Discussion)

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13:30 – 14:30 Cocktail (lunch) for conference participants

14:30 Sightseeing of Skopje (Optional)

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Liedeke Plate, Radboud University

Why Rewrite? Women's Rewriting and the Lessons of Jane Austen Fans

Presentation of papers is limited to 10 minutes

Organising Committee:

Maja Jakimovska-Toshich, Ana Martinoska, Sonja Stojmenska-Elzeser,
Aleksandar Prokopiev, Darin Angelovski and Sarita Trajanova.

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