

6. i 7 lipnja od 9 do 17 sati, Sveučilišni Kampus, Borongajska cesta 83d

# MEDIA LITERACY IN DIGITAL AGE

*Cultural, Economic and Political Perspective*

**Hrvatski studiji**

**Odjel za komunikologiju**

**pod visokim pokroviteljstvom**

**Predsjednika Republike Hrvatske prof. dr. sc. Ive Josipovića**

**organizira međunarodnu znanstvenu konferenciju**

**Medijska pismenost u digitalno doba - kulturna,  
ekonomska i politička perspektiva**

Suorganizatori

Hrvatska akademija znanosti i umjetnosti

Vijeće za elektroničke medije

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Uz organizatore i suorganizatore financijsku potporu konferenciji osigurali su:

Ministarstvo znanosti, obrazovanja i sporta Republike Hrvatske

Gradski ured za obrazovanje, kulturu i sport grada Zagreba

Sponzor

Coca-Cola HBC Hrvatska

2014.

## At the Conference

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### **LOCATION**

Campus Borongaj: University Center for Croatian Studies (Hrvatski studiji), Borongajska cesta 83D, Zagreb

### **WHERE TO GET INFORMATION**

There will be a permanent Registration/ Information Desk at the lecture hall Zagreb, from which you will be able to receive updates about the conference.

### **REGISTRATION**

Registration takes place from 8:30 to 9:00 AM on Friday at lecture hall Zagreb, and during the rest of the conference at the same place. Accreditation badges will be distributed at the Registration/ Information Desk throughout the conference. Badges must be worn visibly during the entire conference and are strictly for personal use.

#### **On Site Registration**

The participants are highly encouraged to register and pay for their registration fee before travelling to Zagreb. In case you cannot do so, you will still have the opportunity to pay late rate fee on site at the Registration/ Information Desk. Here you will be able to pay in cash in Kuna (Croatian currency).

**Note:** There are no ATM machines available in close proximity to the conference venue. Thus, it is highly recommended that you come to the site with the necessary amount of money previously exchanged in Kuna.

### **CATERING**

The conference badge entitles every registered participant to attend the catering buffets during

the official breaks. Coffee break will be organized after early morning and early afternoon sessions in lecture hall Zagreb. During the official coffee breaks there will be free water and soft drinks provided.

## **LUNCH**

On Friday lunch will be organized at the Student restaurant „Borongaj“. There will be self-service organized for conference participants on the left side of the restaurant. Different meat, fish and vegetarian dishes will be offered, with salads and sweets. Wearing your accreditation badge will provide you with a free lunch and free drinks.

**Note:** If you'd like to buy anything else from the restaurant's offer, you will be charged extra. Also, if you'd like to drink coffee or something else in the restaurant's cafe, you can only pay in cash (Kuna).

## **SOCIAL EVENTS**

On Thursday on 6 PM we are inviting you at the welcome reception in Croatian Academy of Science and Arts on Zrinski trg 11 (link on map: <http://bit.ly/1nOI093>)

On Friday optional dinner will be organized at the restaurant „**Radicchio**“ in *hotel Arcotel* (Branimirova 29, [Google map](#)) at 8.00 PM. Dinner is not included in the registration fee. You can apply and pay for dinner (150 Kuna; 20 Euro) during your registration at the Registration desk. Please find attached in e-mail menu of self-service dinner, in which one soft drink is included. We would be very happy to have all together nice dinner and pleasant time.

## **INTERNET DETAILS**

Free Wireless Local Area Network (WLAN) will be made available at the conference venue. To access the WLAN, simply switch on your Laptop/ Notebook/ Tablet wireless network

### **Media literacy 2014.**

Password is: *medialiteracy2014*

For those who are coming to the conference without laptops/ notebooks/ tablets, the access to the internet will be provided. For details, please contact volunteers at the Registration desk.

## **CONTACT**

In case of any problems during the conference, you can always call a colleague Lana Ciboci on number +385911627317.

## **VOLUNTEERS**

Volunteers will wear a red badge with their name on it. These volunteers are there to assist you in any way they can. Please feel free to address questions at any time.

## **SMOKING**

All the conference venues are non-smoking areas. However, you are allowed to smoke outdoors.

## **LIABILITY**

The organisers are not liable for personal accidents or for loss or damage to the personal property of participants or media. Participants and media should make their own arrangements with respect to personal and health insurance. Participants should not leave their personal items of value unattended. Please leave the luggage at your hotel if possible.

## **LUGGAGE**

For those who are coming straight to the conference site or will leave Zagreb directly from the conference, please note that the room for your luggage will be provided in the lecture hall Zagreb. Further information you'll get at the Registration/ Information Desk.

## **LOST OBJECTS**

Lost objects will be gathered at the Registration/ Information Desk.

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# Getting around

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## **GETTING FROM ZAGREB AIRPORT (PLESO) TO THE CENTRE OF ZAGREB**

**For directions on how to reach the centre of Zagreb from Zagreb Airport please visit the interactive [Google map](#).**

### **By bus**

The airport bus line (Croatia Airlines) runs between Zagreb Airport and Zagreb Bus Station every 30 minutes. The bus stop is situated on the left of the Airport exit. The tickets are available for purchase in bus in cash exclusively in Croatian currency (Kuna). The price of a one-way trip is 30 Kuna (approx. 4 Euro). Estimated travel time is 30-40 minutes.

➤ Croatia Airlines bus schedule can be found at <http://www.plesoprijevoz.hr/ttable?vr=zg>

➤ The Taxi station can be found outside Zagreb Bus Station terminal 24 hours a day. The charge to the Campus Borongaj is up to 50 Kuna (approx. 7 Euro).

### **By taxi**

Taxi services at Zagreb Airport are available outside the terminal 24 hours a day. The price is higher than in the city and the average charge to the city centre is 200-250 Kuna (approx. 35 Euro). If you need to reserve taxi we recommend friendly taxi driver Kruno Kumerle (+385989181991), who, along with his colleagues, is at Your disposal and will drive you from or to Airport around 150 Kuna (20 euro). Beside them, you can also use taxi of low-cost companies CAMEO and EKO TAXI. Please ask on reception of your hotel or our volunteers to call them for you.

**Useful tip:** Since the taxi fee does not charge for place but for a drive, you can split a cost on 2-4 persons (from hotels to Campus it will be around 40 Kuna)

## PUBLIC TRANSPORTATION

Tram service is the basic type of public transport in Zagreb. It will serve you to get to your hotel and most of the way to the Campus Borongaj. The tickets can be purchased in the tram or at the newsstands (found near all crowded stations) for 10 Kuna (1,3 Euro). The ticket is valid for 90 minutes for a one-way trip. Furthermore, as trams and city buses are both run by ZET (Zagreb Electric Tram), tickets are valid for both forms of transport. Passengers should stamp tickets the moment they board vehicles to avoid an on-the-spot fine.

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## GETTING FROM ZAGREB BUS STATION TO HOTELS

**For directions on how to reach the hotels from Zagreb Bus Station please visit the interactive [Google map](#).**

### Hotel Dubrovnik

➤ Ljudevita Gaja 1, <http://www.hotel-dubrovnik.hr>  
To get to the Hotel Central from Zagreb Bus Station, take tram number 6 in direction *Črnomerec*. You need to drive for five tram stops. When on Main Square (*Trg bana Josipa Jelačića*), walk approx. 50 m to the south and on your left you will find [Hotel Dubrovnik](#).

### Hotel Central

➤ Branimirova 3, [www.hotel-central.hr](http://www.hotel-central.hr)  
Hotel Central is located just opposite the Zagreb Main Station and near Zagreb Bus Station. To reach it from Zagreb Bus Station, take tram 2 and 6 on tram stop (*Autobusni kolodvor*) in direction *Črnomerec*. You need to drive for three tram stops. When at Zagreb Main Station (*Glavni kolodvor*) walk approximately 50 m to the right and you will find [Hotel Central](#).

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**Hotel Palace**



Trg Josipa Jurja Strossmayera 10, <http://www.palace.hr>

To get to the Hotel Palace from Zagreb Bus Station take tram number 6 in direction *Črnomerec*. You need to drive for four tram stops (*Zrinjevac*). Just across the street you will see [Hotel Palace](#).

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**GETTING FROM HOTELS TO THE CONFERENCE SITE**

**Location:**

Campus Borongaj: Croatian Studies (Hrvatski studiji), Borongajska cesta 83D

**For directions on how to reach the conference site from your hotels please visit the interactive [Google map](#).**

**From Hotel Central**

On tram stop (*Glavni kolodvor*) take tram number 2 in direction *Savišće*. You need to take thirteen stops (*Čavićeva*). Estimated travel time is 30-40 minutes.

Upon arrival on tram stop *Čavićeva*, cross the street to the left, then cross the other street to the right so you can reach the bus stop on the other side of the crossing. The bus number 236 that stops at this stop (*Čavićeva Street*) will take you directly inside the Campus Borongaj (the bus ride usually takes 5 minutes).

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## **From Hotel Dubrovnik**

On tram stop (*Trg bana Josipa Jelačića*) take tram number 6 (direction *Sopot*) or tram number 13 (direction *Kvaternikov trg*), and get off the tram on stop *Glavni kolodvor* (two stops from *Trg bana Josipa Jelačića*). On stop *Glavni kolodvor* take a tram number 2 in direction *Savišće*. You need to take thirteen stops (*Čavićeva*). Estimated travel time is 35-45 minutes. Upon arrival on tram stop *Čavićeva*, cross the street to the left, then cross the other street to the right so you can reach the bus stop on the other side of the crossing. The bus number 236 that stops at this stop (*Čavićeva Street*) will take you directly inside the Campus Borongaj (the bus ride usually takes 5 minutes).

## **From Hotel Palace**

On tram stop *Zrinjevac* take tram number 6 (direction *Sopot*) or tram number 13 (direction *Kvaternikov trg*); get of the tram on stop called *Glavni kolodvor* (one stop from *Zrinjevac*). On stop *Glavni kolodor* take a tram number 2 in direction (*Savišće*). You need to take thirteen stops (*Čavićeva*). Estimated travel time is 30-40 minutes.

Upon arrival on tram stop *Čavićeva*, cross the street to the left, then cross the other street to the right so you can reach the bus stop on the other side of the crossing. The bus number 236 that stops at this stop (*Čavićeva Street*) will take you directly inside the Campus Borongaj (the bus ride usually takes 5 minutes).

It is recommended that you buy two ZET tickets (both for city buses and trams) right in the morning in order to avoid the crowd in the tram. Additionally, note that there are no newsstands available for buying tickets on the conference site.

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## **BUS 236 (ČAVIĆEVA – CAMPUS BORONGAJ - GETALDIĆEVA)**

The bus 236 runs every 20 minutes from 7 AM to 8.45 PM. The schedule can be found at [Zet.hr](http://Zet.hr).

The regular bus line 236 will not be running on Saturday, June 7. However, special rides of taxi will be organized on Friday and Saturday from Central Railway Station to the Campus for those participants without transport and will be paid by Croatian Studies.

You should be at taxi station in front of Railway Station in 8.00 AM. There will be two our volunteers in Croatian Studies T-shirts with red badge who will help you. If you'll have any problems please contact student Filip Mott, who will be at the station, on mobile phone +385959023991.

## **GETTING TO THE RESTAURANT “RADICCHIO”**

**For directions on how to reach the restaurant „Radicchio“ please visit the interactive [Google map](#).**

[The ARCOTEL Hotel Allegra Restaurant "Radicchio"](#) is located at the Branimir Centre (Branimirova 29), only a few minutes' walking distance from the Main Square (Trg bana Jelačića). Around the hotel you will find numerous bars, restaurants, shops and cinemas. In front of the restaurant there is a stop with tram lines 2, 6 and 8. Zagreb Main Station is located at only 200 m from the restaurant, while the distance to Zagreb Bus Station totals 800 m. Parking is available in the video-monitored parking garage.

## **Getting to the restaurant from Campus Borongaj**

Take bus number 236 next to the Student restaurant “Borongaj”. Exit the bus on Getaldićeva street (2 stops). Cross the street to the tram stop, and take tram number 2 in direction of the centre of Zagreb (Črnomerec). Get off on tram stop *Branimirova* in front of Branimir Centar (10 stops). The entrance to the ARCOTEL Hotel is on the right corner of the building. In order to enter the Restaurant “Radicchio” you have to pass Reception (on your right side).

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## From hotels by tram

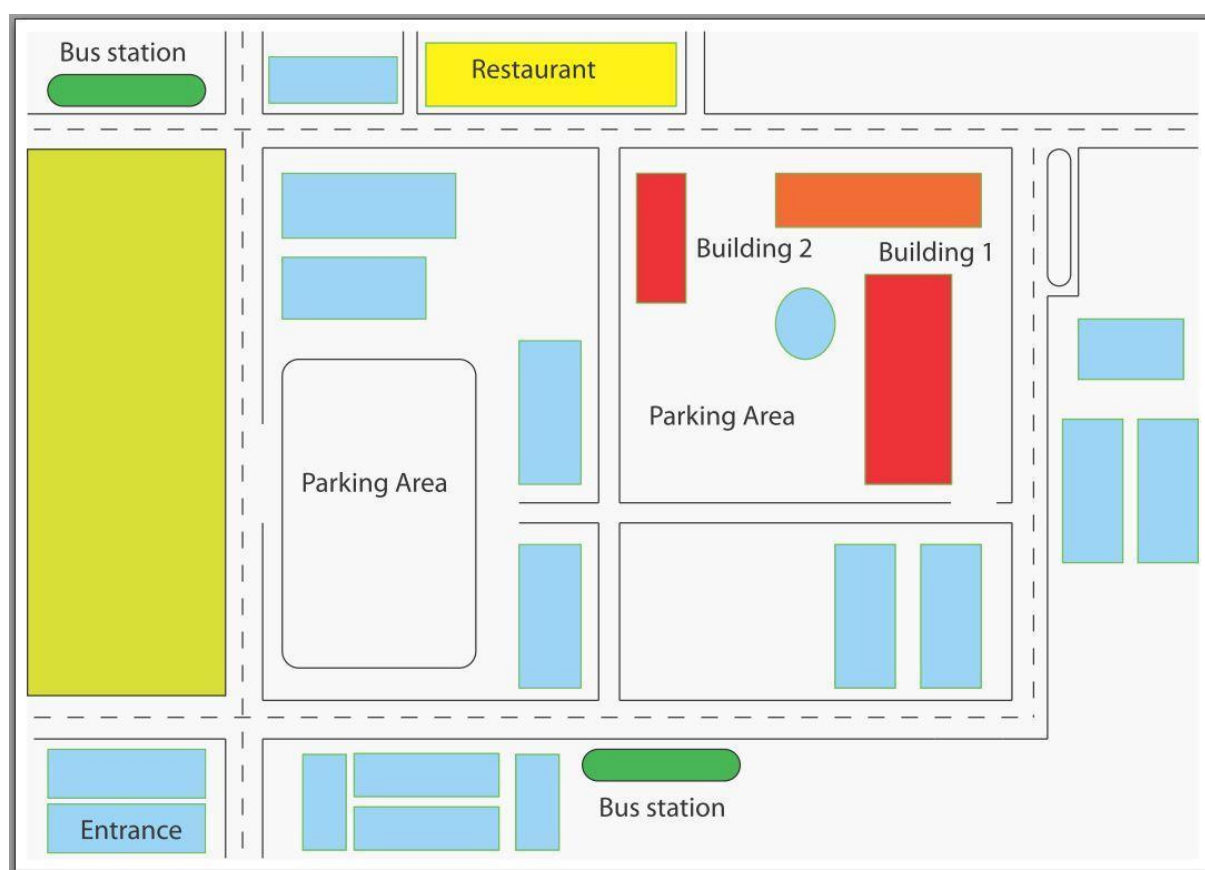
- Hotel Dubrovnik - you should take tram number 6 (direction *Sopot*) or number 13 (direction *Kvaternikov trg*). (3 tram stops – the name of the stop is *Branimirova*).
- Hotel Palace - you should take tram number 6 (direction *Sopot*). (2 tram stops - *Branimirova*).
- Hotel Central - you should take tram number 2 (direction *Savišće*) or 6 (direction *Sopot*). (1 tram stop - *Branimirova*)

## From hotels on foot

- Hotel Central – restaurant “Radicchio”: 5 minutes walk
  - Palace – restaurant “Radicchio”: 7-8 minutes walk
  - Dubrovnik – restaurant “Radicchio”: 15 minutes walk
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## Conference in Campus

The main building of the Croatian Studies [Building 1] is only two minutes walk from the Campus bus stop in direction North-East. Lecture hall Zagreb [Building 2] is situated three minutes walk to the North. Student Restaurant Borongaj can be reached by just one minute walk from lecture hall Zagreb to the North. The Campus bus stop intended for departure towards city centre is situated right beside the restaurant, one minute walk to the West.



**Campus Borongaj**

## Tips

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### **WHAT TO DO IN ZAGREB**

If you are interested in city touring, we recommend you to attend on Saturday on free city tour. Start will be on 5.00 P.M., from monument of King Tomislav (on house) on square in front of Central Railway station (Trg Kralja Tomislava).

Zagreb [Tourist Info Center](#) is situated at the Main Square (Trg bana Josipa Jelačića 11), and you can find useful information about Zagreb at the following web pages:

- <http://www.zagreb.com/>
- <http://www.zagreb-touristinfo.hr/?l=e>
- <http://www.zagreb-life.com/info/info.php>
- <http://www.visit-croatia.co.uk/zagreb/>

### **MONEY**

The official unit of currency used in Croatia is the Kuna (HRK), which is divided into 100 Lipa. ATMs are plentiful throughout the country and banks, authorised bureaux de change, post offices or most hotels will exchange foreign currency or travellers cheques. Banks open Monday to Saturday and some banks also open on Sundays. Major credit cards are widely accepted at the main hotels and restaurants, and may be used to draw cash from ATMs, which are widely available throughout the country.

We recommend you exchange your money right upon your arrival; at the Zagreb Airport, at the Main Bus Station or at the reception of the hotel you will be staying at.

Check Croatian Kuna exchange rates against currencies at [Exchange-rates.org](http://Exchange-rates.org).

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## **WEATHER**

Please check [the 7-day weather forecast for Zagreb](#). It should be very warm and sunny most of the time.

## **MEDICAL FACILITIES / FIRST AID**

For immediate assistance in case of emergency call 112 (Fire / Ambulance), or contact the Information desk.

## **POWER SUPPLY**

220 volts, 50 Hertz (two-pin plugs)

## **WATER**

Water in Croatia is drinkable from the tap.

## **FOOD**

Recommended restaurants offering traditional Croatian food in city centre:

- Restaurant [Didov san](#) (Mletačka 11, Gornji grad)
- Restaurant [Kaptolska klet](#) (Kaptolska 5)
- Restaurant Purger (Petrinjska 33)
- Restaurant [Vinodol](#) (Teslina 10)
- Restaurant Korčula (Teslina 17) (fish restaurant)

For further information please contact your hotel reception.

**WE HOPE YOU HAVE A PLEASANT STAY!**

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