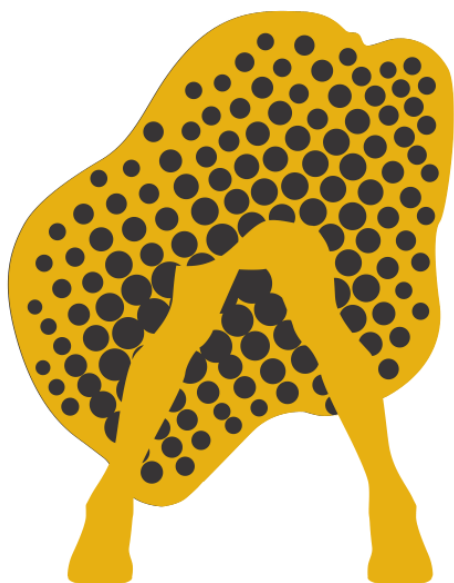




**Ss. Cyril and Methodius University in Skopje
Institute of Macedonian Literature**



**POPULAR CULTURE:
READING FROM BELOW**
THE INTERNATIONAL SCIENTIFIC CONFERENCE

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

CONFERENCE SCHEDULE

Monday, November 3

08,30 – 09,00 Registration of the participants

09,00 – 09,15 Opening of the conference

09,30 – 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

Missing the Meritocratic Dream

Katica Kjulavkova, Macedonian Academy of Sciences and Arts

All Faces of the Popular Culture

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

Post Feminism, Popular and Neoliberalism Today

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 Pop-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 Lexics

(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: **Zenica's Notebooks**

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 Notes)

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

(Discussion)

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

17.00 – 18.30

Popular Literature within the Popular Culture

Moderators: Anastasija Gjurcinova, 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: the Cultural Vision of Ian Chambers

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
Active Creation of Popular Culture into the "Global Semiosphere" of the 21st Century

(Discussion)

19,30
Promotional Activities:

Senka Anastasova: **Contemporary Popular Culture**

Nermin Sarajlic: **Zenica's Notebooks**

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

Tuesday, November 4

ROOM 1

9,30 – 11,00

Popular Culture and Society
Moderators: Nermin Sarajlic, Goce Smilevski

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 Posmodernist 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 - Steps to Successful Teaching and Learning

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 Vele, 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
Syntactic 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)

19,30

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, Skopje

Hipsterism- from Alternative to Popular Culture

Andrijana Josifoska, Skopje

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

Sunchica Trifunovska, Skopje

The Influence 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)

19,30

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

Movie: View from Above

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

Bijlana 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-Guseva, 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)

13,00 Closing of the conference

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

14.30 Sightseeing of Skopje (Optional)

19,30

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

Presentation of papers is limited to 10 minutes

Note.

For the conference participants Institute of Macedonian Literature provides discount for accommodation at **Hotel Queen's** and **Hotel Centar** by the following prices:

Hotel Queen's

Saturday-Sunday

Room per night (BB) / single use 60 €

Room per night (BB) / double use 85 €

Monday-Friday

Room per night (BB) / single use 76 €

Room per night (BB) / double use 89 €

<http://www.queenshotel.com.mk/>

Hotel Centar

Room per night (BB) / single use 66 €

Room per night (BB) / double use 80 €

<http://www.hotelcentar.com.mk>