

“Copyright of media professionals in Bosnia and Herzegovina: analyses of situation and problems”

Introduction

Rarely there are few or almost non-existing research topics such is with copyright in Bosnia and Herzegovina. Taking into consideration the fact that there are no talks at all about copyright of media professionals, it is very clear that it is very important to actualize the situation of copyright in media. Speaking about copyright anywhere, in various contexts, presents a huge responsibility, but speaking about copyright of media professionals in Bosnia and Herzegovina – presents a great challenge because it is still, for many, a huge unknown term.

Namely, to be a journalist in Bosnia and Herzegovina, apart its professional challenges, creates a new set of additional incitements – political, political parties, human, moral, ethical, and many more. Respect of copyright is one of the main principles of journalism ethics. Media are required to abide legal regulations, to quote an author of journalist articles, video clips and authors of photography. Likewise, they are obliged to be restrained from publishing articles and photography where authors are not known. These are obligations towards public, profession, towards each other. Journalist meets questions of ethical nature almost every day and those questions are tackling issues of forgery, violation of copyright, conflict of interest, information covers up, fraud, privacy attacks, etc. Mentioned items are deeply rooted within modern society and not only within journalism. Journalism is under requests of modern market, but unfortunately, when negligence gets into the society structures (journalisms as well), it becomes a default.

This article's attempt is to research the copyright of media professionals in Bosnia and Herzegovina in general – what are they, how and where they are violated, and who is protecting them, but also, it will research experiences of media professionals in Bosnia and Herzegovina related to their copyrights. Based upon those experiences, this article will provide recommendations for improving situation and conditions related to copyright in Bosnia and Herzegovina, and possible solutions for long-term compliance of copyright rights.

Analyses of situation and problems in Bosnia and Herzegovina

Although there are many discussions about copyright in Bosnia and Herzegovina in the last year, it seems that this issue is not considered seriously. On the other hand, as already underlined, copyright of media professionals is neglected topic, almost marginalized problem of contemporary Bosnia and Herzegovina's society. What is the reason for this?! Why people who speak daily about various issues – do not talk about “their own rights”, that are jeopardized in every way?! And why, in the context of copyright of media professionals in Bosnia and Herzegovina, we can speak more about authorship than about rights?

In addition to this there is a fact that the topic of copyrights exists in media, but who speaks about copyright of media professionals? Just somebody and sometimes – mostly in April (around 23) what is the World Book and Copyright Day.

Mighty presence of media in Bosnia and Herzegovina, their mass presents, combat for information, race for like and click, will often result in the fast allocation of information from one media to another – often without source, author or authentication. In this matter, the information become amorphous, de-authorized, and original author is literarily robbed. Taking over somebody else's article or certain parts of article without quotation of the source (in this sense not the source of information, what is a part of journalist terminology, but it is about the source from where the article or part of it was taken from) is simply an “intellectual dishonesty”, that is, “unauthorized or clandestine use of somebody's literature or other art content is dishonest”. Society does not approve the theft of somebody's physical labour. There is no reason for society to be more tolerant towards plagiarism of intellectual property. To make these things clear, there are two categories of intellectual dishonesty: plagiarism and defalcation. Plagiarism is referred to the “downloading of somebody else's ideas or terms and their presentations as its”. Plagiarism is often based upon mentioning the sources, while defalcation appears when somebody uses intellectual property without permission of authentically author. It reflexes moral right of an author to control the use and distribution of his or her intellectual property. But, defalcation often means that there is no authorization and that there is no mentioning of the source. That kind of defalcation not only opens the ethical questions, but it can confront the Law on Protection of Copyright” (Dej, 2008: 125-126), since copyright is created and belong to an author based upon the act of production “and it is not

conditioned by any formalities or requests regarding its content, quality or purpose. It is barely enough that individual idea finds its way out of internal sphere of its creator and gets an external shape, and become an authorized work with legal and normative protection”ⁱ, And finally, who is by violation of the copyright a damaged part? Final consumers/recipients – in some part, journalist and his/her rights – surely. Furthermore, who is in crisis? It seems everybody in this situation – media in Bosnia and Herzegovina, professional accurate information, professional and journalist as an individual. From the aspect of responsible recipient, media literacy can help a lot, but surely, there are media and media professionals in Bosnia and Herzegovina should not be leaning on this only.

Copyright of media professionals – legal regulation

Copyrights protection of media professionals are, as well as the other copyrights in Bosnia and Herzegovina regulated by various laws, resolutions, contracts, regulations, notifications, documents and codexes that treat copyrights in Bosnia and Herzegovina according with already existing European laws and standards. In Bosnia and Herzegovina there are two laws that are clearly treating copyrights (and similar) rights based upon various matters. It is about the Law on Copyright and Related Rightsⁱⁱ and the Law on Collective Achievement of Copyright and Relatedⁱⁱⁱ. Current Law on Copyright and Related Rights is adopted in 2010, and by this Law these copyright and related rights are broadened by other rights, regarding the previous Law from 2002, which is again, broaden with international standards complied by the version of federal Law on copyright from 1978. “In the area of copyright, Bosnia and Herzegovina have never had a legislation hole. Equally as other countries that are constituted from the ex-Yugoslavia. Firstly, Bosnia and Herzegovina took over the federal Law on copyright from 1978, and from 1986 and 1990 with changes and amendments. This Law was regulating only copyrights of authors, while with changes and amendments from 1990 there was introduced the right of artists and performers as the related right, while other related rights were not observed. The first Law that was in accordance to the TRIPS, WIPO^{iv} contracts and EU regulations, Bosnia and Herzegovina adopted in 2002. These Law was broadened with related rights and rights for the new types of authorship such are computer

programmes and databases, and prolonged protection of the author from 50 to 70 years from the time of death of author. This law modernization helped Bosnia and Herzegovina to catch up with the rest of the modern world. To improve individual and collective rights protection there is an introduced clausal that author can protect his/her rights alone or by legal representative. For the legal person authorized by the author, there are permissions for obtaining duties regarding copyrights and related rights protection issued only when fulfilled certain professional criteria such are knowledge from domestic and international law, financial law, technics regarding the achievement and protection of rights, knowledge of foreign languages and practice of 2 years period, what is arranged by comparison law, with one legal regulations and general act. This Law was implemented by 2010, when the new regulative was introduced.” (Hadrović-Hasanefendić, http://bhnovinari.ba/wp-content/uploads/2012/06/bhn_e-novinar-juni2016.pdf)

Already mentioned Law from 2010 has shown certain failures, which until today carried out its functional consequences. Unfortunately, laws and regulations in that time did not justify expectations, and effects of certain legal solutions have never been examined as was intended. So, for example, by collective achievement of rights, “Bosnia and Herzegovina prevented work of modern business models that are in accordance of digital age and become standard and necessity in the modern world” (Hadrović-Hasanefendić, http://bhnovinari.ba/wp-content/uploads/2012/06/bhn_e-novinar-juni2016.pdf).

Furthermore, copyright of media professionals in Bosnia and Herzegovina are treated within the frame of general or specific acts in some codexes such are: “Codex for press and online media BiH^v (Press Council of Bosnia and Herzegovina), “Codex on Audio-visual Media Services and Radio Media Services”^{vi} (Communications Regulatory Agency BiH), “Codex of Honour BH Journalists”^{vii} (Association “BH Journalists”), and recommendations for copyrights protection of media professionals are presented in every guideline for media, journalists associations,... “Almost every journalists association has its own codex that is obligatory for each member -more or less they all consists the same or similar elements, such as with all constitution laws that have similar or identical elements. Therefore, nomination of journalism ethics is very well and broadly elaborated but implementation is something completely different.” (Malović 2005: 85)

Copyright protection in Bosnia and Herzegovina is possible, since, as previously underlined, copyright is achieved without formalities in the most countries of the world, as well in Bosnia and Herzegovina. “With an aim to keep evidence or from another reason, author can deposit originals or copies of his/her work or subjects of related rights in the Institute for Intellectual Property BiH. Deposit work is signed in the book of authors works run by the Institute. This is not an author’s duty nor a condition for copyright protection, but it is a possibility. Copyright lasts during a lifetime of author and 70 years after his death.”^{viii}

With an aim for gaining more exact data for this research, we contacted Institute for Intellectual Property. “Institute provides permissions to the organizations of authors and other related carriers of copyright to collectively achieve these rights and acquire monitoring over their activities”^{ix}, provides opinions and explanations. Because only collective rights are treated, Institute for Intellectual Property did not give us data on number of deposit individual authors work of media professionals. As it was accentuated, even there is a Law on Copyright and Related Rights, in case that there is a contract of order between employer and media professional, there are contact regulations that must be implemented.

Author work – professional and ethical principles

In the context of copyright of media professionals, there are two levels of violation of their professional and ethical principles, based upon relation media company – media professional (collectively – individually) and media professional - (individually – individually), such are plagiarism and violation of author works of another journalist.

In both cases, we are talking about author work. According to the Law on Copyright and Related Rights, “author work is being an individual intellectual creation from the field of literature, science and art whatever is the type, model and form of expression, or if differently regulated by this Law,”^x with reference to, “author’s work is human creation with intellectual purpose, which has certain form and it is original (individual)” (Marković / Popović, 2015: 40). How can journalist protect their author work, and get the reimbursement for their work.? “Journalists have economic and moral rights to protect their author work. This means that all journalist

must be recognized as the authors – press article, radio and tv content or on-line media content. Integrity of journalist work must be protected, and journalists must get an adequate financial satisfaction every time their work is used. ”.^{xi} That is regulated by author’s contract. “Author’s contract is the contract where one person concedes or handovers property legal authorizations from subjective copyright to another person. Consequently, the essential characteristic of copyright contract is the traffic of property legal authorization from subjective copyright.” (Marković/ Popović, 2015: 252).

This second “violation of copyright” especially comes to an attention within analytical and research articles (where parts were “borrowed”) and within the crisis situations (urgency for information to be published). Basically, it is about plagiarism, which is professionally and ethically for every judgment. “Plagiarism is a theft, appropriation of somebody else’s copyright and articles. Plagiarism means to steel somebody else’s literature property, in media, it means journalism property. When journalist deliveries information from other media, he or she is obliged to quote the source of information (Malović, Ricchiardi, Vilović, 2007: 61). “Why plagiarism is ethically depraved? There are two reasons. The first is that plagiarism present violation of intellectual copyright, and it is a theft. This means to be publicly acknowledge by somebody else’s ideas and work. Person who copy illegally appropriate an effort from other person, without initial agreement from the original author and without financial satisfaction for the original author and his or her effort. Second reason, more related to our discussion, relates to the truth in journalism. This means that plagiarism presents certain inaccuracy and inaccurate presentation of facts. It is even the case when the copied information is 100% accurate. If the journalist sign article or news on the radio or tv as it is the result of his or her work, something that was researched and gained but an author is somebody else, then, viewers and listeners are misled in the context of source, originality and credibility of information that is provided. According to this, plagiary lies to the public that he or she is an author of news, even that news has no lies at all” (Žaket, 2007: 49).

On the other hand, there is, beside professional principles that must be valued by every responsible journalist (dedication, objectivity, professionalism, truthfulness), something that is morally obligated. Journalist codexes can significantly assist,^{xii} even so journalist never meet journalist codexes from academic aspect, in a theoretical matter, but they are in a certain moment left to themselves, their knowledge and education (Malović, Ricchiardi, Vilović, 2007).

Experiences of media professionals in Bosnia and Herzegovina

For this research regarding analyses of situation and problems of copyright of media professionals in Bosnia and Herzegovina, it is very significant and valuable to take into consideration a certain experiences of media professional workers in Bosnia and Herzegovina. We have examined the statements of media professionals, editors and journalists in Bosnia and Herzegovina about their personal experiences with copyright. To get as much as possible honest and serious answers we have used the method of structural interviews. Interviews were done with many relevant media professionals in whole Bosnia and Herzegovina, taking into consideration their professional experiences and positions. Gathered data, within quantitative aspect are very extensive, indicate that most of the subjects meet the same problems and challenges, and answers are, according to the topics, very similar. Furthermore, even though interviews are conducted on the representative sample, the research topic is quite unknown phenomena, so the generalization of the matter could be very complex and difficult due to the lack of longitudinal research.

Situation in Bosnia and Herzegovina of copyright from the aspect of media professionals

Area of copyright in Bosnia and Herzegovina in general, in a legal matter is very well regulated and we can state that our country, in this aspect, does not get behind after developed European democratic countries. As previously stated, law on Copyright and Related Rights in BiH, with all other laws, regulations, codexes is not much different than laws and regulations in Europe. Major difference is within implementation and deference of laws and regulations, which is indicative in the answers we got from media professionals.

“There is no necessary understanding of significance of copyright in general, and therefore it is related to the copyright of media professionals. Consequently, this type of rights is violated on daily basis, often without awareness and understanding that is about violation of somebody’s rights.”

“I think that we are all ill from so called “Balkan syndrome” that means disrespect and lack of knowledge regarding the copyright of media professionals. Often, we do not know who is “behind” the news, is it “original” or that we are dealing with “borrowed” information. Even though there is mentioning of the first source, we have

no idea whether this information is presented as the whole or that facts are taken out of context “.

I have written for Italian and French media, I know that in those countries, each source must be quoted, author is known, and as the contributor for the foreign services, often I must sign authorization that network for whom I write for (and pay my article) has a right to sell my article to other agency without my permission. In this way, agency becomes a copyright owner, and not me as the author. It is about that in this type of media we can find „author “articles or agency news (with signature of the agency), what is not case with media in the Balkans – the same news, indistinguishable word by word, sign by dozens of different news portals.

It means that in European media (BiH has signed also The Munich Convention) there is a responsibility of an author for what he or she writes (and it is confirmed with signature) and each notice from Facebook or other social network are allocated in the original version (facsimile). So, in these cases there are no thefts.”

From answers of media professionals (on question what is their assessment of situation in Bosnia and Herzegovina regarding copyright) as it was foreseen, almost all rights of journalists are violated, but copyright violation is the most neglected area. Even when talking about copyright in Bosnia and Herzegovina, the focus is on musicians, which beside media professionals, have the highest intensity. Subjects in interviews underlined research articles (the major effort/cruel takeover of somebody else’s article). But, it is generally known that media are the ‘mirror of every society’, so they are not able to create social values that are nonexciting.

Ways of media professionals copyright protection (in practice)

Laws proclaims one thing, but what is the situation in the practice...

“When we speak about protection of journalist rights in Bosnia and Herzegovina, I believe that journalists are getting used to the condition of being the part of general chaos. Since some of them do not respect copyright of other authors, according the same logic, they do not fight for their own rights. Everything goes with allow, and only in some very serious of copyright violation, journalists turn to the court.”

“It is possible to protect this type of rights, but unlike other right, not completely-specificity of rights, protected rights, many justified circumstances when using articles, limitation when using somebody else’s work (like in music for example), on the one side, and because of quite implicit legal frame on the other side, I think it will be more fruitful when the theft one sentence would be defined as THEFT, etc.”

Sharing/publication of news or author work from other media (without author's signature) – commercial or theft?

Is this “professional solidarity”, commercial or theft...

“When we talk about news, broadcast of news, quoting the source, what sharing is all about, that is not a theft. The news has its own “natural usage “to be wider spread and to come to the recipient. On the other side, using somebody else’s article, without previous authorization of an author copyright owner, has elements of theft”.

”Regarding the using information from other colleges (without signature) we can say that it happens on daily basis. Many of my colleague’s work at the same time for two or three redactions. In this way they take information (interview, contribution from the “main” radio station, cut and send later to another agency or radio station, (Free Europe or somewhere similar). People who gave their statements have no idea that they will be heard on other stations as well. In addition, problem is that those statements are often taken out of context, so those statements appear on the story that has no relation with the original one. Often, statement of famous and less famous people gets downloaded from YouTube, and inserted in the programme content. Even so, colleagues give to each other those parts of materials with comment: “Put it where is suitable for you”. According to these colleagues, it is about understanding and helping each other. During my professional journalist work, I have always attempt to quote the sources of information (without recycling, etc.).”

Copyright of journalists - who is protecting them!?

Are media professionals familiar with their copyright and who is protecting them...

“Unfortunately, I am not familiar that somebody protects copyright of journalists. I notice that journalist react about these problems on social networks, electronic media or web portals.”

“Before all, journalist protects him/her self – in the sense of protecting themselves and their personal security, and on the other side, when respects positively legal regulations., acts of Communications Regulatory Agency and Codex, protecting work and their rights in all aspects.

Positive legal regulations recognize journalisms as specific profession, and according to this it is possible to find specific element of protection – protection of sources, conduct in crisis, war as well.... Journalists got some mechanisms of protection from their professional associations. That is the case in BiH – for example assistance at disputes, conflicts, etc... Copyright – there are journalists that are owners of their copyright, but there are cases where media professionals abandon their rights on behalf of their media agency.”

Where to go in case of copyright violation?

In case of copyright violation, where can journalists go...

“The answer on this question depends on authors subjective assessment. Firstly, journalists turn to the person who violet those rights. It is possible to turn to the courts, RAK, Institute for Intellectual Property Protection, professional associations ... I have no information about particular outcomes.”

“For each segment you are turning to the specific responsible body. In case of journalists, that are rare case, they most transfer news, and few of them work on original stories and research journalisms, we should mention Press Council that is self-regulation body for printing and on-line media. It is facilitator between unsatisfied readers of printing and on-line media. It monitors the implementation of Codex, protects public from unprofessional and manipulative journalisms, protects media from political, economic and all other pressures that jeopardize freedom of information and freedom of media”.

Unfortunately, subjects did not mention any case that violation of copyright resulted in an adequate sanction. Naturally, there are positive and negative examples of copyright protection ...

“Regarding web portals, everything is based on fair relation; quoting sources, names of authors, links, etc. With portals from the regions and BiH, we have a wonderful cooperation in these aspects”

“I just remembered an action from web portal “Žurnal”. Not long ago, they have published an article asking others not to steel their articles.^{xiii} Every day we can find many negative examples...”

“In the last two years, on behalf of the Centre where I work, I have send more than 150 different press announcements. All those announcements were broadcasted completely (colleague did not try to „recycle “information “). There was no comment that it is official announcement from one institution, so article „results “as the work of entire redaction. Even that announcement was published at the same time by ten news agencies, carefully reader will ask himself – ten different agencies and similar announcement word by word. In” normal” societies journalists do not use “other feathers”, but defend their article with their signature. I would like to repeat: copyright means responsibility.”

“It seems to me that these situations end up with comments on social networks and redactions”.

“Yes, there are such examples – in both directions. I have followed my colleagues work for months (I suspected that they are “stealing sentences and entire articles”). To explain such actions, we would need more space, but mostly they are explanations that this work is unacceptable, that it is a theft and threatened by sanctions.... When we are the victims of theft, we are not doing anything only mentioning it in redaction office.”

Conclusion remarks and recommendations

Because of the gathered data quality, apart positioning of current situation regarding copyright of media professionals in Bosnia and Herzegovina, it is possible

to perceive key faults in these areas and try to give recommendations and directions to improve this condition, and improve the status of media professionals in Bosnia and Herzegovina.

In this research, media professionals have shared their experiences, opinions and statements, offered possible solutions and recommendations for improvement of the situation in the segment of copyright of media professionals. Recommendations and suggestions that resulted from these interviews, can be a valid platform for creation of manual that will instruct media professionals how to respect their and other copyright. Development of their ideas can serve as the basic strategy for raising knowledge and awareness about importance of copyright in general for the whole society of Bosnia and Herzegovina.

”Solutions: radical measures, assortment of situation, combat against general chaos... abolition of portals that exist in Bosnia and Herzegovina – keep e papers that publish their own articles or buy agencies news. Authors must be signed. In each moment we should know who is responsible for the public word. I would like to remind – couple years ago on the streets of our towns you could buy the newest editions of foreign films. Video stores with pirate movies are past now. Thanking to the Law. So, when somebody decide for some law to be implemented, it happens. Similar scenario can happen regarding violation of copyright.”

”Fair relation among colleagues. In TV world better and responsible work of responsible bodies, and in digital world education of all who present their content on the net.”

”More potential solutions, I would underline two: action within professional journalist community and reporting of all thefts to the responsible bodies.”

“1. Influence on conscience, campaigns; 2. Declaring this problem within education process; 3. Simplification of protecting mechanisms and education of journalists for their protection”

Let’s conclude: Journalists must be familiar with all their rights including copyright. Furthermore, working contracts should also describe and have regulations on copyright protection (lifelong), and journalists must be adequately paid for their work. And let’s not forget: respect and acknowledgment copyright of their colleague journalists is the respect and acknowledgment of their own rights. Or simpler stated, respect and acknowledgment of professional dignity.

The content of this text is the sole responsibility of author and BH Journalists Association and can in no way be taken to reflect the views of the European Union. 

Sources:

- Dej, Luis Alvin (2008): *Etika u medijima – primeri i kontroverze*, Medija centar, Beograd.
- http://bhnovinari.ba/wp-content/uploads/2012/06/bhn_e-novinar-juni2016.pdf
- http://www.wipo.int/edocs/pubdocs/en/intproperty/464/wipo_pub_464.pdf
- <http://www.ipr.gov.ba/hr/stranica/najcesca-pitanja-o-autorskom-i-srodnim-pravima>
- http://bhfilm.ba/dok/zakon_o_autorskom_i_srodnim_pravima.pdf
- http://bhfilm.ba/dok/zakon_o_kolektivnom_ostvarivanju_autorskog_i_srodnih_prava.pdf
- https://www.vzs.ba/index.php?option=com_content&view=article&id=218&Itemid=9
- <https://rak.ba/bos/index.php?uid=1324649058>
- <http://bhnovinari.ba/bs/kodeks-asti-bh-novinara/>
- Malović, Stjepan (2005): *Osnove novinarstva*, Golden Marketing – Tehnička knjiga, Zagreb.
- <http://www.ipr.gov.ba/bs/stranica/postupak-zatite-autorskog-prava-u-bih>
- Marković, Slobodan / Popović, Dušan (2015): *Pravo intelektualne svojine*, “UNIVERSITY PRESS - Izdanja Magistrat”, Sarajevo.
- <http://bhnovinari.ba/bs/2013/04/22/novinari-zahtjevaju-zatitu-svojih-autorskih-prava/>
- Malović, Ricchiardi, Vilović (2007): *Etika novinarstva*, ICEJ i Sveučilišna knjižara, Zagreb.
- Dejl Žaket (2007): *Novinarska etika – moralna odgovornost u medijima*, Službeni glasnik, Beograd.
- <http://www.zurnal.info/novost/20429/prestanite-krasti-nase-tekstove>

Notes:

ⁱ About this:

<http://www.ipr.gov.ba/hr/stranica/najcesca-pitanja-o-autorskom-i-srodnim-pravima>

ⁱⁱ Law on Copyright and Related Rights available at:

http://bhfilm.ba/dok/zakon_o_autorskom_i_srodnim_pravima.pdf

ⁱⁱⁱ Law on Collective Representation of Copyright and Related Rights available at:

http://bhfilm.ba/dok/zakon_o_kolektivnom_ostvarivanju_autorskog_i_srodnih_prava.pdf

^{iv} More on TRIPS and WIPO contracts at:

http://www.wipo.int/edocs/pubdocs/en/intproperty/464/wipo_pub_464.pdf

^v Codex for Press and On-line media in Bosnia and Herzegovina available at:

https://www.vzs.ba/index.php?option=com_content&view=article&id=218&Itemid=9

^{vi} Codex on audio-visual media services and radio media services available at:

<https://rak.ba/bos/index.php?uid=1324649058>

^{vii} Codex of Honour of BiH Journalists available at:

<http://bhnovinari.ba/bs/kodeks-asti-bh-novinara/>

^{viii} On procedure of copyright protection in BiH, more at:
<http://www.ipr.gov.ba/bs/stranica/postupak-zatite-autorskog-prava-u-bih>

^{ix} More on Institute for Intellectual Property Protection at:
<http://www.ipr.gov.ba/bs/stranica/nadleznost-bh>

^x Law on Collective Achievement of Copyright and Related Rights available at:
http://bhfilm.ba/dok/zakon_o_kolektivnom_ostvarivanju_autorskog_i_srodnih_prava.pdf

^{xi} See at:
<http://bhnovinari.ba/bs/2013/04/22/novinari-zahtjevaju-zatitu-svojih-autorskih-prava/>

^{xii} See Codex of Honour of BiH Journalists (acts 10-15) available at:
<http://bhnovinari.ba/bs/kodeks-asti-bh-novinara/>

^{xiii} Entire article available at:
<http://www.zurnal.info/novost/20429/prestanite-krasti-nase-tekstove>

Biography :

Mr. sc. Enita Čustović is senior assistant at the Department for Journalism/Communication Science at the Faculty of Political Science University of Sarajevo. She is engaged at following modules: B/H/S language, Rhetoric and Culture of Speech, Journalistic Stylistic, Basics of Propaganda, Media and International Politics, Journalists Publicists, and Sociology of Media. She lectures numerous number of books and publications, published several reviews, scientific and expertise articles in magazines with high index rates. She participated at the numerous international and domestic conferences, engaged in many roundtables and scientific gatherings and trainings as trainer, lecturer and presenter and participated in numerous international and domestic projects.