

## Čedomir Markov

Institute for Philosophy and Social Theory, University of Belgrade  
45 Kraljice Natalije St., Belgrade 11000, Serbia

Email: [cedomir.markov@ifdt.bg.ac.rs](mailto:cedomir.markov@ifdt.bg.ac.rs)

[Website](#) • [ResearchGate](#) • [ORCID](#)

### Academic Employment

2022–Present                      Research fellow, Institute for Philosophy and Social Theory,  
University of Belgrade, Serbia

### Education

2021	<p><b>Korea University</b>, Department of Journalism &amp; Mass Communication Ph.D. in Journalism and Mass Communication Dissertation: <i>The nature, origins, and consequences of media cynicism and (dis)trust in Serbia</i> Advisor: Prof. Young Min</p>
2017	<p><b>Yeungnam University</b>, Media and Communication Department M.A. in Media and Communication Thesis: <i>Framing refugees in Serbian daily press during the early stage of 2015 refugee crisis</i> Advisor: Prof. Hyuhn-Suhck Bae</p>
2012	<p><b>University of Belgrade</b>, Faculty of Political Sciences B.A. in Journalism</p>

### Publications

#### *Book*

Fiket, I., **Markov, Č.**, Ilić, V., & Pudar Draško, G. (Eds.). (2024). *Participatory democratic innovations in Southeast Europe: How to engage in flawed democracies*. Routledge.

#### *Peer-Reviewed Journal Articles*

**Markov, Č.**, & Đorđević, A. (2024). Becoming a target: Journalists' perspectives on anti-press discourse and experiences with hate speech. *Journalism Practice*, 18(2), 283–300.  
<https://doi.org/10.1080/17512786.2023.2215738>

**Markov, Č., & Min, Y.** (2023). Unpacking public animosity toward professional journalism: Experiences of media distrust and media cynicism from an audience perspective. *Journalism*, 24(10), 2136–2154. <https://doi.org/10.1177/14648849221122064>

**Markov, Č.** (2023). Digitalne strategije i aktivizam u Srbiji [Digital strategies and activism in Serbia]. *Kritika*, 4(1), 3–24. <https://doi.org/10.5281/zenodo.7983762>

Mevorah, V., **Markov, Č.**, & Guga, J. (2023). A divine genius, a subversive hero, or a creative entrepreneur? An exploration of various facets of the artist as a mythical figure. *Bulletin of the Institute of Ethnography SASA*, 71(1), 99–121. <https://doi.org/10.2298/GEI2301099M>

**Markov, Č., & Min, Y.** (2022). Understanding the public's animosity toward news media: Cynicism and distrust as related but distinct negative media perceptions. *Journalism & Mass Communication Quarterly*, 99(4), 1099–1125. <https://doi.org/10.1177/10776990211061764>

**Markov, Č., & Yoon, Y.** (2021). Diversity and age stereotypes in portrayals of older adults in popular American primetime television series. *Ageing & Society*, 41(12), 2747–2767. <https://doi.org/10.1017/S0144686X20000549>

**Markov, Č., & Min, Y.** (2020). The origins of media trust in a young democracy. *Communication & Society*, 33(3), 67–84. <https://doi.org/10.15581/003.33.3.67-84>

#### *Chapters in Edited Books*

Ilić, V., & **Markov, Č.** (2024). Political participation in Southeast Europe: A scoping review. In I. Fiket, Č. Markov, V. Ilić, and G. Pudar Draško (Eds.), *Participatory democratic innovations in Southeast Europe: How to engage in flawed democracies* (pp. 58–88). Routledge.

Fiket, I., Ilić, V., **Markov, Č.**, & Pudar Draško, G. (2024). Why do we need participatory democratic innovations in Southeast Europe? In I. Fiket, Č. Markov, V. Ilić, and G. Pudar Draško (Eds.), *Participatory democratic innovations in Southeast Europe: How to engage in flawed democracies* (pp. 1–7). Routledge.

#### *Book Review*

**Markov, Č.** (2024). Review of *Political rumors: Why we accept misinformation and how to fight it*, by Adam J. Berinsky, Princeton University Press, 2023. *Filozofija i društvo / Philosophy & Society* 35(1), 167–168.

#### *Other Publications*

Fiket, I., Ilić, V., **Markov, Č.**, & Pudar Draško, G. (2023). *How to run a deliberative mini-public in a hybrid regime: Policy handbook*. Institute for Philosophy and Social Theory. [https://act-wb.net/wp-content/uploads/2023/02/Policy-handbook-ACT.WB\\_.pdf](https://act-wb.net/wp-content/uploads/2023/02/Policy-handbook-ACT.WB_.pdf)

Kapidžić, O., Jaraković, V., Mihailović, V., Šuša, T., Branković, M., **Markov, Č.**, & Srećković, A. (2023). *Media audit: Uncovering the relevance and importance of media*. CRTA. <https://cрта.rs/en/media-audit-uncovering-the-relevance-and-importance-of-media-december-2023/>

**Markov, Č.** (2022). *Na šta mislimo kada kažemo... Aktivizam, digitalno okruženje i pažnja javnosti [What do we mean when we say... Activism, digital environment, and public attention]*. Institute for Philosophy and Social Theory. <https://rifdt.institfdt.bg.ac.rs/handle/123456789/2620>

**Markov, Č.** (2022). Kada kažeš „lažna vest” na šta tačno misliš? Kvalitativna analiza upotrebe izraza „lažna vest” u medijskom izveštavanju u Srbiji [What do you mean when you say “fake news”? Use of the term “fake news” in news reporting in Serbia – A qualitative analysis]. In A. Krstić (Ed.), *Građani u doba dezinformacija. Zbornik radova sa međunarodne konferencije Udruženja za političke nauke Srbije održane 25–26.09.2021. u Beogradu [Citizens in the age of disinformation. The 2021 Serbian Political Science Association annual conference proceedings]* (pp. 27–45). Udruženje za političke nauke Srbije.

### *In Progress*

Žikić, S., & **Markov, Č.** Serbian podcasters’ perspectives on emerging roles, practices, and podcasting’s place within the public sphere. Under second review.

Park, C., **Markov, Č.**, & Min, Y. Source, issue, and viewpoint diversity in presidential campaign coverage: A comparative study of Serbia and South Korea. Manuscript in preparation.

Išpanović, I., & **Markov, Č.** Contours of uncertainty: Experiences of journalistic precarity in Serbia's postsocialist capitalism. Manuscript in preparation.

**Markov, Č.**, & Fiket, I. Deliberation against disinformation: Can citizens’ assemblies contribute to countering disinformation and improving audience–media relations? Manuscript in preparation.

### **Grants & Awards**

Slavko Ćuruvija Foundation, a \$1,500 research stipend (December 2022–December 2023).

Foundation for Open Society Serbia & Institute for Philosophy and Social Theory Research Grant, a \$6,000 research stipend awarded on a competitive basis (September 2021–February 2022).

Brain Korea 21 Program for Leading Universities & Students (BK21+), scholarship for doctoral students (September 2020–February 2021).

Korean Government Scholarship Program, full tuition scholarship and stipend for doctoral degree (2017–2020).

Korean Government Scholarship Program, full tuition scholarship and stipend for one-year Korean language training and master's degree (2014–2017).

## Research Project

*Nets4Dem: Network of Networks for Democracy* (Horizon Europe; 2023–2026)  
Role: Team Member and Coordinator of Work Package 3 “Connecting the Scattered Knowledge on Democratic Innovations.”

## Conference Presentations

*Audience–media relations in a hybrid regime: Media (dis)trust, cynicism, and anti-press hostility in Serbia.* To be presented at the Södertörn University, Department for Media and Communication Studies' Workshop on trust, distrust and epistemic crisis, Stockholm, Sweden, October 21.

*Contours of uncertainty: Experiences of journalistic precarity in Serbia's postsocialist capitalism.* Paper presented at the ECREA's 10<sup>th</sup> European Communication Conference, “Communication & Social (Dis)Order,” Ljubljana, Slovenia, September 24–27, 2024 (with Igor Išpanović).

*Media literacy in the digital environment: Perspectives, challenges, and potentials for audiences in Serbia* (in Serbian). Paper presented at the University of Arts in Belgrade conference: Creativity and Innovations in Theatre, Media and Cultural Production: Visions and Values for the Future, Belgrade, Serbia, November 17–19, 2021 (with Aleksandra Krstić).

*What do you mean when you say “fake news”? Use of the term “fake news” in news reporting in Serbia – A qualitative analysis* (in Serbian). Paper presented at the 15th Serbian Political Science Association Annual International Conference: Citizens in the Age of Disinformation, Belgrade, Serbia, September 25–26, 2021.

*Conceptualizations, measurements, and causal relations in the study of media trust: A systematic review.* Paper presented at the 10<sup>th</sup> Honors Symposium for Asian Ph.D. Students in Communication Research, Seoul, Korea, December 7–8, 2019.

*The origins of media trust in a young democracy.* Paper presented at the Korean Association for Broadcasting & Telecommunication Studies (KABS) Conference: Global Digital Technology and Culture, Seoul, Korea, August 17–18, 2018.

## Invited Lectures & Public Talks

Panel participant, *Participatory Democracy as a New Tool on Fighting Disinformation, Combatting Disinformation in the Western Balkans*, European Partnership for Democracy (EPD), Budva, October 1, 2024.

Invited talk, *Media Representations of Older Adults* (in Serbian), Faculty of Political Sciences, University of Belgrade, December 22, 2023 & May 7, 2024.

Panel moderator, *Violence in the Media and Reporting on Violence: Professional Standards, Legal Obligations, and Consequences for Society* (in Serbian), Institute for Philosophy and Social Theory, University of Belgrade, May 23, 2023.

Panel moderator, *Human Rights and Democracy in the Digital Sphere*, EMERGE 2022: Forum on the Future of AI Driven Humanity & International Conference on Digital Society Now, Institute for Philosophy and Social Theory, University of Belgrade, December 18, 2022.

Panel moderator, *Participatory Democratic Innovations in Southeastern Europe*, Revitalizing democracy through participatory democratic innovations, ACT.WB Jean Monnet Network Final Conference, Institute for Philosophy and Social Theory, University of Belgrade, May 16, 2022.

Panel participant, *Political Diversity and Fight Between Media Bubbles*, Democracy; a minimal consensus, Center for Research, Transparency and Accountability (CRTA), Belgrade, June 27–28, 2022.

Invited lecture, *Distrust and/or cynicism: Improving the conceptual framework for studying the crisis in audience-media relationships*” (in Serbian), Institute for Philosophy and Social Theory, University of Belgrade, Belgrade, Serbia, June 28, 2021.

## Professional Service

Member of Organizing & Scientific Committees, EMERGE 2024: Ethics of AI Alignment, Institute for Philosophy and Social Theory, University of Belgrade, December 12–13, 2024.

Guest Editor, Special Issue on media and violence (in Serbian), *Kritika: časopis za filozofiju i teoriju društva* (Expected publication date: November 2024).

Member of the Program board of the 3<sup>rd</sup> & Coordinator of the 4<sup>th</sup> School on Social Engagement and Democracy (ANDEM), Institute for Philosophy and Social Theory, University of Belgrade, 2022–2023.

Chair of the Organizing Committee & member of the Scientific Committee, EMERGE 2022: Forum on the Future of AI Driven Humanity & International Conference Digital Society Now, Institute for Philosophy and Social Theory, University of Belgrade, December 16–18, 2022.

Member of the Program Board, Revitalizing democracy through participatory democratic innovations, ACT.WB Jean Monnet Network Final Conference, Institute for Philosophy and Social Theory, University of Belgrade, May 16–18, 2022.

Reviewer for the 10th ECREA European Communication Conference, *International Journal of Ageing and Later Life*, *International Journal of Public Opinion Research*,

*Journal of Information Technology and Politics, Journal of Aging Studies, Journalism & Mass Communication Quarterly, Journalism Practice, Political Communication, Sociologija.*

## Teaching Experience

Teaching Assistant to Prof. Hyuhn-Suhck Bae, Understanding the Super-Connected Society, Spring 2016 and Spring 2017.

Teaching Assistant to Prof. Hyuhn-Suhck Bae, Global Communication, Fall 2015 and Fall 2016.

## Other Professional Experience

2024	Audience research expert, The Novi Sad School of Journalism.
2023	Media expert & citizens' assembly expert, European Partnership for Democracy.
2023	Media effects expert, Center for Research, Transparency, and Accountability (CRTA).
2022	Election news expert, CRTA.
2012–2014	Communications officer, Local Economic Development Office, City of Pančevo.
2010–2012	Communications officer, Mayor's Office, City of Pančevo.
2010	Broadcast journalist, Production Group "Network."

## Relevant Skills

### *Statistical techniques*

Data management (e.g., descriptive statistics, data visualization, handling missing data and outliers), multivariate dependence techniques (e.g., multiple regression analysis, MANOVA), multivariate independence techniques (e.g., exploratory and confirmatory factor analysis, cluster analysis).

### *Software*

SPSS, SPSS Amos, RapidMiner, Comprehensive Meta-Analysis (CMA), MAXQDA.

### *Languages*

Serbian (native), English (fluent), Korean (fluent), Spanish (elementary proficiency),  
German (elementary proficiency).

## Professional Memberships

International Communication Association (ICA)

European Communication Research and Education Association (ECREA)

## References

### **Young Min**

Professor, School of Media and Communication  
Korea University  
+82-02-3290-2265  
[ymin@korea.ac.kr](mailto:ymin@korea.ac.kr)

02841 Media Hall #406  
145 Anam-ro, Seongbuk-gu  
Seoul, Republic of Korea

### **Youngmin Yoon**

Professor, School of Media and Communication  
Korea University  
+82-02-3290-2264  
[ymyoon@korea.ac.kr](mailto:ymyoon@korea.ac.kr)

02841 Media Hall #407  
145 Anam-ro, Seongbuk-gu  
Seoul, Republic of Korea

### **Dong Hoon Ma**

Professor, School of Media and Communication  
Korea University  
+82-02-3290-2261  
[dhma@korea.ac.kr](mailto:dhma@korea.ac.kr)

02841 Media Hall #405  
145 Anam-ro, Seongbuk-gu  
Seoul, Republic of Korea