

Mirjana Pantic
Curriculum Vitae 2022

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Education

Ph.D., Communication and Information, 2017

Outstanding dissertation award from the College of Communication and Information
The University of Tennessee, Knoxville
Dissertation title: *Uses and gratifications of digital media: The case of live blogs*
Dissertation Chair: Dr. Erin Whiteside
Committee: Drs. Catherine Luther, Ronald Taylor, and Jennifer Morrow

M.A., European Studies, 2013

Faculty of Political Sciences, The University of Belgrade, Serbia
Thesis title: *Political criteria for the EU membership: The case of Serbia*

B.A., Journalism and Communication Studies, 2004

Faculty of Political Sciences, The University of Belgrade, Serbia
Thesis title: *Authoritarianism as a form of judgment*

Faculty Positions

Assistant Professor in Digital Journalism (September 2017-present)

Pace University, Dyson College of Arts and Sciences

Graduate courses taught:

MCA 630: Digital Communications Leadership: this is a graduate-level course that I developed and delivered completely online. It focuses on leadership styles and skills in the field of digital communication that one who aims at becoming an effective leader needs to develop in the 21st century.

MCA 610: Communication Research; a graduate-level course that focuses on various methods utilized in communication research (e.g., surveys, content analysis, interviews, focus groups, experiments, ethnography).

MCA 601: Industry Theory and Practice; a graduate-level course that thoroughly examines theories related to communication in the workplace (e.g., workplace diversity, legal issues in the workplace, presentation skills, verbal and non-verbal communication).

MCA 693: Internship; this is an independent study course taken by the students interested in developing a thesis at the end of their graduate school program. Research conducted in this course is media and communications-based.

Undergraduate courses taught:

MCA 499A: Persuasive Communication; this seminar examines the basic principles and theories of persuasion.

JRN 499: Digital Storytelling; this is a capstone course for Digital Journalism major in which students are required to pitch and produce a professional-quality multimedia journalism project. The project focuses on a common theme, which changes each semester.

MCA 338: Censorship and the Mass Media; this course focuses on the aspects of control of media content including sexually explicit material, blasphemy, violence, school publications, libel, etc.

MCA 311: Ethics, Morality and the Media; this course focuses on the examination and evaluation of the performance and responsibilities of the various media with regard to ethical and moral standards and the constitutional protection given to them.

JRN 238: The Global Newsroom; this course focuses on global media issues, the structures and operations of news organizations around the world, and international reporting, with a particular focus on technological change.

COM 200: Public Speaking; this course is designed to improve students' individual public speaking skills as well as reduce anxiety associated with speaking in public

JRN 104: News Reporting; writing and reporting intensive course where students learn about the theory and practice of gathering and evaluating news.

JRN 101: Introduction to News Media; the course explores the fundamentals of journalism and how it operates in diverse news media.

Teaching Associate - Instructor of Record (August 2014-August 2017)

The University of Tennessee, School of Journalism and Electronic Media

Courses taught:

JREM 200: Media Writing; writing intensive course required for all journalism and public relations majors.

JREM 250: Multimedia Storytelling; digital media course providing students with knowledge and skills they need to become multimedia journalists.

Guest Lecturer and Mentor (July 2015 – April 2020)

The University of Tennessee, School of Journalism and Electronic Media

JREM 230: Media Reporting; a guest lecturer for the course that introduces students to reporting and interviewing (July 2015).

JREM 200: Media Writing; mentoring an incoming teaching associate for teaching the course (Fall semester 2016)

JREM 175: Principle and History of Journalism; delivered a guest lecture on new media practices (November 2017).

JREM 410: Media Ethics; delivered a guest lecture on digital journalism and current challenges it faces via Zoom (April 2020).

Research Assistant (August 2014-August 2017)

The University of Tennessee, School of Journalism and Electronic Media

Supervisors: Dr. Barbara Kaye and Dr. James Stovall

Research and Scholarships

Refereed Journal Publications

Pantic, M. (2021). Local media in a digital market: Establishing niche and promoting original reporting to ensure sustainability. *Journalism Practice*.
doi.org/10.1080/17512786.2021.1874483.

Pantic, M., & Cvetkovic, I. (2020). Journalism practice in a digital age: Utilization of social media in online news. *American Communication Journal*, 22(2), 1-12.

Pantic, M. (2020). Engagement with live blogs: When passive consumption overpowers participation. *Electronic News*, 14(1), 22–36.

Pantic, M. (2020). Gratifications of digital media: What motivates users to consume live blogs. *Media Practice and Education*, 21(2), 148-163. doi.org/10.1080/25741136.2019.1608104.

Ziek, P., & Pantic, M. (2019). From Anti-hero to commodity: The legacy of Kurt Cobain. *IAFOR Journal of Arts & Humanities*, 6(2), 21-30.

Pantic, M., & Pjesivac, I. (2019). Live-blogging the crisis: Determinants of news coverage of the Syrian refugee crisis. *International Communication Research Journal*, 54(1), 7-33.

Pantic, M. (2018). Participatory spaces in online media: Half-opening the gates to users. *Newspaper Research Journal*, 39(4), 389-397. doi.org/10.1177/0739532918806898.

Cvetković, I., & Pantic, M. (2018). Multimodal discursivity: Framing EU borders in live-blogs. *Journal of Communication Inquiry*. Special issue: “Mediating Global Migration,” 42(4), 318-339. doi.org/10.1177/0196859918786273.

Pantic, M., Whiteside, E.E., & Cvetkovic, I. (2017). Politics, conflict generate more live-blog comments. *Newspaper Research Journal*, 38(3), 354-365. doi.org/10.1177/0739532917722979.

Pantic, M. (2017). Active Readers: Exploring uses and gratifications of live blogs. *American Communication Journal*, 19(1), 36-48.

Conference Research Presentations

Pantic, M., & Fink, K. (2020). *Looking for a sustainable newsroom model - The case of the U.S. media*. Paper presented at the AEJMC annual conference, San Francisco, California.

Fink, K., & Pantic, M. (2020). *A Franchise Model for Hyperlocal News*. Paper presented at the 70th Annual International Communication Association conference, Gold Coast, Australia.

Pantic, M. (2019). *Journalism Tenets in the Digital Age: From Accuracy to Immediacy*. Paper presented at the New York State Communication Association annual conference, Callicoon, New York.

Ziek, P., & Pantic, M. (2019). *Come as you are: The legacy of Kurt Cobain*. Paper presented at the international conference Bridging Gaps: Re-Fashioning Stories for Celebrity Counterpublics, New York, New York.

Pantic, M., & Cvetkovic, I. (2019). *Journalism practice in a digital age: Utilization of social media in online news*. Paper presented at the AEJMC annual conference, Toronto, Canada.

Pantic, M. (2018). *Citizen engagement with live blogs: Passive consumption rather than participation*. Paper presented at the AEJMC annual conference, Washington D.C.

Pantic, M. (2018). *Gratifications of digital media: What motivates users to consume live blogs*. Poster presented at the 68th Annual International Communication Association conference, Prague, Czech Republic.

Pantic, M. (2017). *Half-opening the gates: Adoption of user-generated content in the newsrooms*. Paper presented at the AEJMC annual conference, Chicago, Illinois. *Top Student Paper – Participatory Journalism Interest Group.

Cvetkovic, I. & Pantic, M. (2017). *Framing EU borders in live blogs: A multimodal approach*. Paper presented at the AEJMC annual conference, Chicago, Illinois.

Pantic, M., & Tipton, W. (2017). *Anxiety, uncertainty, and attitudes toward refugees from Syria*. Paper presented at the Southern States Communication Association 87th Annual Convention, Greenville, South Carolina.

Pantic, M., & Pjesivac, I. (2017). *Live-blogging the crisis: Determinants of news coverage of the Syrian refugee crisis*. Paper presented at the International Studies Association annual conference, Baltimore, Maryland.

Pantic, M. (2016). *Active readers: Exploring uses and gratifications of live blogs*. Paper presented at the international conference Media and the Public Sphere 2016: Empowered Audiences in the Digital Age, University of Georgia, Athens.

Pantic, M., Whiteside, E.E., & Cvetkovic, I. (2015). *Employing transparency in live-blogs: the case of the Guardian*. Paper presented at the AEJMC annual conference, San Francisco, California.

Symposium Research Presentations

Pantic, M. & Tipton, W. (2016, February). *Anxiety, uncertainty, and attitudes toward refugees from Syria*. Poster presented at the Annual Research Symposium of the University of Tennessee College of Communication and Information, Knoxville, TN.

Other Research Projects

Pantic, M. & McNabney, K. (2016). *The Belgrade Police: Refugee coping strategy and public diplomacy*. Research project conducted for the Bureau of International Narcotics and Law Enforcement Affairs, U.S. State Department.

Internally Funded Academic Grants

- \$576 Scholarly Research Award from the Office of the Provost (2021).
- \$365 Kenan Fund award for participation in the Association for Education in Journalism and Mass Communication (AEJMC) virtual conference (2020).
- \$750 Pace Undergraduate Student & Faculty Research stipend for one academic year (2019).
- \$3,000 Fund for a one-year scholarly work at Pace University (2019).
- \$1,100 Kenan Fund for professional faculty development at Pace University (2018).
- \$5,000 Start-up fund for two academic years for scholarly work at Pace University (2017).
- \$750 Edward J. Meeman fellowship scholarship in international communication for distinguished students at the University of Tennessee College of Communication and Information (2016).
- \$1,500 [Karl A. and Madira Bickel scholarship](#) for students who have shown superior academic achievement and professional promise at the University of Tennessee College of Communication and Information (2015).
- \$5,000 ESPN scholarship for one academic year from the University of Tennessee College of Communication and Information (2014).

Scholarly Awards and Certificates

- Teaching effectively online certificate of training completion issued by Pace University (2019).
- Outstanding dissertation award from the College of Communication and Information, University of Tennessee-Knoxville, for the dissertation titled “Uses and Gratifications of Digital Media: The Case of Live Blogs” (2018).
- Top student paper (second place) – The Participatory Journalism Interest Group of the Association for Education in Journalism and Mass Communication (AEJMC) for the paper “Half-opening the gates: Adoption of user-generated content in the newsrooms” (2017).
- Certificate of appreciation for contribution to the research report “The Belgrade Police: Refugee coping strategy and public diplomacy” from the U.S. Department of State, Bureau of International Narcotics and Law Enforcement Affairs (2016).
- [First prize proposal poster](#) presented at the Annual Research Symposium of the University of Tennessee College of Communication and Information. The title of the poster was “Anxiety, uncertainty, and attitudes toward refugees from Syria” (2016).
- Certificate for participation in [The Best Practices in Teaching Program](#) for graduate assistants and associates at the University of Tennessee, Knoxville (2014).

Service

Service to the Academy

- Reviewer, Annual International Communication Association (ICA), Journalism Studies Division, Fall 2019 and 2021.
- Book review, Wiley publishing company, Fall 2019.
- Reviewer, *Newspaper Research Journal*, multiple articles, 2021.
- Reviewer, *Journalism Practice*, 2021.

- Reviewer, *Journal of Medical Internet Research*, 2021.
- Reviewer, Monograph, Institute for Political Studies, Belgrade, Serbia, 2021.

Service to the University

- Assessment Representative, The Department of Media, Communications, and Visual Arts, Pace University. Representing the department in the Middle States Commission on Higher Education accreditation process, 2018-present.
- Adviser, Mu Iota Chapter of Lambda Pi Eta (LPH), a distinguished student organization of the National Communication Association, 2018-present.
- Committee member, UNV 101/CAP Advisory Committee, 2021-present.
- Adviser, Spoon University website, Pace Chapter, 2017-2019.
- Affirmative Action Officer in the Clinical Assistant Professor Hiring Committee, The Department of Media, Communications, and Visual Arts, Pace University, (2017/2018).

Academic Advising and Related Teaching Service Activities

- Honors Thesis Adviser, Sabrina Sanchez (B.S.), “Journalism Ethics in Practice: A comparative study between the Dominican Republic and the United States,” Fall 2020 graduate.
- Master Thesis Adviser, Morgan L. Hennessey (M.S.), “How Customer Experience is Affected by Chatbots for E-Commerce Businesses,” Spring 2020 graduate.
- Master Thesis Adviser, Danielle May (M.S.), “The Impact of Streaming Services on Music Sharing,” Spring 2020 graduate.
- Master Thesis Adviser, Saundra Hayley Foutz-Mogensen (M.S.), “How are Police Departments using Social Media to Collect Information about Illegal Activities,” Spring 2020 graduate.
- Master Thesis Adviser, Katherine M. Diez Canseco (M.S.), “Social Media and Mental Health,” Spring 2020 graduate.
- Honors Thesis Adviser, Kamari Stewart (B.S.), May 2020 graduate. The thesis titled “Do You Trust Me(dia): How Students Perceive and Identify Fake News” won top undergraduate paper award the annual New York State Communications Association conference in October 2019 in Callicoon, NY.

Industry Experience

Journalist and Co-Editor-in-Chief

Novi Magazin Weekly and [Novi Magazin Website](#), Belgrade, Serbia: March 2011-July 2014
Writing feature stories and commentaries for Serbian weekly *Novi Magazine*. Editing and producing multimedia content for the web edition of the magazine. Managing social media pages such as Facebook, Twitter, and Google Plus. Supervising journalists and mentoring incoming reporters. Coordinating activities with the government, NGOs, PR agencies, and other stakeholders. Writing grant proposals for the media organization’s projects.

Freelance Journalist

Belgrade, Serbia: 2002-2014

Writing feature stories for various Serbian and regional media outlets, such as: [Al Jazeera Balkans](#), [Status Magazine](#), [Blic](#), [Economist Magazine](#), etc.

Journalist

All Voices Website, San Francisco: March 2013-December 2014

Writing articles about local events in the U.S. as well as writing news stories on world politics and breaking news events such as terrorism, protests, and natural disasters.

Editor-in-Chief

Euractiv Serbia Website, Belgrade, Serbia: Spring 2010-November 2010

Preparing and launching [Euractiv](#) website in Serbian. Editing and producing online news on EU integration process. Coordinating activities with NGOs and Serbian state institutions dealing with issues related to the European integration process. Managing social media pages of the news website. Coordinating activities with [Euractiv](#) main office in Brussels, Belgium.

Reporter

BETA News Agency, Belgrade, Serbia: November 2007-Spring 2010

Reporting on major political and social events in Serbia. Covering demonstrations, parliamentary debates, political rallies, presidential and parliamentary elections, press conferences of the government officials, etc. Writing stories on EU related issues, Serbian politics, corruption, abuse of power, and social issues.

Reporter

Tanjug News Agency, Belgrade, Serbia: March 2004-November 2007

Writing stories on EU related issues, Serbian politics, social issues, etc. Covering major events such as elections, violent protests, and debates on key political issues. Some of those events included a process of dissolution of Serbia and Montenegro, demonstrations against the government, and the funeral of Slobodan Milosevic, former president of Serbia and Yugoslavia.

Awards

- [Award given to the Novi Magazine](#) for being among the five best news sites in Serbia and among 50 best websites in general in the country when I was serving as Co-Editor-in-Chief of the website (2014).
- [The best report published in print media on the EU integration process](#). The awards are traditionally given by the Serbian EU Integration Office and the Delegation of the EU in Serbia (2011).
- Certificate for participating in a journalism program of study during the academic year 2009-2010 at the Department of Communication, Bradley University, Peoria, Illinois (2010).
- Certificate for distinguished performance in a Professional Development Year Program sponsored by the Voice of America's International Media Training Center and Bradley University (2010).
- Certificate of successful completion of the program [Economic and Political Reporting from Southeast Europe](#). The certificate was granted by Thomson Reuters Foundation and a German foundation [Robert Bosh Stiftung](#) (2009).

- [The best report published in print media on EU integration process.](#) The awards are traditionally given by the Serbian EU Integration Office and the Delegation of the EU in Serbia (2009).
- [Award for excellence in investigative journalism.](#) The annual award was granted by the Independent Journalist Association of Serbia and the U.S. Embassy in Belgrade (2009).
- [Award for reporting on European regions.](#) The award was granted by the European Movement in Serbia (2006).

Training

- Thomson Reuters course on Economic and Political Reporting from Southeast Europe. The training was organized by Robert Bosch Stiftung and Thomson Reuters Foundation in London, UK (2009).
- Professional Development Year Program. Non-credit academic year at Bradley University in Peoria, Illinois. The program was sponsored by the U.S. Embassy in Serbia and International Broadcasting Bureau – Voice of America (2009-2010).

Languages

Fluent in English, Serbian, and Croatian.