

On the occasion of celebrating 30 years of the Institute for Theatre, Film,
Radio and Television of the Faculty of Dramatic Arts in Belgrade

NEW HORIZONS
Culture, Arts and Media in the Digital Environment
BOOK OF ABSTRACTS

Edited by: Tatjana Nikolić

Faculty of Dramatic Arts
Belgrade, 2019

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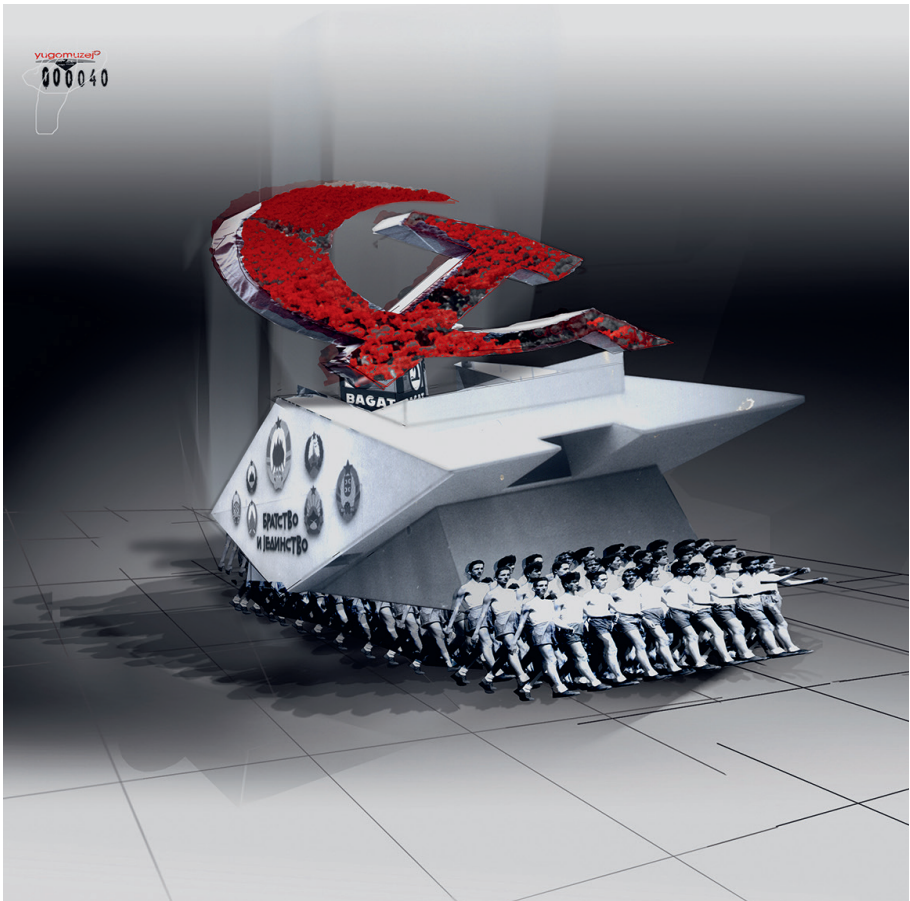
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Mrdjan Bajić: YUM*00040: *Parade*

900 x 600 x 1200 cm.

Wood: cardboard, youth, workers and the honest intelligentsia (items: 140); hammer and sickle, woven from red carnations; the inscription: "Fraternity and Unity"; the coat of arms of SFR of Yugoslavia; the coat of arms of SR of Slovenia; the coat of arms of SR of Croatia; the coat of arms of SR of Bosnia and Herzegovina; the coat of arms of SR of Serbia; the coat of arms of SR of Montenegro; the coat of arms of SR of Macedonia.

Donated by Bagat; 2001.

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Sonja Radivojević

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**Sketches for understanding the contemporary:
digital culture as a research framework
in the anthropological perspective**

In recent decades, the rapid development of new information and communication technologies has transformed the fundamental segments of modern life – the ways we work and have fun, the ways we communicate and spend, the ways in which we create knowledge and learn, our understanding of politics and participation in public life. Thereby, 'digital' become not only the key word of the contemporary global culture in which we live, but also the living experience, the form of being in the world, as well the form of perception of the self and the world. In public but also in the academic discourse, this all-pervading character of digital initiated more discussions about the subsistence of a digital culture, as well discussions about opportunities and constraints stemming from new digital technologies. Relying on the anthropological and synchronic perspective, but also cross-cutting processes and events in the sphere of science, politics and economics, this paper reviews the emergence, role and significance of digital technologies. Technologies are seen as a common denominator of fluid contemporary and (co)participants in various aspects of everyday life in the same way as the technologies like rail, press, electricity or television in industrial modernity. Through the identification, research and appointment of key concepts and phenomena of contemporary, the paper further seeks answers to what digital culture is, what are its features, and how we can explore it. The main idea is to offer the concept of digital culture as a possible contextual framework of research and understanding the contemporary world and the phenomena in it.

Keywords: digital culture, globalization, new technologies, post-industrial society, anthropology of the contemporary

Sonja Radivojević is a PhD student at the University of Belgrade, Faculty of Philosophy, Department of Ethnology and Anthropology, and researcher-trainee at the Ethnographic Institute SASA. Her research interests focus on human-technological relations, material, and digital culture, as well as popular culture and literature from an anthropological perspective.

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