

Slavica Isaretovic

PhD Communicology

CONTACT INFORMATION



slavica.isaretovic@blc.edu.ba



+387 65 579 302



Boska Tosica 17
78000 Banja Luka
Bosnia – Herzegovina

EDUCATION

- **Doctoral studies**

Doctor of Science – Communicology

Faculty of Culture and Media
Megatrend University, Belgrade
Completed in 2017

- **Postgraduate studies**

Master of Communicology

Alfa University, Belgrade
Completed in 2011

- **Bachelor studies**

Graduated Journalist

Faculty of Political Sciences, Department
of Journalism,
University in Sarajevo
Completed in 1989

PROFESSIONAL TRAININGS

Law on Free Access to Information

2004 Neum, BiH

Euro-Atlantic Integrations

2004 Brussel, Belgium

**Iowa State University, Greenlee School of
Journalism and Communication**

2003 Des Moines, USA

**Objective Reporting During Campaigns and
Elections**

1996 Washington, USA

PROFILE

As a long-term practitioner and theorist of media, aware of the importance of media and information literacy, involved in empowering the resilience to media influences and develops their awareness of the importance of media literacy in their lives; unselfishly passes on the experience gained from twenty years of work in numerous media companies to students, teaching them responsible and objective journalism.

WORK EXPERIENCE

Banja Luka College / Professor

2017 – present

Department for Media and Communication

Banja Luka College / Senior Assistant

2011 – 2017

Department for Media and Communication

Alternativna TV, Banja Luka / Director of News

2000 – 2010

Director of News Desk in private television station, *Alternativna TV*

Soros Media Centre / Coordinator

1998 – 2000

Coordinator of Activities for Northern Bosnia-Herzegovina

Alternativna TV / Desk Editor

1997 – 1998

Editor in News Desk in private television station *Alternativna*

**Radio and TV of Republic of Srpska & Associate Freelancer of Radio
Yugoslavia / Journalist-Editor**

1994 – 1997

Journalist-Editor of news from Bosnia-Herzegovina

**Associate Freelancer of Radio and TV Sarajevo & News Magazine
„Večernje novosti“ / Journalist**

1989 – 1992

Journalist-Reporter for news from Bosnia-Herzegovina

SCIENTIFIC WORK

Author or co-author of dozens of articles published in their entirety in national and international journals. Author of books and textbooks in the field of communication and media literacy. Participant of numerous scientific meetings in Bosnia and Herzegovina and the region.