

THE INFLUENCE OF THE MEDIA ON THE RECOGNITION AND PROMOTION OF THE CULTURAL HERITAGE OF THE CITY OF NOVI SAD: STATISTICAL FINDINGS AND ANALYSIS

Aleksandra Penjišević

The College of Academic Studies "Dositej", Belgrade
aleksandra.penjisevic@gmail.com, ORCID: 0000-0002-0898-6818

Branislav Sančanin

Medical College of Applied Studies, Belgrade
sancanin.branislav@gmail.com, ORCID: 0000-0002-4255-2634

Katarina Stojanović

Faculty of Economics and Engineering Management in Novi Sad, University Business,
Academy in Novi Sad
katarina.stojanovic@fimek.edu.rs, ORCID: 0000-0002-5261-3816

Abstract

Authentic cultural and historical heritage plays a significant role in shaping the appealing image of cities and their development. Novi Sad, the second largest city in the Republic of Serbia, stands out for its concentration of unique buildings, underscoring its pivotal role as a tourist destination rooted in both tangible and intangible cultural heritage. The influence of media convergence has facilitated the dissemination of a substantial amount of data and information in the virtual realm concerning the cultural and historical heritage of Novi Sad, transcending temporal and spatial constraints. The visibility of heritage in the age of globalization, when appropriately interpreted, can be viewed as a contribution to the cultural mosaic, as realized by the authors through three media-research questions. A survey was conducted among 133 citizens of Novi Sad (n=133). The significance of understanding cultural heritage has been established, with respondents holding a "Doctor of Science" degree exhibiting the highest level of knowledge/information. Those expressing an interest in cultural heritage were identified as having the primary reasons for possessing extensive knowledge, while lack of interest and inadequate media representation were cited as reasons for limited knowledge. It has been demonstrated that social networks wield considerable influence in promoting cultural heritage, with YouTube and Instagram exerting the greatest impact. The objective of this study is to elucidate the position and function of the media in promoting the cultural heritage of Novi Sad by fostering a more comprehensive and responsible approach toward the legacy bequeathed by preceding generations, with the aspiration of captivating and motivating segments of society beyond the academic and professional spheres to engage in further creative endeavors.

Keywords: cultural heritage, mediji, the social network, promotion, sustainable development, Novi Sad.

JEL codes: M51, L82

UTICAJ MEDIJA NA PREPOZNAVANJE I PROMOCIJU KULTURNE BAŠTINE GRADA NOVOG SADA: STATISTIČKI NALAZI I ANALIZA

Apstrakt

Autentično kulturno-istorijsko nasleđe ima značajnu ulogu u kreiranju atraktivne slike gradova i njihovom razvoju. Novi Sad, drugi po veličini gradu u Republici Srbiji, izdvaja se po koncentraciji jedinstvenih građevina, naglašavajući njegovu ključnu ulogu turističke destinacije zasnovane na materijalnom i nematerijalnom kulturnom nasleđu. Uticaj medijske konvergencije omogućio je širenje znatne količine podataka i informacija u virtuelnom prostoru o kulturno-istorijskom nasleđu Novog Sada, prevazilazeći vremenska i prostorna ograničenja. Prepoznatljivost nasleđa u eri globalizacije, uz adekvatnu interpretaciju, može se vrednovati kao doprinos kulturnom mozaiku koji su autori realizovali kroz tri medijsko-istraživačka pitanja. Anketirano je 133 građanki i građana Novog Sada (n=133). Ustanovljena je važnost poznavanja kulturnog nasleđa, a najveći stepen poznavanja/informisanosti imaju ispitanici stepena obrazovanja "Doktor nauka". Kao primarni razlozi visokog znanja identifikovani su oni koji iskazuju interesovanje za kulturno nasleđe, dok su nezainteresovanost i nedovoljna medijska zastupljenost razlozi ograničenog poznavanja. Pokazalo se da društvene mreže imaju veliki uticaj na promociju kulturnog nasleđa, a najveći uticaj imaju Youtube i Instragram. Cilj rada je da prikaže mesto i ulogu medija u promociji kulturnog nasleđa Novog Sada kroz celovitiji i odgovorniji odnos prema baštini nasledenoj od prethodnih generacija, uz ambicije da zainteresuje i podstakne na dalje kreativne akcije one segmente društva koji su izvan akademske zajednice i profesionalnih krugova.

Ključne reči: kulturno nasleđe, mediji, društvene mreže, promocija, održivi razvoj, Novi Sad

INTRODUCTION

Novi Sad is the administrative, economic, cultural and scientific center of the Autonomous Province of Vojvodina. Novi Sad is the capital of the Autonomous Province of Vojvodina and has the second largest population in Serbia 1. (Statistical Office of the Republic of Serbia, 2022). In 2019, the city of Novi Sad won the title of Youth Capital of Europe (2019), and in 2022 it also received the title of European Capital of Culture, as the first city outside the European Union to win this title.

Among its cultural assets are 76 monuments and eight spatial-historical entities. (Institute for the Protection of Cultural Monuments of the City of Novi Sad, 2019) Dynamic cultural-historical and artistic transformations in Novi Sad are the result of diverse creative potentials. which significantly contribute to the multicultural mosaic of European values. The diverse cultural and historical heritage plays a significant role in the sustainable development environment of Novi Sad. (Szubert et. al., 2021) Tourism is becoming a crucial contributor to economic development and GDP growth globally. Although it boosts GDP, tourism also raises concerns about environmental and other negative impacts on living beings. As a result, sustainability has recently become a global priority. (Dugonjić, Uršulin-Trstenjak, 2023)

In this sense, Tostões (2018) emphasizes an optimistic faith in progress, highlighting planners' efforts to achieve functionality and flexibility while navigating the

challenges of heritage conservation in a rapidly changing context. This context encompasses rapidly evolving physical, economic, functional, socio-cultural and political values.

Authors Aljković-Kadrić and Skenderović highlight the importance of ethics in ecology, noting its foundation on a well-established value system. They emphasize that it is crucial and significantly impacts global dynamics and the extent of changes. (Aljković, Skenderović, 2020)

Liang et al. (2023) note that heritage conservation has evolved in concept and scope over recent decades. The range of architectural heritage is broadening, and the concept of conservation is evolving from focusing on individual structures to a holistic approach, and from holistic to sustainable practices. This shift involves a shift in conservation focus from tangible to intangible attributes, emphasizing the importance of considering broader cultural and social aspects in heritage conservation efforts (Liang et al., 2023). Media promotion of cultural heritage is based on timely, unbiased, truthful, and content-complete interpretation, with the aim of highlighting both material and immaterial features. (Sančanin, Penjišević, 2023) Media coverage can significantly impact the perception of cultural heritage, and it often plays a crucial role in shaping the heritage's reputation. Hutagalung (2015) emphasizes the reinforcing effect through the focus of agenda-setting theory, stating that the frequency of media reporting on an issue determines its importance in the minds of the public.

A specific concern arises from information designed to undermine the truth and credibility of media discourse, posing a significant threat to cultural heritage. Therefore, activities aimed at improving media literacy represent an ongoing necessity. In the digital environment, characterized by speed, user-friendliness, and cost-effectiveness, this need has become particularly crucial. In this context, Penjišević and Sančanin assert that the media's primary roles of informing, educating, and entertaining are complemented by a spectrum of new roles and tasks. Among these, the intention to influence the attitudes, beliefs, and behaviors of individuals and communities stands out. (Penjišević, Sančanin, 2023)

In an unregulated virtual space, the credibility of information makes online media the weakest link in the media market. It often prioritizes sensationalist titles and content, deliberately compromising professional standards. The swift dissemination of information has become the primary focus, reducing media professionalism and damaging its reputation. (Penjišević, et al., 2023)

Culture and cultural heritage, serving as tangible evidence of historical deposits in cities and civilizations, are recognized as significant topics for the European Union. The goal is to encourage as many people as possible to discover and identify with European cultural heritage, thereby fostering a stronger sense of belonging to the European common space. (European Commission, 2019)

The objective of this study is to determine the citizens of Novi Sad's familiarity with cultural heritage, their opinions on how the media influence the promotion of cultural heritage, and the impact of specific social networks on cultural heritage promotion.

MATERIALS AND METHODS

The primary research was conducted to assess the extent to which citizens of Novi Sad are informed about cultural heritage, examining the influence of media on cultural heritage promotion, with a specific focus on the role of social networks. To achieve this, three media-research questions were formulated:

Q1. How much and in what way is the public informed about the cultural heritage of the City of Novi Sad?

Q2. How significant is the influence of the media on the promotion of cultural heritage?

Q3. How do social networks contribute to the promotion and affirmation of the cultural heritage of the City of Novi Sad?

The research was carried out using an online questionnaire created in Google Forms. Participants completed the survey voluntarily and without compensation. The study used opportunistic and convenient sampling of Novi Sad residents. Initially, a pilot survey was conducted with 30 respondents. Following the analysis of the pilot study, which included validating the content of all measured aspects, the final version of the survey was prepared. A Cronbach's alpha value of 0.852 indicates good internal consistency among the variables. The research was then conducted on a new group of 133 respondents in September and October 2023.

The questionnaire was divided into two sections. The first section included general questions about gender, current education level, and age. In the second section, respondents assessed their knowledge of cultural heritage (both tangible and intangible), provided reasons for their ratings, and evaluated the influence of specific social networks on a scale from 1 (not familiar at all/no input at all) to 7 (fully aware/great contribution) regarding their contribution to promoting cultural heritage. Descriptive statistics, measures of dispersion, and measures of symmetry were calculated to address the research questions. Non-parametric techniques such as the Chi-square Test and Kruskal-Wallis Test were used for hypothesis testing, with data processed using the SPSS software package.

RESULTS AND DISCUSSIONS

The research findings are derived from the survey titled "The Influence of the Media on the Promotion of Cultural Heritage of Novi Sad." As previously mentioned, 133 respondents participated in the study, comprising 71 (53.4%) males and 62 (46.6%) females. The average age of the respondents is 34.52 years, with a median age of 31 years. However, as indicated in Table 1, the majority of respondents fall within the 18 to 25 age group, constituting 48.12% (with a mode of 20 years old). Additionally, the data reveals that the largest percentage of respondents have a current education level of High School, accounting for 47.4%. For further details, refer to Table 1.

Table 1. Structure of the sample in relation to gender, age and education

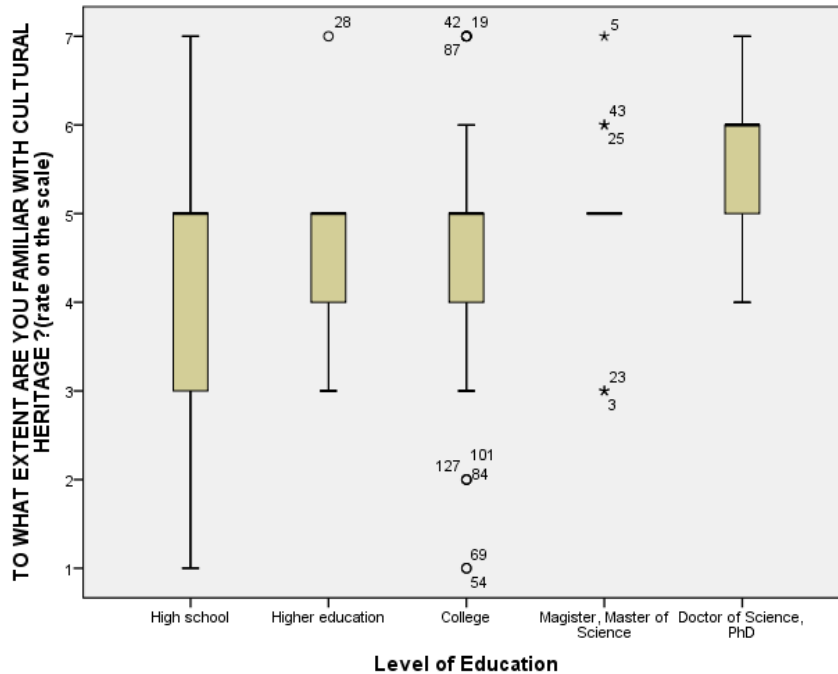
		Frequency	Percent
Gender	Male	71	53.4
	Female	62	46.6
	Total	133	100.0
Age Category	18-25	64	48.12
	26-33	6	4.51
	34-41	16	12.03
	42-49	21	15.79
	50-57	11	8.27
	58+	15	11.27
	Total	133	100.0
	Level of Education	High school	63
Higher education		5	3.8
College		38	28.6
Master of Science, Magister		13	9.8
Doctor of Science		14	10.5
Total		133	100.0

Source: Authors (2023)

Knowledge of cultural heritage was assessed by survey participants with an average score of 4.42, median and mode are 5, 95% CI: 4.15 to 4.70. The variable has no outliers, shows strong negative asymmetry (Skewness=-0.535) and moderate variability (coefficient of variation is 36.33%).

In relation to gender, looking at knowledge of cultural heritage, we can state that women and men have an identical average score of 4.42, while the median and mode are 5. For Male Skewness=-0.457 (the variable shows a mean negative asymmetry) and moderate variability (the coefficient of variation is 37.78%), while for Female Skewness=-0.661, i.e. the variable shows a strong negative asymmetry with a slightly smaller coefficient of variation in the amount of 34.89%.

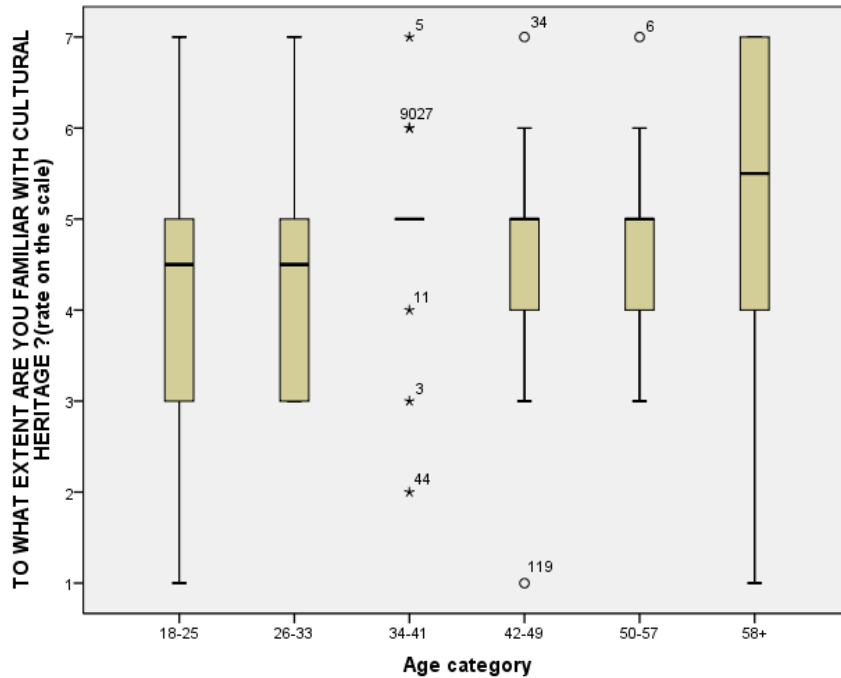
Respondents with the highest degree of education "doctor of science" achieved the highest average score of 5.64, median and mode are 6, interval 1.5IQR: 4 to 7, and the variable has no data on outliers. Other groups of respondents give average scores of 5.00 master, master of science, 4.50 college, 4.80 higher education and 3.95 high school (interval 1.5IQR: 1 to 7), variable has no outliers only respondents with high school education, while there is education for the other three groups of diplomas. For these groups of respondents, the median is 5. For more, see Graph 1.



Graph 1. Understanding of cultural heritage concerning educational attainment

Source: Authors (2023)

Respondents in the 58+ age group had the highest average knowledge of cultural heritage, i.e. 5.06, whose median is also the highest at 5.50. For respondents in the 50-57 age cohort, the score is 4.80, while for those slightly younger, 34-41 years old, it is 4.88. The score obtained by respondents aged 42-49 years is 4.71, and for the age group 26-33 years 4.50. The age group 18-25 years gives the lowest average rating of occupation 3.98.



Graph 2. Understanding of cultural heritage based on age

Source: Authors (2023)

The Kruskal-Wallis test revealed a statistically significant difference in the assessment of cultural heritage knowledge among five groups of respondents based on their level of education (Gp1, n=63: High school; Gp2, n=5: Higher education; Gp3, n=38: College; Gp4, n=13: Master of Science; Gp5, n=14: Doctor of Science), $\chi^2(4, n=133)=15.621, p=0.004$. Respondents with a Doctor of Science degree had the highest Mean Rank.

The primary reasons for limited knowledge of cultural heritage among respondents who rated their knowledge as 4 or lower (39.80%) are as follows: 35.80% expressed disinterest, 32.10% mentioned inadequate media representation, 26.40% stated a lack of education about cultural heritage in school, and 5.70% indicated insufficient e-content. Among women, 41.7% identified inadequate media representation as the main reason, while among men, 41.4% cited disinterest. Notably, all respondents considered the scarcity of e-content as the least significant reason.

**Table 2. Gender of respondents *
Crosstabulation**

		The reasons are: If you scored between 1 and 4				Overall
		I lacked interest	Cultural heritage education was lacking in our schooling	There was a shortage of e-content	Media representation of cultural heritage was inadequate	
Gender	Count	12	9	1	7	29
	% within Gender	41,4%	31,0%	3,4%	24,1%	100,0%
	Adjusted Residual	,9	,8	-,8	-1,4	
Male	Count	7	5	2	10	24
	% within Gender	29,2%	20,8%	8,3%	41,7%	100,0%
	Adjusted Residual	-,9	-,8	,8	1,4	
Female	Count	7	5	2	10	24
	% within Gender	29,2%	20,8%	8,3%	41,7%	100,0%
	Adjusted Residual	-,9	-,8	,8	1,4	
Total	Count	19	14	3	17	53
	% within Gender	35,8%	26,4%	5,7%	32,1%	100,0%
	Adjusted Residual					

Source: Authors (2023)

Respondents who rated their own knowledge of cultural heritage as 5 or more (60.2%) cited as the main reasons: I am interested in cultural heritage 67.9%, Something else 22.2% and Something else 22.2% and I am engaged in preservation and affirmation 9.9%. From table 3, it is noticeable that more men are engaged in the preservation and affirmation of cultural heritage, 14.3% compared to women 5.1%, and that the answer Something else is given by 16.7% of men and 28.2% of women.

Table 3. Gender of respondents* Crosstabulation

		The reasons are: If you scored between 5 and 7			Overall
		I have an interest in cultural heritage	I actively promote cultural heritage	Another reason	
Male	Count	29	6	7	42
	% within Gender	69,0%	14,3%	16,7%	100,0%
	Adjusted Residual	,2	1,4	-1,2	
Female	Count	26	2	11	39
	% within Gender	66,7%	5,1%	28,2%	100,0%
	Adjusted Residual	-,2	-1,4	1,2	
Total	Count	55	8	18	81
	% within Gender	67,9%	9,9%	22,2%	100,0%
	Adjusted Residual				

Source: Authors (2023)

Social networks (64.7%) are identified as the most significant contributor to cultural heritage promotion, followed by TV (27.8%), Printed media (5.3%), and Radio

(2.3%). Respondents with lower levels of education (High school and Higher education) tend to believe that social networks play a more substantial role in cultural heritage promotion, with approximately 80%. In contrast, respondents with higher levels of education estimate the importance of social networks to be around 50% compared to other media. Those with a Magister, Master of Science, and Doctor of Science level of education attribute more importance to Printed media in promotion, with an increase of about 10% compared to respondents with lower education levels. The chi-square test of independence showed a notable association between the age group of respondents and the type of media contributing to cultural heritage promotion, $\chi^2(15, n=133)=27.273, p=0.027$. The Cramer's V value is 0.261, indicating a medium impact (R-1/K-1 is 3, considering four categories). (Gravetter, Wallnau, 2004, 2012) For the participants in the survey over 58 years old for the Television Choice, as well as for those aged 26 to 33 whose choice was radio, the values in the cell (in the SPSS report) are 3.3 and 2.4, respectively, which is significantly higher than expected. However, for respondents older than 58 years, when it comes to social networks, a significantly smaller number is noticeable.

Table 4. Age category of respondents

* Crosstabulation

			Which of the options has the greatest impact on promoting cultural heritage?				Total
			Printed media	Radio	TV	Social networks	
Age category	18-25	Count within Age category	2 3,1%	2 3,1%	13 20,3%	47 73,4%	64 100,0%
		Adjusted Residual	-1,1	,7	-1,9	2,0	
	26-33	Count within Age category	1 16,7%	1 16,7%	0 ,0%	4 66,7%	6 100,0%
		Adjusted Residual	1,3	2,4	-1,6	,1	
	34-41	Count within Age category	1 6,3%	0 ,0%	4 25,0%	11 68,8%	16 100,0%
		Adjusted Residual	,2	-,6	-,3	,4	
	42-49	Count within Age category	0 ,0%	0 ,0%	7 33,3%	14 66,7%	21 100,0%
		Adjusted Residual	-1,2	-,8	,6	,2	
	50-57	Count within Age category	1 10,0%	0 ,0%	3 30,0%	6 60,0%	10 100,0%
		Adjusted Residual	,7	-,5	,2	-,3	
	58+	Count within Age category	2 12,5%	0 ,0%	10 62,5%	4 25,0%	16 100,0%
		Adjusted Residual	1,4	-,6	3,3	-3,5	
Total		Count within Age category	7 5,3%	3 2,3%	37 27,8%	86 64,7%	133 100,0%

Source: Authors (2023)

Respondents indicated that YouTube has the greatest influence in the promotion of cultural heritage on social networks, with an average score of 5.74, a median of 6 and a Q1 of 4.5. Instagram follows with an average rating of 5.17, median 5 and Q1 4.0. Both platforms show a strong negative assist, with a slope of -0.915 for YouTube and -0.598 for Instagram. See Table 5 for more details.

Table 5. Evaluating the Impact of Networks on Promoting Cultural Heritage

		Statistics						
		Facebook	Instagram	Twitter	Pinterest	You Tube	Tik Tok	Linked In
N	Valid	133	133	133	133	133	133	133
	Missing	0	0	0	0	0	0	0
Mean		4,65	5,17	4,25	3,59	5,47	4,21	3,81
Median		5,00	5,00	4,00	4,00	6,00	4,00	4,00
Mode		5	7	4	1 ^a	7	7	3,00
Std. Deviation		1,797	1,607	1,743	1,903	1,480	2,171	1,87
Skewness		-,465	-,598	,004	,243	-,915	-,144	,137
Std. Error of Skewness		,210	,210	,210	,210	,210	,210	,210
Percen tiles	25	3,00	4,00	3,00	2,00	4,50	2,00	2,00
	50	5,00	5,00	4,00	4,00	6,00	4,00	4,00
	75	6,00	7,00	6,00	5,00	7,00	6,00	5,00

a. Multiple modes exist. The smallest value is shown

Source: Authors (2023), results of primary research

CONCLUSION

With its unique utilitarian dimension, the valuable cultural and historical heritage of Novi Sad, transposed from past centuries to the present, represents a recognizable basis for the social, political and cultural image of the city. Invaluable and authentic heritage is a significant potential that, with its multiplicity, generates numerous and diverse development opportunities. Credit for the positive image of Novi Sad is owed not only to recognizable sights that bear witness to centuries of development but also to the media, which with their informative, educational and entertaining functions create an image of a desirable destination and thereby contribute to the faster generation of new values.

Residents of Novi Sad rated their cultural heritage knowledge highly, averaging 4.42. Females, respondents aged 58+, and those with a PhD demonstrated slightly better knowledge. Those who rated their knowledge at 4 or lower cited lack of interest and insufficient media coverage as the main reasons. The largest percentage of females mentioned insufficient media representation, while the largest percentage of males cited lack of interest. Both groups considered a lack of e-content to be the least significant reason. Respondents who rated their knowledge at 5 or higher attributed their interest in cultural heritage and other factors. Social networks, especially

YouTube and Instagram, were seen as major contributors to the promotion of cultural heritage.

Although the area of protection and management of cultural heritage can be assessed positively, there is still room for improving the management and promotion of heritage, especially in the segment of intangible cultural heritage. In addition, the harmonization of legal regulations could contribute to the preservation of cultural heritage in the field of managing the increasing number of visitors, environmental protection and integration of adequate protective mechanisms in urban development planning processes.

The paper did not discuss the debatable credibility of social networks in the recognition and promotion of the cultural and historical heritage of Novi Sad, and it is a challenging undertaking for subsequent research, respecting the legal and ethical dimensions that stand against user-generated content.

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RESUME

Tangible and intangible cultural heritage represents a unique and irreplaceable resource for constructing and maintaining the desired image of cities. Along with Novi Sad, the epithet of multinational, multicultural and multiconfessional European metropolis in miniature is often highlighted, where differences are perceived as an advantage. Thanks to media convergence, the valuable cultural-historical heritage, a fusion of European and local cultures amassed and safeguarded for over three centuries, is accessible to all interested individuals and groups. Adequate interpretation of cultural heritage forms the fundamental basis for its comprehension, with research indicating that social networks, primarily YouTube and Instagram, significantly contribute to disseminating information about cultural heritage.

A dynamic and changing environment, coupled with cultural and artistic shifts, daily contributes to the creation of a diverse mosaic of data and information, accessible without temporal or spatial constraints in virtual reality. In this context, the reinforcement of the media's role, especially in its informative, educational, and entertaining capacities, and in fostering a sense of belonging to the common European space, is evident.

Primary research conducted in September and October 2023 revealed that respondents in the 58+ age group are notably more knowledgeable about the cultural and historical heritage of Novi Sad, while the 18-25 age group exhibited the least awareness. A profound understanding of cultural heritage often stems from an inherent interest in it or from individuals professionally involved in its protection, preservation, and promotion. Among those who rated their knowledge of cultural heritage as weak, two prevailing reasons emerged: lack of interest and insufficient media coverage of the topic.