



Conference

EUROPE, HERE AND THERE

Book of Abstracts

Conference "Europe, Here and There" is part of the research project *Europe, Here and There: Analysis of Europeanization Discourse in the Western Balkan Media* supported by the Regional Research Promotion Programme in the Western Balkans of the University of Fribourg, Switzerland, funded by the Swiss Agency for Development and Cooperation (SDC).

The opinions, findings and conclusions stated herein are those of the authors and do not necessarily reflect those of the above mentioned institutions. No part of this publication may be reprinted, reproduced or utilized in any form without permission in writing from the authors, as the holders of the copyright.

Publisher

Faculty of Philosophy, Novi Sad, Serbia
Faculty of Political Sciences, Sarajevo, Bosnia and Herzegovina

For the publisher

Ivana Živančević Sekeruš, Dean of the Faculty of Philosophy , Novi Sad
Šaćir Filandra, Dean of the Faculty of Political Sciences, Sarajevo

Editors

Lejla Turčilo
Jelena Kleut

Programme Committee

Dubravka Valić Nedeljković, Faculty of Philosophy, University of Novi Sad
Nataša Ružić, Faculty of Political Sciences, University of Montenegro
Lejla Turčilo, Faculty of Political Sciences, University of Sarajevo
Dejan Donev, Faculty of Law, University of "St.s Cyril and Methodius", Skopje
Svetlana Slapšak, Institutum Studiorum Humanitatis, Ljubljana

CIP – Каталогизација у публикацији

Библиотека Матице српске , Нови Сад

316 . 774 (4) (048. 3)

CONFERENCE Europe, Here and There (2013 ; Sarajevo)

Book of abstracts [Elektronski izvor] / Conference "Europe, Here and There",
Sarajevo, 8th-9th June 2013. – Novi Sad: Faculty of philosophy ; Sarajevo : Faculty of
political Sciences, 2013

Opis zasnovan na stanju na dan 3. 6. 2013.

ISBN 978-86-6065-165-7

a) Медији – Европа - Апстрактн

COBISS.SR-ID 279158279



Conference

EUROPE, HERE AND THERE

Book of Abstracts

Sarajevo
8th - 9th June 2013

 **Regional Research**
Promotion Programme | **Western Balkans**

Daniela Blazevska

University "Ss. Cyril and Methodius", Skopje

THE EUROPEAN UNION MEMBER STATES CULTURAL ISSUES ARE NOT INTERESTING FOR THE MACEDONIAN MEDIA

The research project "Europe, Here and There" on the Macedonian media coverage of the issues related to the European Union involves a section on the media writing about the culture of Europe, in general and the European Union, in particular. Building on the findings of this project, this article analyses the ways in which the Macedonian print media cover the cultural issues in the states of the European Union.

The print media are a research focus for several reasons. Namely, compared to the others, print media have numerous advantages, such as their documentary value, the fixation of the messages and the wider possibilities for the employment of the analytical approach. The method of selecting data is the content analysis. The findings of the research are based on the analysis of two dailies and one weekly newspaper. For the purposes of our inquiry, we have selected seven cyclic days in October 2012 (2, 4, 10, 12, 20, 22, 30). This specific research period has been chosen, as the European Commission Progress Report on the Republic of Macedonia was due on October 10, 2012.

The research shows that only 2 among 86 media articles related to the European Union issues in the print media are dedicated to themes involving the European culture. The findings of the research demonstrate that the cultural issues in the EU countries are uninteresting for the Macedonian media.

Belma Buljubašić

University of Sarajevo

REPORTING OF PUBLIC BROADCAST MEDIA IN B&H AS A REFLECTION OF GENERAL POLITICAL DISCOURSE ON EU INTEGRATIONS

This paper analyses discourse of Public Broadcast Service in Bosnia-Herzegovina when it comes to EU integrations. The starting point of the paper is that the PBS in B&H is divided into three separate sub-systems (PBS in Federation B&H, PBS in Republic of Srpska and "umbrella" PBS: B&HTV and Radio), which follow the agenda and dominant narratives of political elites in terms of presentation of the idea of EU and integrations of B&H into the EU. PBS, actually, has reactive role when it comes to the topic of EU: they wait for the "signal" from political elites (statement, event organized by them) and then produce stories that follow the agenda. Thus, there are two "pictures" of EU integrations in B&H PBS: one that promotes an idea that EU integrations and accession of B&H into the EU will guarantee continuation of the State of B&H (as a unified state) and other that promotes an idea that no external integration (into the EU) will provide internal integration of B&H and solve its problems. There is no deeper analysis of the issue, and there is a lack of interpretations that would help citizens to better understand the process. This paper, thus, argues that PBS in B&H do not contribute to Europhilia in Bosnia-Herzegovina.

Vlatko Chalovski

University "Ss. Cyril and Methodius", Skopje

REPRESENTATION OF EUROPE IN MACEDONIAN PRESS

In order to scan and analyse the current (non) interest of the media in the country, in terms of reporting on Europe and the problems associated with the reporting of Europeanization, the analysis is an attempt of displaying the status and conditions in which contents are created, and the impact they have on the public, through emphasis on quality, variety and type of information transmitted. The analysis includes the daily newspapers *Dnevnik* and *Vest*, as well as the weekly *Capital*; the radio stations - Macedonian Radio 1 and Channel 77, online medium - a1on.com.mk; and TV stations - MTV 1, Telma, and Terra.

The analysis uses quantitative-qualitative methods, and the discursive method of analysis, sampling and coding of texts, articles or packages associated with Europe and the EU published in October 2012, according to cyclically selected seven dates. For radio, television and Internet those are 1st, 3rd, 9th, 11th, 19th, 21st and 29th October, while for the print media the subsequent dates were taken. For the print media, the whole publication was analysed, i.e. all the articles related to Europe and the European Union, while for the radio and television the overall news coverage in the afternoon slot, i.e. the evening prime time for TV. For online publications, the articles for Europe and the EU published on the site in the News section from 00-24 were analysed, and all the comments on these articles published up to 24 hours, ie for the texts published after 8 pm, the comments posted by 12 am the next day.

In total, 171 articles were analysed, ie 170 newspaper articles, of which 32 TV articles, 86 articles in the print media, 26 radio stories, 26 online articles and just 1 comment.

Dejan Donev

University "Ss. Cyril and Methodius", Skopje

ANALYSIS OF MEDIA SPACE IN MACEDONIA

In modern democratic and pluralistic society today, the media play an irreplaceable role because they foster the role of observers of power, promoting accountability and transparency in governance. At the same time, they are civic forum for political debate, which allows citizens to be well informed during the elections, and impose public policy agendas in order to strengthen the accountability of government to the public interest.

In the Republic of Macedonia, since its independence up till today, the media landscape is constantly expose to criticism from the European Union - media ownership, economic pressures, lack of respect for professional standards and ethics seem to be dominant problems in the media scene in Republic of Macedonia! At the same time, criticism is coming from other institutions and reference figures - plurality in the media area and creating market conditions and competition, automatically did not contributed to the increase of the degree of freedom of expression, articulation of the critical public and participation of citizens in the political process!

Poorly formed work conditions and undifferentiated structure of the media and the journalistic profession in Macedonia, which allows media and journalists more freedom and creativity, should be replaced and justify with a higher level of quality culture and ethics in the

media and journalistic profession, and hence with a higher degree of professionalism, free from economic and political influences. This is so because transparency regarding media ownership makes a great impact on media freedom and freedom of expression, and thus the existence of the real democracy, as its necessary precondition. This, especially because the functionality of pluralism is impossible without the market of ideas, free communication of information, opinions, ideas.

Brankica Drašković and Jelena Kleut
University of Novi Sad

DISCURSIVE PORTRAYAL OF EUROPEANIZATION IN THE WESTERN BALKAN MEDIA

The starting point of this paper is that Europeanization is not only a sequence of social, mostly institutional activities such as meetings, adopting laws, changes in production processes, and similar, but a discursive practice used to describe, explain and promote these activities as desirable or reject them as harmful. Europeanization as a discursive practice comprises relational representation and the definition of social process, the acts the process consists of and its participants.

This paper presents the analysis that includes the texts published in daily and weekly newspapers in Bosnia and Herzegovina (*Oslobođenje, Dnevni list* and *Nezavisni*), Montenegro (*Dan, Pobjeda* and *Monitor*), Macedonia (*Dnevnik, Vesti* and *Kapital*) and Serbia (*Danas, Večernje novosti* and *NIN*). During seven days in October 2012 these media published 351 texts. In order for us to establish the way perceptions of Europeanization and its actors are formed we used the method of critical discourse analysis, specifically the semantic analysis of noun and verb forms used to describe relations between participants of Europeanization process and the analysis of metaphors conceptualizing the process of Europeanization.

Although the analysis was conducted on a relatively small sample and in a limited time period, it can be concluded that even including positive tones, the European Union and the four former Yugoslavian countries are represented as subjects in essentially unequal positions. Elements of representation of the EU followed by conceptual metaphors suggest a pedagogical pattern of relationships.

Jordan Dukov
University "Ss. Cyril and Methodius", Skopje

PRINTED AND ONLINE MEDIA IN MACEDONIA AND THEIR REPORTING ABOUT THE EU AND EUROPEANIZATION

Printed media in Macedonia has similar faith as most of the newspapers in the region, which is to be bought by large international media corporations. One of the examples is the purchase of two daily newspapers, "Dnevnik" and "Vest", whose publications were part of the analysis for the research on how Macedonian media report on European Union and Europeanization. The daily newspaper "Dnevnik" is one of the top printed newspapers, and "Vest" is a daily newspaper with a "yellow" sign. The weekly "Kapital" is the third newspaper

analysed in the research. In all these newspapers, analyses were made on texts about Europe and European Union, which were published in specific editions in a specific period.

Research on online media was made about the portal A1on.mk, where texts that deal with topics about Europe and European Union were analysed, published in the section News, 24 hours a day, and also all comments to the texts included.

With the application of the qualitative and quantitative and discursive method in the analysis of the selected texts concerning European Union and Europe, it can be concluded that journalists have written most frequently about reports on actual events, and it is noticeable that there is low interest in media initiative. The topic about Europe and Europeanization was in both main and side focus. Most of the texts were dedicated on the extension of the European Union or some actual events. Concerning authorship, 34 % of the texts had authorship, 36 % didn't have. The rest of the texts have been news taken from other media or agencies, which explains that Macedonian media have lack of foreign correspondents from the European administrative centres.

It was found that 81% of the texts in the online portal A1on.mk were unauthorized texts. It should be noticed that there was a small number of commentaries on the texts concerning. There was one and only commentary which confirms that there is absence of public debate among Macedonian citizens on topics about Europe and the Europeanization.

Zlatomir Gajić

University of Novi Sad

MEDIA REPORTING ON EUROPEANIZATION IN SERBIA

The research "Europe, Here and There: Analysis of Europeanization Discourse in the Western Balkans Media", which was conducted by the Department of Media Studies of the Faculty of Philosophy in Novi Sad, showed that the issue of European integration is important and very present in the media in Serbia. Europeanization has been the focus of attention almost half (45%) of units of the corps of the analysed media content (television and radio broadcasts, articles in the press and on the Internet). As a small thematic areas were found attempts at dialogue with Kosovo and the economy, and to a lesser extent, human rights, social policy, employment and culture. The media often carry statements by state officials of Serbia and the European Union, while the stories from everyday life are almost invisible: citizens have the opportunity to find themselves in the role of subject and express their opinion a negligible percentage (2%). This shows the correlation of politicians and the media, and the citizens of Serbia and their problems given minimal media coverage, on joining the EU. Media in Serbia, thus, subject of Europeanization separated from daily life of citizens, and it is shown that educational role of the media completely missing.

Loreta Georgievska Jakovleva and Mishel Pavlovski
University "Ss. Cyril and Methodius", Skopje

PRINTED MEDIA AND EU IDEA IN MACEDONIA

Macedonia is a candidate country for EU membership for a long time. This year is five years after the Bucharest NATO Summit, where Croatia and Albania were invited to join the alliance. Republic of Macedonia was not invited due to its ongoing naming dispute with Greece. Unusually long period without negotiations, contributes to increase the euroscepticism in Macedonia, although the percentage of citizens supporting the European idea in Macedonia is still very high.

On the other hand, Macedonia (and Western Balkans countries) in European newspapers are often treated as "otherness of the Europe", space where are inscribed negative projections, different from European values. The feeling that Macedonian (or Western Balkan) citizens have for Europe as there and the Balkans as here, contributes to strengthen the imaginary border between Europe and the Balkans. Although we all know that it is the same geographic area, at the maps, at least. These differences become even stronger with the division of Europe to member states and "Other".

The aim of this paper is to examine whether and to what extent the Macedonian press affect citizens to overcome feelings of separation and the creation of a European public in Macedonia. We will analyse the most influential Macedonian dailies: *Vest*, *Dnevnik* and *Nova Makedonija*, within the last 5 years to define the way they inform the public about the EU.

We will use the following methodology:

- Exploring and defining the topics about the EU covered in the said newspapers in the period from April 2008 to April 2013;
- Defining the percentage of topics;
- Discursive analysis of the material
- Comparative consideration of the results from various newspapers;
- Comment on the results.

It is expected that this approach will allow us to define the image of Europe and the EU created by the Macedonian daily newspapers, as well as the potential impact of that image on the creation of a European public in the Macedonia. This analysis can be an indicator of whether and to what extent the integration of Europe can be achievable in its full meaning.

Veronika Kamchevska
University "Ss. Cyril and Methodius", Skopje

RADIO AND TV STATIONS IN MACEDONIA AND REPORTING ON THE EU AND EUROPEANIZATION

Using quantitative and qualitative discursive method, based precisely on specified dates and analysing media through unified coding sheet, the results came about, how and with what rhetoric the media report on the EU and Europeanization.

The intensity of informing on this topic increases when Macedonia is directly affected by some decision of the EU, such as the European Commission's progress report on Macedonia, enlargement and approximation to the EU, as well as important decisions made in the EU related to the monetary policy or diplomatic visits by senior officials from Brussels in Western Balkan countries aspiring to EU membership.

From TV stations, as a sample on which the analysis has been conducted, were taken Macedonian National Television, and Telma TV from national televisions, and from local, it was TV Tera Bitola. The study concluded that national televisions in terms of the news program were covering mostly EU-related events and Europeanization, while the local media were affected by local policies and investments that can be used by EU funds in cooperation with the ministries of Macedonia.

The analysis conducted on the National Macedonian Radio - Radio Skopje and private Channel 77, shows that the reports at the state governed radio devote more time on informing about issues and developments in the EU and Europeanization. Out of 26 texts in total, Radio Channel 77 had only 8. Journalists and media both have a balanced approach in terms of topics that convey information mostly related to "enlargement and approximation to the EU" and "Business and Economy."

From the analysis on radio and television we came to the conclusion that the radio in the Republic of Macedonia, as well as television, devotes large media time for transmitting information related to the European Union.

Vuk Kešelj and Nikola Marković
University of Novi Sad

EU IN THE MEDIA: SERBIAN NEWSPAPERS REPORTING ON ECONOMIC CRISIS

In this paper we have analysed the ways in which Serbian media reported on the European Union. To be more precise, we mainly focused on the economic crisis in the EU, which was a rather common topic worldwide during last couple of years. Method we used for this research is quantitative-qualitative analysis. Quantitative part implies filling out the table which is based on a code sheet containing 21 categories, while qualitative part involves interpretation of the obtained data as well as comparison of news articles with one another.

Our corpus consists of seven issues of daily newspapers *Včernje novosti* and *Danas*, and four issues of weekly magazine *NIN*. Apart from these three papers, we have analyzed news articles found on the websites of daily newspapers *Blic* and *Politika*. We came across a total of 290 such articles. What is worth mentioning about these media is the fact that all of them are national papers, which means they are available in every part of the country.

The aim of our research was to determine the extent to which Serbian press and their internet portals report on the crisis in the EU, considering that Serbia is well on the so-called 'European path', and is expected to officially become a member in next several years. Among Serbian people there are those who think all their financial troubles will simply vanish the very moment we join the Union, while on the other hand there are those who believe their wellbeing will only worsen after joining. What we intend to determine is the role media had played in creating such beliefs. Another goal of ours is to measure how interested readers are in such a topic, and one of the ways to do it is comments analysis.

Kondovski Filip

University "Ss. Cyril and Methodius", Skopje

EUROPEANIZATION AS A BOTTOM UP PROCESS: CASE STUDY REPUBLIC OF MACEDONIA

As of 2002 the Republic of Macedonia has become a candidate country for EU accession, the hopes for obtaining the member country status at the Union grew for the forthcoming governments, but they seem to lack willingness to foster the values of the Union in general terms, like economy, central fiscal policy, supranational sovereignty. If only the Europeanization was a top – down process, then the wider population and the citizenship wouldn't have much space to argue under the democratic auspices the willingness and the benefits of the potential membership that is more than important for the Republic of Macedonia. This paper holds that the Europeanization must be bottom up derived process in order to accelerate the EU – accession.

The media as a political actor mustn't only report and follow the accession progress and engage exclusively when it comes to annual report from the EU Commission. In order to prove that the media is excessively euro sceptic, I will provide many headlines from the best-selling newspapers in the Republic of Macedonia.

This article will argue that the media must concentrate more on the daily issues and happenings in the wider Euro region. The image of the EU nowadays in the Republic of Macedonia has positive aspects (accession to funds) and negative aspects (sovereignty loss, economic crisis and excessive liberty¹). This image practically is providing stereotypes, instead of building and promoting human values of democracy, rule of law and human rights. For that purpose I shall use the critical and the analytical approach on this subject.

Aleksandra Krstić and Ana Milojević

University of Belgrade

THE ROLE OF LOCAL BROADCAST MEDIA IN EU INTEGRATION PROCESS OF SERBIA

Most studies of public opinion in the EU candidate countries show that the level of citizens' support for EU integration decreases as the integration process progresses. It has been the same with the public support for the EU membership in Serbia, which has been at the lowest level since the beginning of the EU integration process. The media play an important role in informing the audience about the EU integration. Yet, many studies taken in recent years show that Serbian media cover the EU topics mainly positively, in a descriptive and uncritical manner. As a result, myths and prejudices about the European Union have been created among Serbian citizens. The EU is still perceived as an abstract community, and the reforms performed by Serbian Government are treated as strictly politicians' will. The aim of this paper is to present the

¹ The term "excessive liberty" in the mass public opinion in Republic of Macedonia is often affiliated with gay marriage, gay parade, marijuana legalization etc. This term is absolutely and without any doubt wrong and misinterpretation of the liberty itself.

role of local broadcast media, radio and television stations in Serbia in informing the citizens about European topics, since their programs have been highly rated among the local audiences.

This paper aims to explore the interest of local journalists to cover the EU topics on a local level, to find out the obstacles they have been facing with in the production and distribution of information, and to show if European topics broadcasted in national media outlets have been localized. The research will show the analysis of journalists' and editors' attitudes from twenty local broadcast media in Serbia about the reporting on EU integration. The main result of this research is that local radio and TV stations cover the topics which have not been in a primary focus of citizens, who are mostly interested in concrete benefits from the EU integration, for example travelling without visas, safe agricultural production and the possibility for working or studying in other EU countries. At the other side, the biggest obstacle for journalists is the fact they haven't heard for available sources of information from the EU institutions, they hardly speak English and they mostly report from the organized events, i.e. press conferences or official presentations of EU funded projects.

Dejan Lučić and Ivan Otović

University of Montenegro

THE EU INTEGRATIONS AND ELECTRONIC MEDIA – FACTS WITHOUT CONTEXT

The EU integration is the key priority for Montenegrin political nomenclature no matter if they are in the government or in the opposition. This long, complicated, technical and administrative process of adjusting to the Western European standards and *acquis* requires specialized knowledge and attention not only by decision makers but also by media. So far, Montenegrin media have devoted considerable attention to the process of the EU integration. However, regardless of the presence of different positions, balance and timeliness of the information, we cannot state with certainty that the media have succeeded to a great extent to illuminate the process of EU accession. Opinions, views and attitudes of domestic and European officials and experts are in the focus of reporting, while contextualisation of what was said is less present. The aim of this paper is to determine patterns in the reporting of the electronic media on the EU accession process with focus on contextualisation.

Smiljana Milinkov, Ksenija Pavkov

University of Novi Sad

MINORITY HUMAN RIGHTS AND EUROPEANIZATION: MEDIA IMAGES OF LGBT POPULATION IN SERBIA

This paper examines to what extent and in what manner the Serbian media report on LGBT rights (lesbian-gay-bisexual-transgender) in the context of Serbia's EU accession. The assumption is that the rights of the people of the same sex orientation are given a selective importance, depending on the daily political interests.

The method used in the research was used content analysis and analysis of media discourse. The sample of research consists of articles and texts on Europe and the European

Union that are themed with LGBT rights, sampled at four radio stations, four television, three newspapers and two internet portals. In the period when the corpus of research sampled (October 2012), the issue of organizing the Belgrade Pride Parade was salient and it is assumed that the presence of articles on the LGBT community was higher than usual.

The research showed that despite the fact that European officials claim that the Pride was a basic test of human and minority rights in Serbia, the Serbian authorities manipulate the rights of sexual minorities, and that they depend on the socio-political climate in Serbia, and not on the principles of the universal respect for human rights and freedoms. Further analysis revealed that the media content is mainly based on reporting from the daily current events, with very little media initiative. It can be concluded that the visibility of sexual minorities in the media in Serbia is very low, that they are covered superficially, and as it was assumed, depending on the interests of the political elite.

Nejra Plasto, Nihad Katica, Lamija Hodžić
University of Sarajevo

ONLINE EU AND B&H: WHY DON'T WE TALK MORE ABOUT IT ON THE WEB?

Online media are becoming more and more important communication platforms/channels for B&H citizens. Number of Internet users is becoming bigger and bigger on a daily basis and web portals are becoming more and more important source of news and information for many (especially younger) citizens. This paper analyses two web portals from B&H and the way they present EU integrations to their users, as well as comments of these users on news and articles written about EU on portals. The main conclusion of the research is that web portals do not provide enough interesting and important information to B&H citizens, so they do not comment and discuss much about the EU integrations. Dominant discourse of online media is very similar to discourse of traditional media (print and broadcast). Moreover, online media very often just copy-paste agency news and/or news from traditional media. So, it does not come as a surprise that citizens very rarely read and comment such news. The paper promotes an idea that online media could do much more in promoting the EU integrations and that dominant target group of their reporting should be younger population of Bosnia-Herzegovina.

Dejan Pralica
University of Novi Sad

RADIO DISCOURSE ON THE EUROPEANIZATION OF SERBIA

The aim of this paper is to demonstrate how the radio stations in Serbia report on European Union, or the concept of Europeanization. The analysis included the main news programs of public service broadcasters - Radio Belgrade and Novi Sad Radio, coverage of the national commercial radio station Radio B92 and regional Radio Zrenjanin, which is owned by the local government. The main hypothesis is that the public broadcast media are better and more comprehensive in informing the public about the European integration of Serbia in

comparison to commercial and local media. The total corpus includes 67 thematic news stories. The analysis showed that the observed radio stations report on the EU in a trivial manner, most often through the genres of news and reports, while more complex genres such as features, surveys or interviews are (almost) completely absent. The good side of the reporting of the Serbian radio stations is that the Europeanization, the European Union and Europe are usually placed in the main focus, and they are also given the most attention. One of the weaknesses of reporting is the lack of media initiatives. The results show that subjects who are mostly talking about the relations of the Republic of Serbia towards the European Union are European Union representatives. The second in terms of frequency of occurrence are representatives of the Serbian authorities. On the other hand, among those who are least likely to get a say are citizens' associations, non-governmental organizations, experts, and even journalists themselves, or their media.

Dragić Rabrenović

Local Public Broadcaster Radio Bijelo Polje

TEXT REPRESENTATION OF EUROPE IN MONTENEGRIN DAILY NEWSPAPERS

In this paper, we study how the Montenegrin daily newspaper report on topics related to Europeanization. The first thesis of the paper is how the certain media treat different topics, including those that come from the European Union or refer to them. These differences are clearly manifested in periods when making important government decisions, while expecting activities of the European institutions, such as suggestions or answers, or when it comes to important dates for the process of European integration. Another period of intense reporting of Europeanization is during and after the election campaign. The period after the official announcement of the results of the presidential elections in Montenegro will be used for the analysis. Therefore, the time of research will be from April 20 to April 30, 2013, while the analyzed newspapers will be *Vijesti*, *Dan*, *Pobjeda* and *Dnevne novine*. To reach the conclusions we will use the descriptive method, the method of content analysis and comparative method. In the introduction we will point to the social context and describe the main characteristics of these newspapers. After that, we will discuss the reporting of all daily newspapers separately, quantitative and qualitative characteristics, and after that we will compare these publications. In this study we will analyze the genre used the most, is it reported from their own resources or from others resources. Especially we will analyze the issues that deal with the media, what dominates, how much space is devoted to cultural events in Europe, and how much space is devoted to the statements of politicians. In the conclusion, we will try to point out the similarities and differences of the reporting on Europeanization where we will discuss the importance of the media in Montenegro, in particular newspapers, in the process of European integration.

Ognjen Radović

**REPRESENTATIONS OF EU AND BIH THROUGH DISCOURSE OF PUBLIC TV
BROADCASTERS IN BIH: DECONSTRUCTION OF THE PROJECT "EU REPORTAGES"**

The task of this paper was to deconstruct TV stories that were a part of project "Reports about European Union", which was put together by all three public services (BHT, FTV and RTRS - radio and TV coverage), daily press with highest circulation (*Blic*, *Oslobođenje*, *Dnevni list* and *Nezavisne novine*), most visited internet portals in BiH (depo.ba, frontal.ba and bljesak.info) and the Office of the EU Special Representative for Bosnia and Herzegovina (EUSR) from March until mid-June 2012. For the purposes of this paper, the sample was narrowed down to TV reports.

Keeping in mind the goal of this project (informing citizens of BiH about European integration, the European Union and the current situation in BiH), the task was to obtain an answer to the question: In which manner did the reportages made by bh public TV broadcasters within the project "Reports on EU" portrayed the EU and Bosnia and Herzegovina. In order to find the answer, paper included compressed quantitative content analysis and critical discourse analysis. The results contained isolated key links of used discursive matrix which helped in concluding that the EU is often presented in positive or neutral way, while BiH was most often presented in a negative context.

Nataša Ružić, Andrijana Rabrenović and Marija Ivanović
University of Montenegro

**REPORTING OF THE MONTENEGRIN MEDIA ABOUT THE PROCESS OF
EUROPEANIZATION**

European integration and the accession of Montenegro to the EU are the central themes of the Montenegrin media. For this reason we have decided to analyze in this paper in what way the Montenegrin media report on the European integration process. The sample included three print media, four radio media, four TV stations, and two portals. Based on the content analysis of print, electronic media and portals we have come to certain conclusions. All media report cursory on the European integration process using predominantly factual genres. It should be noted that commercial electronic media pay more attention to the process of European integration than public service media. Opposition media report more on problems on the road to European integration, and the state ones focus on positive aspects of this process. Local media are less concerned with this issue than the national ones. This type of reporting makes citizens informed improperly about the process of European integration.

Norbert Šinković
University of Novi Sad

PUBLIC BROADCASTING SYSTEMS IN THE EUROPEAN LEGAL FRAMEWORK – CASE STUDY: SERBIA VS. SPAIN

The process of the European integration has a huge impact on the media market. First of all, it is more open and the pressure on the program quality of the media is more significant than in earlier period. This new context has influence on the Public broadcasting systems too. This presentation is focused on the EU policies in the media sector. It analyses the content of the directives and presents the most important parts of the legal framework with a special emphasis on the Public media services. Presentation also shows how Public services are regulated by the EU and which are the most capital features of this impact. As an Example in this work I compared two systems: one is the Spanish and the other is Serbian. The analysis confirmed that the Public broadcasting system in Spain is more open than in Serbia, especially in structure and organization. In Spain units of the system are more independent than in Serbia. Data about Serbia shows that segments of financial autonomy of regional broadcasting service are in the shadow of the national media service.

Naum Trajanovski
University "Ss. Cyril and Methodius", Skopje

THE EUROPEAN UNION AND PUBLIC OPINION IN MACEDONIA

This paper deals with the questions how and why the European Union is in the focus of public opinion in Macedonia. The relationship between discursive analysis of the media reporting on the European Union and orientation towards the overall political and institutional set around the concept of the European Union. This paper provides the analysis of the manifest forms of the European Union in Macedonian media with an attempt to reach general conclusion about the discursive portrayal in Macedonian media.

Lejla Turčilo
University of Sarajevo

IDEA OF EUROPE PRESENTED IN A B&H WAY: B&H MEDIA ON EU INTEGRATIONS

This paper presents results of media analysis of B&H print and broadcast media, as well as web portals regarding the topic of EU integrations. Bosnia-Herzegovina has not made significant progress in the past few years when it comes to fulfilling obligations related to EU accession and many media present this failure as a problem for B&H further development. So, the analysis of traditional and online media was aimed at finding main trajectories of reporting

when it comes to (re)presentation of Europe. The results show that media discourse is quite different in two B&H entities (Federation of B&H and Republic of Srpska), that media do not report much on EU integrations (especially not online media) and even when they do they mainly report protocol-news, written in bureaucratic manner and presenting opinions of officials from EU and B&H.

The paper suggests that B&H media should consult NGO sector and experts more in reporting on EU integrations and that they should take more care of citizens' need for better quality information when it comes to this issue.

Dubravka Valić Nedeljković
University of Novi Sad

**DISCOURSE STRATEGIES FOR COMMENTS ON SERBIAN MEDIA WEB PORTALS:
FEARS AND HOPES TOWARDS EU**

Aim of the research is to detect discourse strategies for commenting on media portal *Politika*. Corps include comments on online articles from editions released on 1st, 3rd, 9th, 11th, 25th, 27th and 29th October 2012. The unit of analysis comprises comment, signature, date and time.

The results indicate that, compared to the editorial policy of the media, on their online portals, digital audience form an unstructured public opinion about their fears and hopes, directly or indirectly related to the EU and Serbia.