

## **Abstract**

The presented diploma thesis deals with the ideas of Greater Serbia and Greater Croatia in the approaches of two significant discourse actors who had a major influence on the course of events during the disintegration of Yugoslavia, namely Slobodan Milošević and Franjo Tuđman. The aim of the thesis is to examine the elements of these “greater” ideas present in their speeches and how they managed to adapt these historical narratives to the environment of socialist Yugoslavia, or how they managed to transfer them into the public discourse at the time. This is achieved through historical discourse analysis, which made it possible to explore their influential speeches as well as the origin of the narratives and ideas related to the irredentist ideologies. The main period under examination is the years 1986-1991 when these narratives played a significant role in mobilising society around the “national question” and the political agenda of both actors. The thesis also includes a comparison of the conceptualization of ideas by Milošević and Tuđman, which helps to reveal the similarities in ideological principles on which these “greater” concepts were built. The thesis concludes that the strategies employed by both actors to popularize their ideas were relatively similar. To transfer these ideas into the discourse of socialist Yugoslavia, they primarily used narratives and myths, in which historical injustices and grievances played a central role.