

Abstract

This study focuses on the media narratives on social dynamics and reconciliation in the media of former Yugoslav countries, Serbia, Croatia, and Bosnia and Herzegovina, more than two decades after the end of wars. The research focuses on the presence of divisive narratives, such as offensive language, bias and sensationalism, elements of national stereotypization, hate speech, and commitment to impartial journalism in current media practices. The historical background of media control and manipulation in Yugoslavia, from the Tito era to nationalist narratives during the Yugoslav wars, forms a significant part of the research context. The study aims to shed light on critical aspects of media reporting, setting the stage for future research into the broader political and economic issues affecting the media landscape in these countries.

Keywords

media, war, Yugoslavia, Serbia, Croatia, Bosnia and Hercegovina