

Lamija DELIC, The Yugoslav War in the Bosnian media

Abstract

The contemporary media play a significant role in constructing fresh myths within society. Some of these myths stem from the world of entertainment and celebrity culture. Nevertheless, the media, being an integral part of the cultural framework, also actively contribute to the formation of novel political myths. In societies with strong ethnic or national identities, these myths serve as a foundation for uniting the nation and defining its sense of self, especially in times of conflict or war. Their function is to portray a worldview by shaping historical narratives that portray members of other cultures and nations as adversaries.

The main focus of the diploma thesis will be on collective memory, specifically examining how journalists in Bosnia and Herzegovina experienced the 1992-1995 war through the lens of the media and their role during that period. War journalism plays a crucial role in shaping collective memory, as journalists act as interpreters, presenting stories and framing events that contribute to the public's understanding of the war. Through their selection, interpretation, and dissemination of information, journalists possess the power to influence how citizens perceive and remember the conflict. The study acknowledges that what we remember and how we remember it is continually evolving, showcasing the media's influence in shaping our perception and recollection of events during and after armed conflicts. The primary literature that will be utilized includes works by Zelizer Barbie, Halbwachs Maurice, Assmann Jan, and Assmann Aleida.

Research on mass media and its impact on the audience holds great importance not only in understanding how media messages function and affect the audience but also in examining the relationship between hegemony and culture.