

# ALBANIA IN THE EYES OF SERBIAN MEDIA

**Time-frame:**



January-September

**2017**

**Newspapers:**



**Blic**  
**Danas**  
**Politika**  
**Informer**

**Numbers:**



**Case studies:**

Haradinaj arrest, Nishani visit, Rama and „the great Albania“, gender aspects in the analysed media reporting



**Trend:**

negative during election campaign (March-April), after May - June 2017 interest is fading and reporting is neutral



**Connotation:**

increased use of derogatory term „Šiptar/Shiptar“

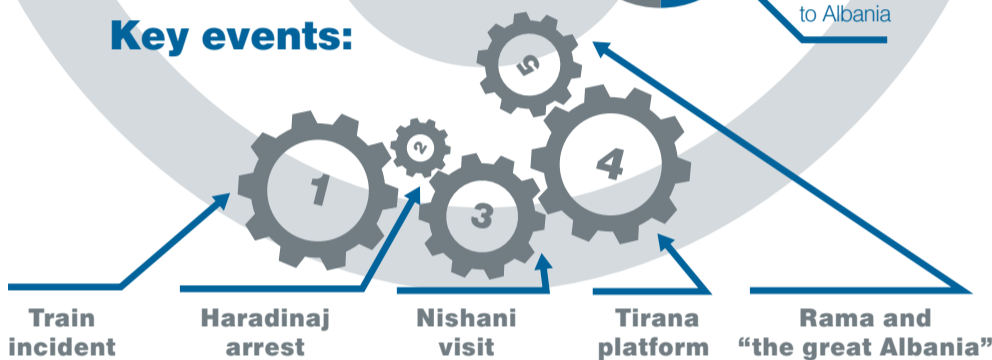


**Kosovo as „the elephant in the room“**

the bulk of (negative) content refers to Kosovo



**Key events:**



**Key words:**



Ramush Haradinaj, Edi Rama, Ismail Morina, Bujar Nishani; and less of Ilir Meta, Lulzim Basha, Sali Berisha

**Gender aspects in the analysed media reporting:**

In over 80% of articles, male perspective prevails: editors, journalists and those interviewed are mostly male; Women rarely dominate in the news on politics - they are present more in the culture and sports columns.



**>80%**



**<20%**

**Positive:**

- After 70 years of isolation, Serbia and Albania now have regular diplomatic contacts;
- The number of negative articles in decline;
- Stories about culture, economy and tourism have positive meaning mostly, and the economic co-operation is increasing;
- Establishment of Regional Youth Co-operation Council (RYCO) based on German-French model of reconciliation;
- Few positive initiatives such as media co-operation between newspapers from Serbia and Albania – *Danas* and *Mapo*

**Negative:**

- „Kosovo“ still generates the biggest number of negative news;
- New media „hype“: „big Albania“ and „Tirana declaration“ for resolving Macedonian issue;
- Gender inequality in media, still primarily male dominated;
- Use of a derogatory term „Šiptar“, especially in *Informer* that is not sanctioned



Citizens of both countries agree in surveys that mutual co-operation is important and that it should be further advanced in culture, tourism, and economy. Economy should be the main bearer of reconciliation process, given that it generates the biggest number of positives media content.



**European Movement**  
**Serbia**

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