Novi Sad
7 May 2011

Conference

Media, Poverty and Social Exclusion

Book of Abstracts

Department of Media Studies
Faculty of Philosophy
University of Novi Sad

Conference

Media, Poverty and Social Exclusion

Thematic Sessions

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Contexts of poverty

The Policies of Social Inclusion and Tools for Reduction the Social Exclusion in Republic of Macedonia

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A social inclusion approach implies addressing need or alienation wherever it exists. Social inclusion tackles the stigmatization and social separation and hence the approach seeks to understand this complex social phenomenon in terms of causes as well as outcome. The opposite of social inclusion, i.e. social exclusion describes a situation in which certain social groups are disadvantaged due to poverty, unemployment, disability, or homelessness, or face discrimination in the labour market and other areas of social life. Social exclusion exists to some degree in all societies, and can occur across economic, social, political and cultural dimensions. The reduction of social exclusion and the promotion of social cohesion are declared objectives of the European Union and, with some 16% of EU citizens at risk of poverty, the fight against poverty and social exclusion is a major challenge. The Republic of Macedonia is also challenged by poverty and social exclusion. In 2004, the Ministry of Labour and Social Welfare approved a program of support for people excluded from society including drug addicts, orphans, victims of family violence, and homeless people. The Programme for Social Protection, introduced in 2009, has been influenced by international conventions such as the Strategy for Social Cohesion, and the first part of the UN Millennium Development Goals to reduce poverty. This programme includes measures for the reduction of poverty and social exclusion, and the development of non-institutional methods/tools to provide social security to vulnerable groups.

This paper is a research dealing with the phenomenon and manifestations of exclusion/inclusion of disadvantaged groups in utilization of services in education and health care. The media (printed and electronic) dimension also is going to be covered as a tool for informing the citizens and changing mind of policymakers in favour of reduction of social exclusion.

Inequality, poverty and corruption: Case of Bosnia and Herzegovina

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Social inequality refers to the degree to which people have privileged access to the resources and position within society. In societies that have high social inequality, a few individuals have the ability to control and use important resources. More unequal societies do worse according to almost every indicator of life quality. Countries with grater disparities of income distribution are worse on all social indicators from high murder rates to lower life expectancy. Bosnia and Herzegovina has the highest GINI index in region what shows that Bosnia and Herzegovina has the most unequal income distribution in the region. Paper will present GINI index, the most used indicator of inequality, for the world and region.

Bosnia and Herzegovina is poor country. The annual CIA report on macroeconomics indicators reports that Bosnia and Herzegovina is beside Albania the poorest country in Europe. Paper will present GDP per capita in world and region, as well as other indicators of poverty and reason for such situation in Bosnia and Herzegovina.

Corruption is closely related with poverty and inequality. Bosnia and Herzegovina is one of the most corrupted countries in the Europe, according to Transparency International, nongovernmental organization that has been measuring yearly Corruption Perception Index (CPI) since 1995. Paper will present comparative analyses of situation regarding corruption in the world, region and Bosnia and Herzegovina.

Social exclusion of the people with mental disorders at the labour market in Republic of Macedonia

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A large portion of the population, permanently or temporarily, suffers some kind of mental disorder. That significantly reduces the quality of social behaviour of people concerned. It is a key factor which contributes towards burdening the users of the services, their families and the community at large.

The persons with mental disorders and their families usually have very low income. The reasons for poverty, social exclusion and stigmatization of these people is the very high rate of unemployment, inaccessibility of the public services and institutions, lack of support from their families, community and media.

The Universal Declaration of Human Rights (1948), article 23, states that everyone has a right to get employment, fair and adequate work conditions, equal pay for equal amount of work and protection against unemployment.

With the amendments of the Act for employment of persons with disabilities in the Republic of Macedonia (2004), the persons with psychosis are completely left out thus making their active participation in the labour market difficult which on the other hand makes their rehabilitation and integration in the society a challenge.

The key areas which need immediate action is to allow the persons with mental disorders equal access   to the labour market in Macedonia in accordance with the international standards for human rights such as EU Convention for Human Rights (1984), EU Welfare Charter (1996) and the Convention against unfair treatment.

Well coordinated activity of all involved in the mental health care and the labour market in the community, supported and assisted by the media in promoting this issue.

Women and poverty

Women in the cyberspace: virtual voices and cyberrituals of womanhood

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The challenges that women have had to face in their attempt to create and circulate their versions of intimate and public histories are much older than computers and informational higways. In the history of the oppresion of women and other groups on the margins of society, the language and the tools of the patriarchy have naturally forced the creation of resistance.

New technologies have readapted and reinforced systems for capturing the voices at the margins, and cyberspace has offered new ways to construct gender and identity by helping us transcend our grounded identities. This transformation became necessary within a new media environment, which posseses capacity to represent a virtual unknown and to offer the means for women to transgress restrictions.

The paper will examine   the ways virtual voices are constructed in cyberculture, using the example of Jelena Lengold's novel *Baltimore*,   in which a cyberritual of womanhood results in transforming Edgar Allan Poe into a "virtual unkonwn" – an imaginary friend and lover whose elusive figure exists only in the eye of a web camera. The wordscape of the novel suggests that the pursuit of love turns into a journey towards death, transforming the virtual and fictional Baltimore into an allegory of death and the land of Never More.

Facts and Fates. Slave Women and Prostitutes as Socially Excluded Groups in Medieval Dubrovnik

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In this paper the fate and perception of two marginalized and socially excluded groups of medieval Dubrovnik will be discussed. The first of them are slave women. Slave trade was very developed in medieval Dubrovnik, and on the basis of large archive of this Dalmatian city the facts on these women will be followed. Other marginal and socially excluded group of women in medieval Dubrovnik were the prostitutes. The destiny of these women will be also followed through perception in literature and especially archive documents and other historical sources. One of the most important aspects of the paper is the public perception of these groups, reconstructed in the light of different types of historical sources available, as well as literature and public opinion of medieval Dubrovnik. These archive documents were created in public (state) institutions and are official documents of the State, but also the types of media in that time. When possible, reconstruction of further fates of some women will be given, stressing those who had overcame stereotypes, escaped from the marginalization and managed to be socially included in the society of the city.

Visual Representations of Romani Women: A Campaign That Made a Difference

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Whereas visual representations of Romani women largely remain within the context of deprivation and social exclusion, the paper will present a unique case study of a video campaign by Budapest-based Romedia Foundation featuring five Romani women, highly educated professionals and international activists, who shared personal experiences with a message that Roma women are European women too. The success of the campaign built a momentum prompting a similar regional video campaign for Romani women in South-East Europe, as well as the launch of a website "Roma Woman" with the aim "to shape our own image and empower ourselves." Based on in-depth interviews with some of the campaign's participants, this paper will describe the process, the strengths but also some challenges of the approach proposed by this example.

Media specific discourses of poverty and social exclusion

Analysis of media discourse about poverty and social exclusion in radio newscasts on public, commercial and local radio

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During October 2010, radio stations in Serbia reported differently about poverty and social exclusion of citizens. Quantitative and qualitative content analysis included the sample consisting of 39 central radio newscasts broadcasted on state and provincial public radio, commercial media and radio stations that are still under the authority of local self-governance.

The aim of this paper is to point out to the ways in which media report about this topic, and also to use these results and critical analysis of media discourse of poverty to offer better, sustainable model of media reporting. The analysis has shown absence of most demanding journalistic genres, such as features and interviews, and domination of news and reports about these topics. Most frequently identified socially excluded groups in the sample are employers in strike, pensioners and the unemployed. Almost two thirds of thematic news items have no author which can imply that radio journalists were not sufficiently involved, but rather they relied upon news agencies and other information sources. The initial assumption, that the number of thematic news items would reach its peak on 16th October, the World Food Day and 17th October, the International Day for the Eradication of Poverty, was not confirmed since these were the days with the least number of reports about poverty and social exclusion.

Televised image of poverty and social inclusion in Serbia

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The aim of this research, performed by using critical discourse analysis and content analysis methods, was to identify the way by which television media, as an important mirror of reality and social events, percieve the topic of poverty and social inclusion, in order to influence the awareness raising of teleauditorium in 2010, the year established as the European Year for Combating Poverty and Social Exclusion.

The units of analysis were television news items in central newscasts of two public broadcasters: *Dnevnik 2* of the Public Broadcaster of Serbia and *Vojvođanski dnevnik* of the Public Broadcaster of Vojvodina; two commercial televisions with national coverage: *Vesti u 18.30* on TV B92, *Vesti u 18.00* on TV Prva, as well as three local stations: *Info blok* on Subotica's YU ECO television, *Dnevnik 2* on TV Pirot and *Centralne vesti* on Niš's TV 5. The sample consisted of 47 central newscasts shown in the period 14-27 October 2010.

This research has shown that television journalists and editors report very little and in superficial manner about these topics, without discussing the reasons (causes) of poverty, but rather dealing with consequences, mostly strikes as the main types of protest through which certain categories of the employed citizens express dissatisfaction. The poorest groups are represented through numbers (statistical data) and as anonimous citizens (vox populi). Human interest approach is neglected because the reports mostly remain on official sources of information. The coded image is stereotypical, banal and cold which leads to the final conclusion that it is detached from the ones who are decoding it.

Linguistic features of newspaper discourse about poverty and social exclusion

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The aim of this paper is to examine the scope and manner of reporting about poverty and social inclusion in selected print media in Serbia, focusing on linguistic features of newspaper discourse about these topics. The methods used in research are quantitative and qualitative media discourse analysis and interpretation of the content of texts from daily newspapers *Politika*, *Dnevnik*, *Blic Press* and *Narodne novine*, and weekly newspapers *Novine vranjske* i *Kikindske novine* in the selected period (14-27 October 2010). The analysis has shown generally low presence of news about poverty and socially excluded groups, and the most frequent genres are informational ones. From linguistic perspective, they are characterised by reduced language and the language based on common formulaic discourse, with very low expressiveness.

Visualization of poverty

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From the perspective of media discourse analysis, this paper presents the research and analysis of the image (photograph and video) in newspapers and central newscasts in the sample that consists of 47 news broadcasts and seven newspapers collected in the period 14-27 October 2010. The aim of this paper is to show how much and in what way information is enriched by images and how they follow textual content. Having in mind the importance of images for meaning creation, the analysis of news from this aspect gives us a wider insight into media reporting about poverty. In order to establish the extent to which

images follow text, the analysis will take into account institutions, landscape, personal aspects and persons speaking about it. Ethical considerations from the perspective of images will be also discussed.

Comparative analysis of reporting about poverty and social exclusion on radio and in print media

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At the beginning the author formulates an operation definition of poverty and social exclusion, discusses the methodology of research and provides starting hypotheses. Social justification of the research, relevance of sample and method are explained. In this paper the author analyzes reporting on radio and in print media about poverty and social exclusion, as big societal problems. The data gathered from the sample are analyzed, evaluated and cross referenced because the focus is on comparative analysis of the two media. Participation of genres in both media, length of texts about poverty and social exclusion, occasion for reporting and identification of social groups have been examined. Data are interpreted and conclusions were made together with the recommendations to contribute to comprehensive reporting about the problem of poverty and social exclusion in our media. The results of the research show that poverty is one of the central problems of our society, and the role of media in solving this problem is of great importance.

Social Reportage Stylistics

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Social reportage subjects are the results of the issues that directly affect people. Val Vâlcu defines journalism as "social news topics journalism that reveals social phenomena events. This press release is intended to identify the causes of social events. Unlike political or economical journalism, social journalism is directly linked to individuals and the community, being focused on their problems, not on the actions of some elites, which are reflected on the citizen only in a subsequent stage".

Topics on the social environment or 'society' are present in almost every publication. Their importance appears from the fact that they are often base for many media campaigns. In general, the editors consider "the social" to be the interest of older audiences, which advertisers are not interested in, for which this area is not given too much importance. But, as Val Vâlcu states, there are many social subjects that target a younger audience, reason for which we can easily consider social journalism to be "in trend".

If Europe is talking about social journalism, in the U.S. it is called community or civic journalism. The difference between them is social journalism is a field of specialization of the reporter who chooses interesting topics concerning the media from social life experiences. Civic and community journalism are components of the former characterized by a social role and the fact that they are closer to the citizen.

Describing the reality just as it is by journalist may have an impact on the civil society and determine the authority to take action. But this may remain, as well, free and plain loud echo. Thus, a solution that the social mission of the reportage does not remain only a myth is to produce serial reportages that draw attention to the community and those who are able to take action against a problem, that highlight its consequences in the stories of people directly affected by the problem and, eventually, propose solutions to them.

Role of media in poverty alleviation

The media role in poverty alleviation

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Poverty is defined more like dimensional phenomenon where due to insufficient income to meet basic living needs, including the inability to employment, inadequate housing, and inadequate access to social protection, health and education and utilities.
Poverty is the main source of oppression and social exclusion that causes great suffering and lost opportunities for people through the world. Poverty cannot be separated from the neo-liberal ideologies because much of it is produced from those who enter the market under conditions that exacerbate inequalities in income.

The 2010 has been announced by the European Union as a European Year of combating poverty and social exclusion. The main task is pointing out the concerns of the people who are facing social exclusion and poverty as well as to inspire other people to engage themselves in combat with this serious problem.

Big role has the media as a means of mass communication, raising awareness of the population through workshops, campaigns to inform others with educational and informative content in order to allow way out from this problem.

In this context arise movies, magazines, publications and other materials that will help the public to understand the problems of poverty and social exclusion and their impact on the community. People who are directly affected by this issue will provide information on their rights.

Economic progress and global development strategy is able to mobilize the capacities of people regardless of gender, religion, race, in the interest of the humanity could reduce the inequalities, and thus poverty worldwide.

Relating social exclusion and poverty: a social work perspective

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The social exclusion refers to the inability to effectively participate in the economical, social and cultural life, and is, in a way, alienation and distancing from the normal social flows. The social exclusion primarily includes the relations between the individual and the society, as well as the dynamics of those relations. Social exclusion matters because it denies some people the same rights and opportunities as are afforded to others in the society. It describes a process by which certain groups are systematically disadvantaged because they are discriminated against on the basis of their ethnicity, race, religion, sexual orientation, gender, age, disability, migrant status, or where they live. Discrimination occurs in public institutions, such as the legal system, education and health services, as well as social institutions.

This paper analyses the paradigms and discourses which determine the concept of social exclusion as a multidimensional phenomena, as well as the relation between social exclusion and poverty. The emphasize in this paper is on the social work perspective of the social exclusion and the poverty as social risks implemented in the legal and the political framework in Macedonia.

Some excluded groups don't have access to public services, limiting their opportunities for economic, social and human development. Some measures that have been effective include financial social transfers, healthcare allowances and benefices for education. The social work completes a role of a mediator between the potential or the actual excluded and the main processes in the social life. Therefore it is often perceived as the main carrier of the poverty reduction measures and strategies tackling social exclusion.

The role of the media in decreasing the stigma at the people with mental illnesses

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At the mental illnesses, inspite the symptoms and direct consequences from the illness to the sick people themselves, their family members and the whole society, there is an additional problem arising that is making the situation even more difficult. This problem is the stigma following the mental illnesses. The basis for this kind of behavior, mostly is the lack of knowledge about the reasons and possibilities for curing the mental illnesses, which brings many prejudices and negative attitude about the illness. This all leads to stigmatization and discrimination.

In lowering the stigmata, the media are of great value and importance, but unfortunately the media often release articles with negative connotation in order to attract the attention of the viewers, readers or listeners. The information and meaning about the public about the mental illnesses, which are not based upon professional knowledge and literature, has a great influence for creating the stereotypes, because it forms the common opinion.

These articles and reports, that don't work on the background of the event, can ruin the hard long lasting work of many people working of the mental health. Due to the great potential of the journalism and media in the process of stigmatization, the cooperation with the journalists is vital and priceless in every lowering the mental illnesses prejudices program. Quite often the attitude can be changed with personal contact between the psychiatric users, as well as with active joining in the antistigma campaigns. Also it is very important that the movies involving mental illnesses give positive directions.

Media reports on poverty and impact on public opinion

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Media in Macedonia had a major role in shaping and modifying public opinion for poverty. This research, explores the role of media in reflecting and influencing public ideas of poverty. If the media present poor people as benefit-cheating and crime people, people who are not poor might believe that's the case. If the media present poor people like everyone else but trapped by a system then people might believe that. Public opinion is important for the way individuals and government treats those who are in poverty. If the not-poor 65% of the population (including Government) have a stereotyped and negative view of the other 35% that are poor, they will tend to treat them accordingly – in job interviews and on the street.

This research has analyzed coverage of poverty in media, looked at how the same poverty news story is reported across different news outlets and how poverty is presented across different television programmes.

Results showed that the media has largely misrepresented and stereotyped poor people, in different ways. In the broadcasts shows that claim to highlight poverty, usually are present people with connections to programmes, emphasizing the ways they feel and what has ruined them and their communities. In news poor people are presented at the same level with the criminals.

Many people's only experience of poverty is through the media, and without any coverage of the law-abiding majority of poor people, they are left with the impression that poor equals criminal.

Mass media role in development

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This essay examines different conceptions of the role of the mass media in development and attempts to build a framework for understanding these different roles. The essay describe the existence of four distinct roles that the media can play, which are all present in the 'First World' namely: distributing information, controlling cohesion, given people a voice and holding leaders to account. These roles correlate directly with the roles which have been theorised for the media play in development. Thus, in principle, there exist no special   roles for the media in development. The development of African countries should not require African media institutions to have a substantially different function to media organisation in other parts of the world, or for the media to have a special kind of stimulating, catalysing, or initiating role in achieving development.

The essay argues that all the different roles for the media are important, because they achieve different developmental ends, for different people, and there needs to be a balance between them.

This is based on the assumption that the "development" of a country needs to be a process which is constantly contested and negotiated at different levels, rather than a single, simplified idea. If the media can support these different types of development in different ways, development is more likely to operate as a fundamentally democratic practice, which gives it its greatest legitimacy.

Politics of Poverty

Usage of poverty and social exclusion in political campaigns promoted through mass media

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The years of stagnation proceeding the transitional period was characterized by no growth in the gross domestic product, gap between rural and urban areas, rising ethnic tendencies, problematic sphere of freedom of information, unprincipled usage of media for political champagnes. All these elements raised the level of economic insecurity and social exclusion for the citizens of Macedonia, and then, poverty and social exclusion becomes useful topic for political parties' campaign.

Some Macedonian media used personal stories referred to poverty and social exclusion in a tendency to engage audience to become critical and more, to react against Government politics. Personal stories were about people who do not have appropriate health care, employment, or are excluded because of their ethnic background. Recently some media started to promote some political parties in front of the forth coming elections. Advertisement material for some parties contains elements of populism - personal stories were used as arguments against government politics. Those materials contain elements which provoke emotions, empathy, aggression - they were coloured with hard personnel drama.

This paper is attempted to explore the usage of poverty and social exclusion in a context of forthcoming parliamentary elections in the Republic of Macedonia.

Ideology of transition: attribution of responsibility for poverty in media discourse

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The aim of this research is to analyze ideological layers in mediated representations of poverty and social inclusion in Serbia. This research builds upon the understanding of the media as powerful definers of social situations, whose definitions serve as an important element in public evaluation. Within this broader framework it has been established that mass media cast responsibility for poverty and poverty alleviation to different societal agents, events and processes through macro propositions and micro level discursive structures.

The research is situated in a wider context of Serbian transition from the state controlled, real socialist economy to the liberal, market oriented economy. Both systems, as two opposed poles, include different treatment of the poor and socially excluded groups. On the discursive level both systems have an ideology through which day generate legitimacy for the actions and measures. It is the main hypothesis of this paper that transition yields different, and sometimes contradictory, attributions of responsibility for poverty that stems from different ideological frames that compete in the transitional period.

The hypothesis will be tested using the method of critical discourse analysis on the sample of media texts, print, radio and television news items, collected in October 2010 within the research project "Media Discourse of Poverty and Social Exclusion".

Media exclusion of multi dimensionally discriminated poor groups in Serbia

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The ways in which mass media deal with the cases of multiple discrimination of the poor in Serbia are being analyzed in this paper. Those are the groups that are socially excluded not only because of their economic status, but also on the basis of their gender, race, ethnic origin, religion or disability. Critical analysis of local, regional and national media reporting on poverty and social exclusion in October 2010 has confirmed one of the first researches undertaken about media dimensions of social exclusion in 2010. The groups excluded from the media are: women, children, persons with disabilities, ethnic, religious and sexual minorities. Although editors and journalists recognize these marginalized groups as the poorest ones in Serbia, they are mainly present as generalized poor or hungry. That way multiple dimensions of discrimination are lost in the media.

Roma's Destiny – A Media Influenced Social Diplomacy

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From a sociological point of view, different as approach from the legal aspect – which argues that the fundamental problem of any ethnic minority is given by the differences in equal rights in favor of majorities, the concern that attracts the attention is that of adaptation, integration of minorities in human, local, national and, why not, international communities.

The opportunity of a qualified media discourse, well-intentioned and effective, could be a recommended tool to facilitate equal social dialogue or the change of an attitude which could solve at least a part of the social exclusion that constantly threaten both parties: "Everyone's people" and most countries of Central and Eastern Europe, in the first place, the destiny of an entire continent, then.

If some states have already shown their aggressive policy against these populations, unfortunately, this behavior will not remain isolated. Very often, repeatedly, without a state to protect them and finding in the European construction their only shield of protection from veiled electoral ambitions, with restricted freedom of movement, discrimination regarding employment and fighting segregation in schools, today's Gypsy is far from being more relaxed, serene and safe.

Discourse of poverty in the context of the International Day for the Eradication of Poverty on the website B92: the case study

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In order to analyze discourse of poverty in the context of the International Day for the Eradication of Poverty (17 October) on the website B92, a sample of news texts and accompanying readers' comments and blogs about poverty, posted in October 2010, has been gathered. Out of six analyzed texts, six are information from other sources, from news agencies Tanjug and Beta, or from competition media *Politika* and *Press*, which shows low level of attention to this topic by the editorial board of the website B92. This claim can be further supported by the fact that all of the published texts are short news or reports, with basic information or cited statement of officials from political sphere or non-governmental sector and they are burdened with numbers, statics and other data that illustrate problem, but do not offer a solution. There is a striking absence of analytical approach to the problem, which can be reflected in articles and opinions of experts or interviews with them. Readers' comments were found accompanying all news texts. Their number varies from minimum 2 to maximum 25, which is a small number when compared to the most read news from this website that can have several hundreds of comments. The comments range from bitter accusations of the news sources, to expressing personal examples of poverty, to short outbursts of despair and disbelief in better future. The similar can be established about the blog pages of the site, on which only five posts about poverty appeared during a whole month. Still, a blogger under the nick "antioksidant" offers a comprehensive analysis of the country's economy from democratic changes in 2000 till today, calling for necessity of economic reform that will put an end to further increase of citizens' poverty. This blog post only partially improves the presence of poverty discourse on the website B92.

The internet potential to become an alternative channel for the articulation of social needs and interests

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Under the circumstances when an information society is being targeted, the so called social media have to be supported. The Internet and other electronic media are inevitable in modern times, even though, as many authors have already concluded, as far as the Internet is concerned, there is a difference between the real identity presentation and the one that is revealed through this kind of medium. It is already clear that within the *cyber*-communication, the person can be "constructed" for certain aims and to simulate the state and the conditioned motivating system. The Internet fully allows the anonym communication; therefore many people decide to take part in it, with anonym roles which represents a primate in the imagination about the motivation for the real social contact. The Internet culture ignores the nature of motivation of users as well as the issue on the social, educational, ethical status. According to some theorists, those who spend most of their time in virtual environments are keen to give fewer chances to their real lives. However, we also agree with Hermann's conviction that "the internet has partially inspired the belief that along with the technological advancements the new era of democratic communication is setting in".

The Internet utilization in our everyday life, especially with regard to the youth, creates a different reality compared to the previous one. The impact of social networks is increasingly becoming closer to the reality. The provision of opportunities to express one's needs and requirements without having to acquire additional knowledge makes the Internet a more important medium compared to the other types of modern communication.

In our article we will analyze some concrete events which influenced and overcame other traditional networks; i.e. we will dwell on FB networks and the Internet in general. Many events that happen nowadays are due to the impact of social networks. Different such networks, as Facebook, reveal various different events on daily bases. This has made many governments take an active role in supporting or rejecting such events, which sometimes can also be unreal. It is more than obvious that the articulation of social needs and interests is also present in these kinds of media. But, we should not forget the other side of the medal as well. A month ago the Ministry of the Interior of the Republic of Macedonia sent a written document to the Facebook network administration in order to block some web pages because of the impact they had in the initiation of clashes between different ethnic communities in the Macedonian capital, Skopje. Same cases occurred in many Arab countries in some of which dictatorship structures were even dissolved.

The Internet managed to beat for a very short time all other channels of communication and the creation of the public opinion. This happens because of now well-known practical reasons. The presentation of activities is carried more easily and faster and without great costs. Another very important issue is Internet control. This kind of medium enables the presentation of events without the additional needs of editing and supervision, and in this way it arrives at the final destination in a real time. It is very obvious that in a very short period of time the Internet will become the main medium through which all the communication will take place and the needs and interests of all social strata will be revealed.

Internet as creator of new alternative form of culture and subjectivity

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Contemporary postmodern culture follows technological development. When we are talking about contemporary cultural identity, discourse about internet is unavoidable. Mark Poster thinks that internet is not just an instrument but it makes new environment as virtual reality. Author explores the difference between forming subjectivity by television and forming subjectivity (or subjectivities) by internet. Does internet create needs for play and possibility to back in childhood, or it is more spiritual need? Author tries to answer on this question. A linguistic perspective will help us to determinate internet culture. As David Crystal wrote, the language of internet is "writing speaking". Here it will be explored what net-speak can tell us about contemporary culture.

Ethical dilemmas in social media

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Advanced technologies had changed the way on which communication is creating, transferring, disposing and keeping safe, and also opened the space for a phenomenon called "new media".

In the era of new media, the "social media" took a significant and special place, which with their own interactive character, are the most efficient form for reversible communication allowing the public's opinion to be heard. On this way, social media becomes corporative, and the use of interactive nets as a form of social media marketing, is a new brand and top theme.

Therefore, the companies that rely on such marketing and PR move, believe that the same would bring them a good image (style) and would allow them to spread their brand and production portfolio to increasing number of users.

But, as traditional, so does social media confronts with ethical dilemmas. Placing a profile of some social medium for one company, more than anything else, represents relationship with their users, a relationship undoubtedly based on "trust". But does, beside simultaneously declared intention in their communication with the users, the relationship is also based on the key ethical principles: truthfulness, frankness, transparency, respect and responsibility? At the same time, what happens with the platforms for discussion and the erasing of "bad comments", then the respectability on the privacy for the members, the question of social needs and interests of the members, the reality of social excluding...

This is just a part of the ethical dilemmas with whom the social media confronts with, and the ones that the author explores in the text.

The *(Pseudo-)* Occidentalisation of a*(n) (Un-)* Targeted Audience

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The public sphere inscribed in the Banja Luka regional scope has been systematically and designedly inundated with *occidentalised discourse* (Habermas, 1981). These preferred and strategized rhetorical predilections are easily identifiable in both dominant television outlets and the press. This paper, however, is not concerned with political facets of the abovementioned phenomenon, but rather the framing strategies employed to channel the communiqués tailored for the purposes of delineating a new ideological pathway and overarching cultural re-coupling. The process of enkindling correspondences between two or more *mental spaces* bulks large in creativity and ensuing perceptual matrices. These practices are part of the more general process of framing/domain-setting (Fauconnier, 1994).

Consequently, domains are construed as cognitive entities, representational spaces, conceptual complexes of varying levels of intricacy and organization (Langacker, 1987). Westernised parlance is steadily and markedly metamorphosing into a pervasive communicative pattern asserting itself as integral part of *common culture* (Willis, 1990). The volte-face towards what used to be substandard and ostracised discourse begs the question as to the tendencies and extent of these ongoing processes.

This small-scale probe will draw on the articles in *Nezavisne* and *Glas Srpske* as paragons of *traditional media* on the one hand and referable digitised features archived on the official web sites of Radio Televizija Republike Srpske and Banja Luka Live info-portal as exponents of *new media* (Wardrip-Fruin, 2003). They will serve as corpus launch pads laying the groundwork for theoretical elaboration and scaffolding by means of which the research tenor will be navigated.

Frame analysis on Roma minority related press articles

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Roma are the most important European minority, with communities in all European countries, but they still remain unknown and misunderstood. They are often victims of discrimination and exclusion because of their image in society. Excepting the rare cases of direct contact with Roma, this image is created by media and policy makers.

Frame analysis is a good tool to study on the texts published in newspapers the frames used to describe Roma issue at a local and international level, the opinions that journalists want to impose or to influence, the interests policy makers could have. Framing is about influencing public opinion, shaping public understanding, about how medias are treating news and issues and what influence they want to have on the public. The frames chosen are never a coincidence and they can produce empathy, categorization, evaluation, generalization.

I am studying frame analysis for my MA thesis on Romanian and French press articles, and I could observe a series of frames used to describe Roma issue and their effects on public opinion and Roma. They are often presented from a negative perspective that reinforces the bad stereotypes and given ideas, produces poverty and social exclusion. Just a few articles are focusing on Roma individuals doing something good, not stealing or begging, but being a good example for the community. Very few articles are focusing on the real cause of their problems and on the influence of majority population on poverty and social exclusion.

Media Reporting About Roma: The Jabuka Case

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Bearing in mind the marginalization of the Roma in Serbia, public prejudices towards this ethnic group and the way of media reporting about events involving the Roma, the paper deals with reporting of Serbian printed media about the events in the village of Jabuka, Vojvodina Province, Serbia, which seemingly suddenly turned into an inter-ethnic conflict with the local Roma as one of its actors. Serbian media reports about the Roma are mostly factually correct, but with no deeper insight into the issue dealt with. Regardless of the

issue reported about, the Roma actors are usually the only people mentioned by their ethnicity, unlike members of the other ethnicites. Such reporting is most frequent in the black chronicles and in social affairs sections. When the Roma do get asked about their attitudes, they are often communicated without any additional explication of their position. Starting from the position that the predominant way of reporting of Serbian media about the Roma contributes to strengthening the existing prejudices and negative stereotypes about this ethnic group, as well as to its additional social marginalization and increase of public intolerance towards its members, this paper analyzes printed media contents reporting about the Jabuka events from June-August 2010 in an attempt to determine which media have reported about them most often and in what way, in what context have its actors been mentioned, whether and to what extent has such reporting contributed to the dynamics and development of these events and which messages have thus been communicated.

Serbian and Romanian daily papers about Roma repatriation

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The aim of this paper is to research the treatment of the problem of Roma repatriation from West European countries in Serbian and Romanian daily newspapers. It is the intention of the author to analyse texts about this issue published in Serbian daily newspaper *Blic* and in Romanian daily newspaper *Adevărul*, in the period February-March 2010. Having that in mind, and also the fact that this is case of marginalized ethnic minority, attention will be places on the question how the selected media present the event, and what is similar and what is different in its treatment, who speaks, what and how it is spoken about it, as well as how causes, consequences and reactions are presented in the topic that is being researched.

Image of Roma in the media, based on stereotypes?

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There are multiple facets of discrimination against Roma. My article focuses on discrimination present in media. The argument is that extreme anti-gypsies fanatics are not limited to stadiums, the ultra-nationalist parties and comments on the internet, but is acceptable and widespread by media channels.

Roma, known popularly as gypsies, are Europe's largest and fastest-growing minority group. Due to the nomadic lifestyle of many Roma, it can be difficult to accurately count them, but some estimate the Roma population at 10 million worldwide, with six million in Eastern and Central Europe.

Europe's Roma have poor access to education and health services, and endure extensive discrimination. According to Mariana Lenkova, Balkan Media Researcher at Greek Helsinki Monitor, "they are blamed for everything, from the worst economic and social problems to everyday petty crimes."

A content analysis of newspaper articles or TV news show that most of the time, the image of the Roma is still an unsubstantiated, based on stereotypes.

If before gypsy was presented primarily as a potential criminal, now he is the one that affect the image of Romania in the world, apparent from the research done by the Media Monitoring Agency Active Watch. In recent years, media topics on Roma were largely the same: migration, crime or violence.

Mass-media have a great responsibility in terms of how different parts of society can see each other. So, what can we do to combat the modern image of Roma in the media, image that has a long history?

Expelling the Victim by Demanding Voice: The Counterframing of Transnational Romani Activism

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This paper traces how Roma are beginning to shape the mainstream public sphere – specifically that of the *New York Times*, the *Economist, Time Magazine* and the *EU Observer* – by framing the discussion surrounding the French expulsion of Roma in the summer of 2010. This is a marked shift in the traditional trope of Roma as either absent, thief or victim and I argue this is an example of Roma mobilizing as a subaltern counter public and excercising agency in their framing within the public sphere. I argue that Roma are moving the discourse beyond the public shaming of France and Sarkozy and are instead valorizing the ideal of Europe, and placing themselves, as Roma, within the discourse and identity of Europe by forcing a discussion on the systemic economic, political and social human rights abuses faced in both their countries of origin *and* within Western Europe. This paper demonstrates how such counterframing can be seen in media as diverse as official letters written in the staid and sober language appropriate for publication in *The EU Observer,*and viral video montage protests in Serbia overlaid with punk music and English-language captions. In sum I argue that Roma are, as Richard Price (1998) aptly explains, "reversing the burden of proof" by engaging in strategic media activism by mobilizing amongst

themselves, connecting with key allies, and influencing the stories within the larger public sphere.

Although I am focusing on the rise of Romani advocacy as demonstrated by their presence in mainstream media and the organizing taking place through Romani media, I am couching this explanation in the larger fields of transnational movements and media advocacy. I hope that by learning from the unfolding experiences of Roma generating and distributing information for the purposes of influencing state and international policies, we—as activists and academics and activist academics—can better understand the role of creating media and affecting change.

The social impact of Roma minority integration campaigns

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The present study aims to analyze the impact Roma social integration campaigns have had, both on a national collective level of perception, and on the external representation of our country.

Without trying to minimize their huge effort on social integration, we will try to take into discussion the poor character of these campaigns that have not focused on the specific cultural identity of Roma people, but especially on negative elements such as scarcity, illiteracy, misery, or even their deficiency of social values.

Due to the negative image that Romania has created in the European space, in terms of the Roma ethnic minority integration, these extensive campaigns aimed mainly to obtain free access to health care and education, the promotion of specialized research departments and legal advice in cases of discrimination, abuse and violence.

However, we believe that these social campaigns have only placed disadvantages to the Roma minority. By focusing on deprivation, rather than on a distinct cultural identity, their attempt has resulted in a positive discrimination which led to the foundation of stereotypes already known and a generalized rejection both nationally and internationally.

Our proposed solution focuses more on cultural identity approach of Roma minority, with an emphasis on positive identity elements that will better help their social absorption.

Situation of Roma that is expected to be in public debate

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After the Roma's pogrom in Romania during the June of 1941, where some 25.000 people have been relocated and more then half of them killed, the end of the WWII has brought quite quickly the communist system. By 1945, from those Roma families, around 3-4000 people have escaped and came back to their homes in Romanian territory.

When the nationalist communism ideology emerged the minority politics changed. In Roma case, the communists didn't recognize them as ethnic minority. It was a perpetuated social exclusion in the so-called egalitarian system. The assimilation politics were conducted also by the refusal of traditional labor the Roma communities were use to accomplish in the society. They were forces to work on the field, in factories, to settle down and the nomad life was forbidden.

The issue that didn't yet gets his place in public debate, due also to the lack of general gender debates, is the reproduction politics, and the practice of sterilization of Roma women. A practice of state policy in all communist states, but that in Romania had an important issue in the context of illegal abortion.

These untold sterilization procedures, the ongoing marginalization, have influenced Roma community and, due to the lack of the public debate now, not even the Roma people are aware of these crimes. The politics of assimilation was one of the most compressive, but it didn't lead to any ethnic conflict. Actually, these policies were interpreted as emancipators and nobody thought to challenge them. How come?