

Original scientific papersTHE DEPENDENCE ON GLOBAL MEDIA OF FOREIGN POLICY
REPORTING OF THE YUGOSLAV DAILY NEWSPAPERS
(SEPTEMBER-DECEMBER 1989)

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email: bojanblazevski@gmail.com**ABSTRACT:**

This paper is based on the assumption that the reporting on international events by the Yugoslav daily newspapers *Nova Makedonija*, *Delo* and *Politika*, in their 1989 printed editions, was insignificantly influenced by the global media. We begin this study by using the method of quantitative content analysis. The data analysed were gathered over a four month period i.e. from September to December 1989. The Yugoslav national agency *Tanjug* and the correspondent staff of these newspapers were still the main sources of information for covering international events. However, heavy, but indirect influence of the global media was present in the Yugoslav newspapers *Nova Makedonija* and *Politika*. Their media representation on how the world was oriented toward actual events that happened on the northern hemisphere. Military and political conflicts were the main topics of interest for covering the southern parts of the world. Empirical results also revealed surprising contrasts in journalistic professionalism and international reporting itself among the leading Yugoslav newspapers in 1989.

KEY WORDS:

Global media; International flow of information, Newspapers, Yugoslavia.

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SAŽETAK:

Ovaj rad zasniva se na pretpostavci da je izveštavanje dnevnih novina Nova Makedonija, Delo i Politika o međunarodnim događajima tokom 1989 godine bilo pod uticajem globalnih medija. Empirijski rezultati su dobijeni metodom kvantitativne analize sadržaja. Podaci su prikupljeni tokom istraživanja sadržaja ovih izdanja od septembra do decembra 1989. godine. Iako je u ovom periodu nacionalna agencija Tanjug i dopisnički kadar agencije bio glavni izvor većine medija, primjetan je i uticaj najznačajnijih globalnih medija.

KLJUČNE RIJEČI:

Globalni mediji, Međunarodni tok informacija, Dnevne novine; Jugoslavija