

Original scientific article

READING THE STARS IN 1990: SERBIAN MEDIA AND THE RECONSTRUCTING OF THE CONCEPT OF HEAVENLY PEOPLE

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ABSTRACT:

The article points out several aspects of the political and media landscapes in Serbia in the last decade of the twentieth century, and offer an overview of strategies employed by the civilian and military structures of power in Serbia aimed at constructing enemies (both foreign and domestic) as well as legitimizing military intervention in neighboring countries in the early 1990s. Much has been written about the political developments in the former Yugoslavia, and the purpose of this paper is to shed additional light upon a few elements of the mechanisms of deception the government in Belgrade used in the war years and beyond (1990-2000). I wish to illustrate the construction of fear used by the political and military elites in order to rationalize the chaotic situation in the country and maintain their grip on power.

KEY WORDS: Serbia; Yugoslavia; 90's; Milosevic; Propaganda;

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SAŽETAK:

Članak ukazuje na nekoliko aspekata političkog i medijskog pejzaža u Srbiji u poslednjoj deceniji dvadesetog veka i nudi pregled strategija civilnih i vojnih struktura vlasti u Srbiji u cilju konstruisanja neprijatelja (i stranih i domaćih) kao i legitimisanje vojne intervencije u susednim zemljama početkom 1990-ih. O političkim zbivanjima u bivšoj Jugoslaviji pisano je dosta, a cilj ovog rada je da dodatno osvetli nekoliko elemenata mehanizama obmane koje je vlast u Beogradu koristila u ratnim godinama i kasnije (1990-2000). Želim da ilustrujem konstrukciju straha koju koriste političke i vojne elite da bi racionalizovali haotičnu situaciju u zemlji i zadržali svoju vlast.

KLJUČNE RIJEČI: *Srbija; Jugoslavija; 90-te; Milošević; Propaganda;*