



Political Communication in Southeast Europe

The objectives of the workshop are to gain insights in the particular features of political communication and to analyse current developments in that field in Southeast Europe: In what forms and by which means are politicians communicating with the population? What role does the media play in conveying specific political messages and is the media considered to be free and impartial in their coverage of the news? In what ways is political communication used and abused in the countries of the region? How does media contribute to polarisation within the society or in bridging societal differences? Is the media able to support the democratic processes in the countries by pointing out wrongdoing by politicians? How does political campaigning work in the region? And there are – of courses - many more questions, which can and should be taken up by the participants of the workshop.

Political communication as a field of study is looking at the methods and means of how political leaders communicate political information to a wider audience, the public. Hence, political communication is important for the running of government, for legitimating political actions taken by the government, but also for the opposition to criticise the government and to publicise political agendas during election campaigns. It enables politicians to explain their actions to the population, to promote certain political ideas and themselves as candidates for a political position and it is a tool to maintain some relationship between the population and the political leaders of the state.

The original concept of political communication as defined by Lasswell in 1948 by asking “*Who says what in which channel to whom with what effect?*” is facing profound changes due to developments in communication technology and within society. For example, technological development means that events and information are constantly and simultaneously transmitted via a number of different communication channels. Social Media has become one of the main resources for information on political issues for a broader public. The traditional media outlets – such as newspapers, TV-channels and radio – are facing economic decline and need to find financial sources to maintain their businesses. Politicians have to find new, innovative ways in reaching a more disengaged public. And the distrust of politicians and political institutions has increased, meaning that information provided by the government or other official institutions is questioned by parts of society. With all these transformations, the question emerges how political communication is conducted in these new settings and changing environments?

Topics presented and discussed at this workshop should focus on current developments in the field of political communication in the region of Southeast Europe, e.g., analysis of political communication in electoral campaigns, government’s crisis management in the COVID pandemic or political elite addressing other relevant current political issues.

The organiser is grateful for the financial support by the German Academic Exchange Service and the Excellence Funds of the Andrassy University Budapest.



Venue: Andrásy Saal

- 09:00- 09:15** **Welcome**
Christina Griessler (netPOL)
10 years netPOL in Budapest
- 09:15 - 11:15** **Panel 1 - Political Communication in Southeast Europe**
Sinisa Atlagic, University of Belgrade
Public sphere and symbolic politics in contemporary Serbia
Reina Zenelaj, EPOKA University, Tirana
Media effects on Conflict Transformation: A Case Study of Albanian Political Crisis
Suzana Jurin and Daniela Kruzic, University Rijeka
Psychological Effects of Political Catchwords. Short Assessment of Croatian Media Neutrality.
- 11:15 - 11:45** **Coffee break**
- 11:45 - 13:00** **Panel 2 - Media and Journalism (netPOL-Panel)**
Mateo Gospic
Media Discourse and the Yugoslav Conflicts: Representations of Self and Other
Martina Plantak and Edina Paleviq
"Banal Balkanism?"-Rethinking Banal Nationalism and Regional Identity in the Post-Yugoslav Media Space
Franziska Döring (Online)
Media Development in Post-Conflict Societies - Kosovo & Lebanon
- 13:00 - 14:00** **Light Lunch at venue**
- 14:00 - 15:30** **Panel Discussion: Media and Polarisation**
Daniela Ingruber
Sinisa Atlagic, University of Belgrade
Reina Zenelaj, EPOKA University, Tirana (tbc)
- 15:30 - 16:00** **Coffee break**
- 16:00 - 17:30** **Book Presentation** by Kromják Laura (ELTE)
"Remembrance and Forgiveness" and "Intergenerational Trauma in Refugee Communities"
- 17:30 - 18:00** **Break**
- 18:00 -19:30** **Evening talk** by Una Hajdari (Research Fellow, IWM)
title (tbc)