



Novi Sad School of Journalism

Serbian media on terrorism and violent extremism

RESEARCH REPORT

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1. INTRODUCTION

1.1. Context analysis

When analyzing the reporting on violent extremism and terrorism, it is necessary to keep in mind all the complexity the topic brings with it. Let us reiterate that the first modern act of terrorism is considered the hijacking of the Israeli aircraft heading from Rome to Tel Aviv in 1968 by the Popular Front for the Liberation of Palestine (Barović, 2012: 130). With the increasing changes that took place on the geopolitical scene, the media's interest in the topic has increased, culminating in the terrorist attack on the United States in 2001.

"Since September 11, 2001, terrorism has become a very important topic for all high-circulation media, with a particular focus on Western countries, where it is a ubiquitous and inexhaustible source of journalistic features, columns, reportages, special shows, live appearances, live shots" (Barović, 2012 : 132). However, this kind of reporting often goes beyond the boundaries of good taste and professionalism. "In this race for circulation and publicity, exaggerations are common as the media "warm up the atmosphere" before the anniversaries of major terrorist attacks and before major holidays, so it seems that it is very important for the media to write and talk about terrorism, which indeed is a real danger, but is not a universal topic for filling the media idling" (Barović, 2012: 132).

To make the situation even more complicated for the media, terrorist organizations themselves cannot function without them, which means that by reporting on such acts, the media fulfill not only their duty to the public by informing them about relevant social events, but also the goal of terrorist organizations to make that same public aware of their deeds. "For an act to be characterized as terrorism, it must contain the perpetrators' intent to be found in the media, as there is no modern terrorism without evident symbiosis with the media. Through the media, terrorists send a clear message that they will continue their activities if their demands are not fulfilled, while on the other hand, this influences the public to exert political pressure on the government to (not) respond to terrorist pressure" (Barović, 2012: 129).

Terrorism is the term mentioned in the world media daily, from reports on terrorist attacks in various regions, through analyst estimates, to security forecasts by military officials and experts. We have heard in the media the word **terrorism** countless times that has been used since the French bourgeois revolution when organized, systemic revolutionary terror against political opponents during the Jacobin dictatorship was first applied. Executive authority - the Committee of Public Safety in 1793/4 imprisoned about 300,000 people while 40,000 were executed - what has historically been called **the reign of terror** (Beres, 1988: 8). During the reign of terror, the regime opponents were killed by decapitation on the guillotine and the same fate did not

bypassed some of the most famous journalists but also the leaders of the revolution who were liquidated: "Like many revolutionaries, Hébert (Jacques – author's note) too ended up on the guillotine, in March 1794, just like Girondin Jacques Pierre Brissot (editor of the *Patriote Francais* newspaper), guillotined by the Jacobins" (Bjelica, Jevtović, 2006: 56).

While there are views that terrorism is a product of the new age, it is a phenomenon with deep historical roots, because the murder of Gaius Julius Caesar in 44 BC but also the fight of the Jewish religious groups Sicarii and Zealots against the Roman authorities are considered the acts of terrorism (Srdanovic, 2002: 9). In the Middle Ages, a religious group of *Nazarites* (a branch of Ishmaelites, Islam religious community) operated in the Middle East, with special warriors called Hashishans (Assassins) performing well organized assassinations. The Hashishans were first well trained by their leader in handling cold weapons and then religiously manipulated (using hashish opiate, hence the name); after training they went on to assassinate opponent rulers such as Fatimid Caliph Al-Amir and vizier Nizam al-Mulk (Lewis, 2010).

The fact is that representatives of certain armed formations are often represented in various world media as "freedom fighters" One such example is the Taliban who fought against the Soviets in their invasion of Afghanistan in the 1980s, only to be later portrayed as hardcore terrorists in the same media after attacking the United States, even though they were the same people and organization. "What sets terrorist groups apart from the liberation movements is the outcome, or which fraction will succeed or fail in political power fight. Also, we can distinguish between freedom fighters and terrorists on the basis of the Geneva Convention adopted in 1949 about the protection of the civilian population in war which, inter alia, prohibits violence against life and personality of individuals, killing, massacre, cruel treatment, torture and hostage, and a large number terrorist acts comprise precisely these elements" (Jazić, 2010: 114).

Despite the complex problem of defining terrorism, it is necessary to provide a definition that will help us determine this social, and ultimately media, phenomenon. One of the definitions of terrorism that can be labeled as broadly acceptable is: *terrorism is a threatened or actual use of illegal force and violence to attain a political, economic, religious or social goal through fear, coercion or intimidation* (Russell et al 1999: 13). It is difficult for the media and journalists to distinguish between criminal activities and terrorism (because they are often linked), but the main differing element is the political motivation and desire of terrorists for media attention. This is pointed to by Bruce Hoffman in his definition of terrorism: "... a violent act that is conceived specifically to attract attention and then, through the publicity it generates, to communicate a message " (Hofman, 2000: 118).

Terrorist organizations can be divided into nationalist-ethnic-separatist groups; ideological or religious groups that do not always have criminogenic elements in their composition; groups that are associated with a specific motivation such as nihilism; groups that act on the basis of interest connection for political affirmation (Rusell at al 1999: 31-32).

The Republic of Serbia treats terrorism as a threat "to its core values, such as the rule of law, human rights and democracy, including freedom, peace and security of citizens, sovereignty and territorial integrity, stability and security of the state and legitimately elected authorities, as well as international peace and security of the international community." In order to improve the citizens of Serbia general awareness of terrorism, the Ministry of Culture and Information should have allocated 100,000 dinars for organizing media campaigns, roundtables and public debates and other activities, including cooperation with civil society. The line ministry was obliged to do so by the "National Strategy for the Prevention and Countering of Terrorism for 2017–2021". Unlike in 2018, when 200,000 dinars were allocated, last year there was no budgeting from the Ministry to support media contents which are an alternative to radicalization and online recruitment.

Violent extremism is a relatively new term around which there is no consensus because even developed European countries such as Denmark, Sweden, Norway and the United Kingdom define this term differently. "Francois Heisbourg, a former French diplomat, who is a special advisor to the Foundation for Strategic Research in Paris, added regarding the lack of definition of violent extremism: You make life easier for dictators as you allow them to define those terms themselves" (Source: <https://globalanalitika.com/vaznost-definicije-nasilnog-ekstremizma/>). In the literature, there are more definitions of violent extremism as one of the phenomena commonly encountered in the media, and one of them reads: "Violent extremism can also be explained simply as not allowing a different view of the world, considering that one's own views are extraordinary, and the desire to impose one's own attitude resorting to violence, if necessary" (Group of Authors, 2019: 7).

How a particular media reports on violent extremism and terrorism may often depend on the level of reporting freedom it has, whether the events or actors that provoke them, and that incite violence, are culturally close to the people of the country in which the media operates, as well as on the degree of respect for professional journalistic standards. Certainly, excessive and sensationalist reporting on terrorists or those who incite violence could cause fear and panic spread among citizens, which tabloids often employ today, using very dangerous situations to raise circulation and therefore to make profits. It is inevitable to say that any terrorist attack or the spread of certain ideologies while inciting violence could endanger the safety of all citizens, but also intimidate them. It must also be added that reporting on terrorism and violent extremism can also encourage attackers themselves to use the media more actively as "flow throughs" of their ideologies.

As this is a very sensitive topic, journalists can easily give in to respect for professional ethics. "Beyond emergencies and newsflashes, the coverage of terrorism requires special investigative and analytical capacities on topics of great complexity affecting international politics, internal political power relations, religion and transnational crime" (Marthoz, 2017: 14). Reporting on terrorism and violent extremism requires special skills, and it is of significance if the newsrooms have specially trained journalists dealing with these topics. This is a rarity in Serbia today, but such journalists can see the way of reporting from the right angle and have more power in their hands if they focus their stories in the right direction. In his book, "Fanning the Flames," Charlie Beckett writes that violent extremism is "symptomatic of wider problems around the world. The case for more intelligent, informed, and socially responsible reporting of terror is not just a moral plea. It is a chance to show that journalism remains a vital part of modern society" (Beckett, as in Marthoz, 2017: 106).

A much more subtle way of spreading the once very dangerous ideologies can be in the hands of violent extremists, who, united or individually for specific political, religious or ideological purposes, spread messages openly or covertly, which (not necessarily) call for violence and are most often colored by hate speech directed at particular population groups.

The Balkans and the area of the former Yugoslavia is a very sensitive area in terms of terrorism and violent extremism, because the whole socio-historical and political context is a fertile ground for radicalization, which requires only a small step to move into the field of implementing violence in practice. The memory of the 1990s civil wars in the former Yugoslavia is still fresh in the consciousness of the peoples living in the territory of the former common state and the mass crimes and killings are suitable ground for the realization of modern terrorist actions. Let's just mention the terrorist attack from 2015 to a police station in Zvornik, when a police officer was killed and two were wounded, which was an example of the dangerous destabilization of situation in an unstable society undermined by the recently ended civil war and the disagreements between politicians between Federation of B&H - Republic of Serbia (<https://www.nezavisne.com/novosti/hronika/Terroristicki-napad-na-policijsku-stanicu-u-Zvorniku-ubijen-napadac-iz-minuta-u-minut/302308>). Another example of Terroristic activity may be the attack on the US Embassy in Sarajevo in 2011 when the attacker injured three people and ended up being wounded himself, and this activity additionally fueled media controversy over Wahhabism radicalization, violent extremism, terrorism, and security challenges. (<https://www.blic.rs/vesti/svet/vehabija-iz-novog-pazara-pucaj-na-ambasadu-sad-u-sarajevu-ranio-tri-osobe/fp557n8>).

The situation has become even more complicated in the Balkans after the Islamic State of Iraq and the Levant - ISIS - Islamic State of Iraq and Syria (Arabic: *الدولة الإسلامية في العراق والشام* - *ad-Dawlah al-Islāmiyah fī 'l-ʿIrāq wa-sh-Shām*) was declared in June 29, 2014. This terrorist

organization most commonly referred to in the media as ISIL or Daesh by the Arabic acronym (داعش [dā'ish]). ISIS has had serious media propaganda to which many radicalized individuals from the Balkans have succumbed. "The emergence of the Islamic State group has exacerbated this phenomenon, in that the group has implemented a much more sophisticated system of global strategic propaganda than Al-Qaida" (Marthoz, 2017: 12). It should be noted that modern terrorists have demonstrated enviable knowledge and skill in using social networks and digital technologies for the purpose of radicalization and indoctrination, especially of young people: "An area where they are very much present in the digital world is the so-called Deep Web and the Dark Web... in addition to sites that promote terrorist ideology, here one can also find a number of sites that provide practical tips on how to make a bomb from publicly available substances and materials. In practice, it has been shown that improvised explosive devices can be extremely deadly" (Barović, 2019: 86-87).

Estimates suggest that since 2012, over a thousand people from the region have gone to fight in the ranks of the Islamic State, some were killed but a significant number returned and faced mild court punishments, which is a worrying fact.

"Since 2012, about 1,070 citizens of Kosovo, Bosnia and Herzegovina, Northern Macedonia, Albania, Serbia and Montenegro traveled to Syria and Iraq, primarily joining the ranks of the Islamic State, and to a lesser extent the Al-Qaeda (Jabhat al Nusra, more recently rebranded Hay'at Tahrir al-Sham - HTS). Of these, most were adult males. Most of the men were from Kosovo. About 500 people are still in the conflict zones. The Western Balkans is currently a region with the highest concentration of returnee foreign fighters in Europe, with Kosovo leading the way. In addition, Kosovo is the leader in the number of successful prosecutions of returnees from Syria and Iraq. However, due to relatively mild punishments (in Kosovo, average sentence in cases related to terrorism is 3.5 years), about 40 percent convicted of terrorism offenses in Kosovo have already been released from prison in recent years" (<https://kossev.info/na-balkanu-najveca-koncentracija-povratnika-dzihadista-kosovo-prednjaci/>).

The return of those people, in addition to being a security issue, has the dimension of resocialization and inclusion in the regular social flows, which is very limitedly addressed (not enough psychological support, systematic involvement in deradicalization, etc.). This is especially dangerous if we know that in a number of cases persons already convicted of terrorism and violent extremism, after serving their sentence, appear as the perpetrators of new terrorist attacks, for example the London attack on 29/11/2019 when the attacker/terrorist killed two and wounded three people (<http://www.rts.rs/page/stories/sr/story/10/svet/3756001/napadac-iz-londona-ranije-bio-osudjivan-za-terorizam.html>).

The fact that the Republic of Serbia has passed a law on sanctioning persons fighting on foreign fronts has attracted media attention, and according to the estimate of the Minister of Interior of January 14, 2020, returnees are the biggest problem and security challenge in the region, but also in Serbia when it comes to violent extremism and terrorism as a possible threat (<https://mondo.rs/Info/Srbija/a1270633/Povratnici-s-ratista-najveca-pretnja-za-Srbiju-kaze-ministar-Nebojsa-Stefanovic.html>). This is true not only of returnees from the battlefields in the Middle East, but also of those who have engaged militarily (for money, for political, ideological or religious reasons) at other crisis points across the globe. At the beginning of 2018, the attention of the Serbian public was especially attracted by media reports on the preparation of terrorist actions directed by Albanian extremists at the Serbian Orthodox Church monasteries Visoki Dečani and Patriarchate of Peć, which, according to media reports, were timely prevented by the activities of Serbian security services and KFOR command in Priština (<https://www.novosti.rs/vesti/naslovna/drustvo/aktuelno.290.html:705031-SPRECENI-NAPADI-NA-KiM-Albanci-spremali-udare-na-svetinje>). All the examples given are a great security but also media challenge, for journalists and media workers who are not always ready to report on these very complex and challenging crises. "Terrorists always need the media and without them most of the attacks they carry out would be negligible, as except from a small number of casualties and devastation from a global standpoint, the misdeeds would not have a greater impact on political decision-making, state policy and strategic plans without media pressure" (Barović, 2013: 299).

1.2. Introduction to the research and methodology

This research report is created as a part of the project "Enhancement of media reporting on violent extremism and terrorism" with aim to enable citizens of Serbia and media professional to better understand how media reporting (or lack of one) on these topics could influence the public opinion on important interethnic and interreligious relations in multicultural society. The importance and justification of our research is reflected in the fact that the project research team has made a major effort and analyzed reporting on terrorism violent extremism, which is a topic of public concern, in a methodologically based manner. A significant corpus has been analyzed which implied the monitoring of seven informative media companies in Serbia and the region. Besides the media reporting research, an in-depth interview with five editors from the media that report on terrorism and violent extremism was also conducted, in order to get a complete picture of the problem in the focus of our interest. The task of the research team was layered, challenging and demanding, and the results obtained are valuable and very useful in structural consideration of sensitive topics such as terrorism and violent extremism. Civil wars, interethnic conflicts, bigotry and a high degree of intolerance are important elements very much present in

the collective memory of the citizens in the former Yugoslavia region. The information provided is a significant cumulative factor for various forms of radicalization, which is the first step to the emergence and escalation of terrorism and violent extremism, as a very dangerous element often debated about by world and regional political and security forums and experts. It is also a media phenomenon, as at the heart of the research are the media and journalists who have a great responsibility to report information to consumers on sensitive issues such as terrorism and violence extremism in a fair, ethically sound and balanced manner.

We must state that there is insufficient scientific and professional literature (in Serbian and languages of the former Yugoslavia) which deals with media coverage of terrorism and violence extremism. This information suggests that journalists and editors do not have at their disposal enough scientifically based works/texts that will help them report on terrorism and violent extremism in a truthful, objective and ethically based way. Of competent works, we can mention that editors and journalists have available mostly English literature, translation of one book - Marthoz Jean Paul (2017). *Terrorism and the media: a handbook for journalists*, and only a few scientific papers that deal with the observed topic in a professional and scientifically based manner, which represent a modest number of texts. The problem is specifically contained in the fact that we lack methodologically sound research of media reporting on terrorism and violent extremism, to which scientific and research workers, journalists and other authors can refer in their works.

Our team was interested in the situation in Serbia in terms of media coverage of crisis situations such as terrorism and violent extremism. Before the court of expert and scientific public, but also the general public, a research was conducted as a result of structural scientific work of the Novi Sad School of Journalism team and researchers hired as external associates. The topic of research is current, but it seems that our expert public rather sporadically polemicizes and debates about terrorism and violent extremism instead of essentially exploring the phenomenon - a serious threat that takes away thousands of human lives every year worldwide. The research we conducted has the primary task of presenting the results to which our project team came after monitoring the media we believe to have a significant impact in the society. These are three television stations – Radio Television of Serbia, Pink and Al Jazeera, two internet portals of daily newspapers Alo and Blic, as well as printed editions of Informer and Politika. Media monitoring lasted from November 12 to December 12, 2019, every second day, which entailed a total of 16 days of monitoring. The quantitative-qualitative analysis method was used to analyze the media content, with the help of the code protocol, which was previously designed to measure how often certain topics, subjects, objects, and other categories are appeared in the sampled features, of which further details will be presented in the continuation of the research. The code

protocol was the same for all researchers. It consists of the following categories¹: *cause, topic, subject, geographical affiliation of subject, object, the journalist's attitude toward the topic and the subject, appropriate use of terminology, event type, accompanying content, genre, subject to object attitude, and source.*

In addition to presenting the monitoring results, this research will also present the analysis of the in-depth interviews with media editors. As the research result we will also make our observations on good but also bad examples when it comes to media coverage of terrorism and violent extremism, as very sensitive topics that journalists have to approach with a great deal of attention. We hope that the results stemming from our project will serve the present and future journalists who will report on terrorism and violent extremism as a good guide and a good practice model. We sincerely hope that our journalists will report on terrorism and violent extremism in a professional and ethically grounded manner.

2. 2. MONITORING/RESEARCHING ONLINE PORTALS AND DAILY NEWSPAPERS ON TERRORISM AND VIOLENT EXTREMISM

2.1. Monitoring the Alo newspaper portal

2.1.1. Socio-political context

In the period under observation, the Internet portal of daily newspaper Alo - www.alo.rs paid most attention to alleged attacks by opposition leaders and media such as NIN and Danas against the president of Serbia Aleksandar Vučić on the one hand, and many variations on external attacks against Serbia, most often coming from the Republic of Croatia, the United States of America and Kosovo on the other hand.

In the period under observation, things happened that were processed serially on the Alo portal. The first was the sudden hospitalization of President Aleksandar Vučić at the MMA for alleged heart complaints. The other event was the publication of a photo of a shotgun pointing towards

¹ **Cause** is something that initiate the media story. **Topic** tells as what the story is about. **Subject** is the one who speak or whose attitudes are presented in the story. **Object** is someone or something that is talked about in the story. **Even type** - it could be recent or current event, pseudo-event (event that is created especially for the media) and media initiative (when media choose to put some topic on the public agenda). **Accompanying content** – it could be video or photo material that goes with the story. **Genre** – it could be short news, statement, analytical pieces, reportage, etc. **Source** – the origin of the information.

Vučić from Sajam, on the cover page of NIN. Alo used these two events for various attacks against opposition leaders in a series of texts that most often remain unsigned.

At the time when these texts were created, a European People's Party congress was held in Zagreb to which Aleksandar Vučić did not go because of the protests of numerous political actors in that country. That was also the period in which the political scene was shaken by a spy affair with published recording of the meeting of a Russian intelligence officer with a Serbian agent in Belgrade.

2.1.2. Media context

Alo daily was founded in 2007 and throughout much of its existence has been published under the auspices of German company Ringier Axel Springer, which was, or still is, the owner of Blic, 24 sata, NIN, noizz.rs portal. Since 2017, the owner of Alo daily has been Saša Blagojević, through his company - Alo media system - founded a few months earlier. Saša Blagojević, the owner of Alo daily, is also the director and co-owner of Trilenium marketing and consulting agency. He has been the owner of Belgrade media RTV Studio B since June 2018, through his company Global media technology. The Serbian public does not know much about him because he is a relatively new participant in the media market. However, the media in Serbia published that Saša Blagojević is close to ruling Serbian Progressive Party. Alo media system company was founded in March 2017 under the name Dnevne novine Alo, three months before Ringier publisher issued a press release on the sale of Alo daily. In June 2019, the company changed its name to Alo media system.²

2.1.3. Research corpus

Monitoring of www.alo.rs online portal includes 16 days, namely 12, 14, 16, 18, 20, 22, 24, 26, 28, 30 November and 1, 3, 5, 7, 9, 11 December 2019. The texts were analyzed from the following sections: politics, society, local crime news, region, world, Russian news and Kosovo issue.

The aim of the research was to determine how the Alo online portal reported on terrorism, extremism and wars, and especially how it constructed announcements of conflicts and wars, and attacks on the President of Serbia or the Government of the Republic of Serbia in daily politics, both domestic and regional. This is important because the texts in which some opposition

² <https://serbia.mom-rsf.org/>

politicians, public figures and independent media are accused of plotting attacks on Serbian authorities, key government institutions and the state order are often and contain hate speech or linguistic determinants by which terrorists and extremists are otherwise characterized.

2.1.4. Cause

In the period under observation, the most common cause for texts on the Alo portal were current events, or current pseudo-events, such as press conferences or factory opening ceremonies. This corpus includes 10 texts (30%). The media initiative was identified in 8 (24%) texts, while personal addressing of political actors occupied 9 writings (27%). Actual events organized by the authorities took 3 texts (9%), while events organized outside government institutions participated with 2 texts (6%).

In the period under observation, Alo mostly reported on current events filling the portal content mainly with agency news and reports that were given the so-called click-bait titles, often unrelated to the meaning and content of the text. When journalists and editors were showing media initiative, it was caused by some current events, but it came down to commenting on the actors of events or constructing theories about attacks on authorities in Serbia, or often in reality unfounded position of Serbia in the world. In the case of Alo portal, media initiative is resorted to only when it is necessary to point out that primarily President Aleksandar Vučić, and then other institutions of government, are at risk. Titles like: "A MALICIOUS PLAN FROM THE REGION! They want to overthrow Vučić! Offensive against Serbia launched" (November 20, 2019, section - politics) or "PEOPLE, THIS IS NO ACCIDENT! The goal is only one – *Eliminate Vučić at all costs! Croatian site Dnevno today attacked Vučić with the most brutal and sickest lies*", (November 20, 2019, section - politics) are typical of texts that can be called media initiatives and clearly show that the media reaches for the most serious journalistic engagement only when it is necessary to defend the authorities or attack their "enemies".

2.1.5. Topic

The topic of texts on the Alo portal in the observed period was mostly from the field of international politics - 32% or 10 texts. Opposition activities and events participated with 4 texts each or 13%, governmental activity was thematically distinguished in 2 titles or 6%. The field human rights, judiciary activities, state retaliation against terrorists, religious fanaticism, and Balkan extremism accounts for 1% of texts each.

Many texts were devoted to foreign politics, both regional and global, as from there, according to reporters from this portal, the greatest danger and attack on Serbia comes. Headlines such as: "*A MALICIOUS PLAN FROM THE REGION! They want to overthrow Vučić! Offensive against Serbia launched*" (November 20, 2019, section - politics) or "*RUSSIAN-AMERICAN WAR FOR SERBIA BEGAN! The world's two biggest powers begin a fierce clash! Spy affair proof of big things happening in our country!*" (November 20, 2019, Section - Politics) are typical of this corpus and outline two directions in reporting on other countries' attitudes toward Serbia. The first are alleged attacks on Serbia or President Vučić from the region with the following text standing out: "*A MALICIOUS PLAN FROM THE REGION! They want to overthrow Vučić! Offensive against Serbia launched*" (November 20, 2019, section - politics) and "*TERRIBLE NEWS FROM KOSOVO The Jihadists arrive in large numbers. The latest information has particularly upset Serbs.*" (November 25, 2019 section- Kosovo issue) The second type of text discusses the relation of the largest military forces to Serbia, with prominent articles like: "*AMERICANS ARMED THACI'S KILLERS! Albanians got the most dangerous NATO weapon to use against Serbs!*" (November 23, 2019 section – Kosovo issue) and "*AMERICANS PREPARING REVENGE FOR SERBIA Alert at Pentagon over Putin and Vučić Deal*" (November 28, 2019 section – Politics)

Another thematic group stood out from the observed corpus, which is the texts that deal the alleged attacks by the opposition on President Vučić. "*STOP THE BLOODY SCENARIO People rises all over the country after threats to President Vučić: Đilas, don't kill Serbia!*" (December 1, 2019 section - Politics), and "*HOW FAR CAN THEY GO?" Đuric: We understood very well Đilas' miserable and dangerous message - another open call for the murder of Vučić!*" (November 30, 2019 section - Politics) are titles that accompany texts in which opposition leaders are brought into the context of the potential killing of the President, on the occasion of the publication of the NIN cover page with a sniper rifle pointed at him.

The fact that Alo primarily has foreign policy texts does not mean that this media follows international politics in a serious way. Almost all texts coming from this category they concern the relations of other countries with Serbia and its institutions, primarily the President Aleksandar Vučić. In this way, Alo places Serbia and its leaders at the forefront of international politics, but in the wrong context. Almost every one of these texts describes a kind of attack, most often attacks aimed at destroying the president, the state, the state order. In this way Alo creates the illusion that Serbia is surrounded by enemies, constant unreasonable attacks from all sides, further raising tensions and cumulating negative feelings towards the actors of these writings.

Finally, as far as the topic is concerned, it should be noted that of the 33 extracted and coded texts, in 11 of them the title does not fit the content of the text, that is, the statements made in the title do not exist in any context or content of the text whatsoever.

2.1.6. Subject

The main actors in the Alo portal texts are mostly foreign and international subjects. In 14 texts (41%) subjects are regional or world politicians or actors of events abroad, most often terrorist attacks, and announcements of wars or clashes. In 7 texts (21%) the subjects are politicians from the ruling power, media and journalists in 3 (9%), experts in 2 (6%) and one text cite police, Kosovo subjects, politicians of the ruling parties as subjects.

For example, one of the actors in the corpus of foreign and international subjects was American Professor Edward Joseph who gave an interview to Voice of America, in which he felt America must change its policy towards Serbia as it get closer to Russia. The title of this text reads: *"AMERICANS PREPARING REVENGE FOR SERBIA Alert at Pentagon over Putin and Vučić Deal"* (November 28, 2019 section – Politics). This title has nothing to do with what was said in the text. Also, one of the quoted is Turkish Foreign Minister Mevlüt Çavuşoğlu saying: *"TURKEY IS PREPARING HORRIBLE ANSWER AND REVENGE If the US imposes sanctions, Ankara will strike a terrible blow to NATO and US forces!"* (December 11, 2019, section - Politics). In this case too, the title does not have common points with the content of the text as it is a statement by Çavuşoğlu, in which he says Turkey could deny hospitality to two US troops bases if sanctions against his state intensify.

As far as subjects in the sphere of domestic politics are concerned, those from the corpus of government representatives are interesting. Six texts are dedicated to the subjects of Director of the Office for Kosovo and Metohija Marko Đurić, Minister of Defense Aleksandar Vulin, Belgrade Deputy Mayor Goran Vesić, and Minister of Energy Aleksandar Antić. In all the above cases, the subjects talk about the alleged attack by NIN weekly on President Vučić and all associate with the attack one of the Alliance for Serbia leaders Dragan Đilas.

2.1.7. Object

Foreign and international subjects were the most common object – in 15 texts (44%). In 6 texts (18%) the executive authority is mentioned, in 4 texts (12%) opposition parties, in 3 texts (9%) these are actors of events, in two these are members of extremist organizations and media and journalists. One text referred to religious communities and Kosovo subjects.

Foreign and international subjects in the role of object are most often referred to in a negative or neutral context. Typical examples of such texts include: "*AMERICANS ARMED THACI'S KILLERS! Albanians got the most dangerous NATO weapon to use against Serbs!*" (November 23, 2019 section – Kosovo issue) or "*STATEMENT THAT FREEZES SERB'S BLOOD! Pompeo from Washington: America is with Albania! We are friends!*" (November 28, 2019, section - Politics).

The difference in the treatment of objects in texts can be seen by the group they belong to. Texts with people from the executive authority as objects were treated positively. All others were treated negatively or neutrally.

2.1.8. Journalists' attitude toward the topic and the subject

Journalists who wrote texts for Alo in the observed period in 11 (31%) texts showed a negative attitude to the topic or subject. In 9 texts (28%) they were treated neutrally. A positive attitude is seen in 4 texts (13%), while in 7 writings (22%) it is not possible to determine what the attitude really is.

In a text dealing with the reactions of Croatian politicians to Vučić's announcement that he would not go to Zagreb for the European People's Party congress, the author writes: "*THE DISEASE HAS TAKEN ITS TOLL Not even an hour has passed since Vučić's decision, and Croats attack! Now this is a serious hit on Serbia!*" (November 14, 2019 - section - Politics). Although the text has a much lighter tone, the title itself clearly shows the journalist attitude towards this topic and its actors. This is also a typical negative text in the context of the journalist's relationship to the topic. The neutral attitude is seen in the texts which report on events abroad and where in the form of news or reports, without comments, events are only transmitted. Such is, for example, the text entitled: "*ATTACKER USMAN KHAN KNOWN TO POLICE, RESPONDED TO THE CALL FOR JIHAD The Islamic State claimed responsibility for the London Bridge massacre!*" (November 30, 2019 section - Politics).

In texts where it was not possible to determine the journalist's attitude toward the topic, or subject, most often there are no specific actors and they talk about some topical things, but in general terms. A typical text from this group is: "*OUR CITIZENS ARE NOT AWARE OF THIS They roam around Serbia, infiltrate unnoticed ... Their goal is clear!*" (November 22, 2019 section - Politics)

2.1.9. Appropriate use of terminology

The topics that are the subject of this analysis are highly susceptible to the use of negative stereotyping and incendiary rhetoric, and it is the duty of the media to resist the temptations of sensationalism and discriminatory ideology in its discourse. "Stigmatising is the first step to suppressing groups of people from the mainstream of society, their excommunication, often legalized violence against them, or even physical destruction" (Šare, 2004: 167).

Albanians, in Serbs opinion, do not like other nations, are dirty, rude, insolent, quarrelsome, selfish, stupid, cold, and cowards. They are also inhospitable and insincere, but they do not have these two traits to the extent they have other characteristics listed (Šare, 2004: 198).

Bearing in mind these two quotes, the Alo portal reporters used inappropriate terminology in 13 articles, which is 42% of the total research corpus processed. In the text, "*TERRIBLE NEWS FROM KOSOVO Jihadists arrive in large numbers. The latest information has particularly upset Serbs*" (November 25, 2019 section - Kosovo issue), Albanians are called Shqiptars and Shqiptar terrorists. By insisting on this manner, the journalists of the Alo portal not only keep alive the negative prejudices of their potential readers, but also strengthen their hatred. The term "Shqiptar," though it is a word Albanians use to express their own national identity, for Serbs is a pejorative name that disqualifies that nation and recalls pre-established prejudices about them. Furthermore, in 16 texts (52%), journalists expressed themselves using appropriately terminology. In 13 articles (42%) terminology was inappropriate and in two articles (6%) partially appropriate terms were selected.

2.1.10. Event type

The events Alo writes about are mainly about radicalization in the broadest sense. This category includes 12 or 36% of the total analyzed texts. Terrorism is discussed in 10 (30%) texts, while conflicts are discussed in 3 articles (9%). Two texts (6%) testify to extremism, while 6 texts (18%) are classified into other event type.

During the observed period, radicalization most often means the radicalization of the public discourse, especially that of power-opposition or the media. "*STOP THE BLOODY SCENARIO People all over the country rise after threats to President Vučić: Đilas, don't kill Serbia!*" (December 1, 2019 section - Politics) is one such example just like the text titled: "*FIERCE CAMPAIGN AGAINST THE PRESIDENT OF SERBIA The same methods of the Serbian*

opposition and Albanians: To present Vučić in the worst way and declare him a target!" (December 7, 2019, section - Politics)

Radicalization also describes Serbia's relations with surrounding countries in texts such as that entitled: *"ĐUKANOVIĆ HAS TERRIBLE PLANS" Montenegro's next move is to strike at Serbia"* (December 1, 2019 section - Politics). When it comes to terrorism, Alo mostly reports on terrorist attacks or searches for terrorists. A typical title from this corpus is: *"TERRORIST ATTACK RESPONDED TO Drones of militants set off to bomb Hama military airport, brutal response from the ground followed!"* (December 1, 2019 section - World).

Extreme attitudes are expressed in the two observed texts. In the first one entitled *"P*SS AND S*IT ON HIS GRAVE! I WISH HIS PARENTS DIE FIRST!"* *Crazed outbursts of hatred on NI - Comments from opposition supporters sent to Vučić disgust entire Serbia!"* (November 16, 2019 section - Politics) the journalist lists comments of anonymous social network users, primarily Twitter. In the second text, extreme views are expressed in the very intention of the text author: *"STATEMENT THAT FREEZES SERB'S BLOOD! Pompeo from Washington: America is with Albania! We are friends!"* (November 28, 2019, section - World). In this text, Pompeo merely stated condolences for the earthquake and told Albania to continue reforms because the US and Albania are friends but the title context, besides having nothing to do with the text content, is suggestive of Albanian and Serbian people hostility.

It is the obligation of the journalist to report accurately, objectively, fully and in a timely manner about events of public interest, respecting the public's right to know the truth and adhering to basic standards of journalism profession.

Guidelines of the Press Council:

"Possible effect of the published information on the media or the media owner should not affect the decision of its publication.

Political or ideological background of the information should not affect the decision of its publication, even in the case when the political or ideological background is contrary to political convictions of journalists, editors or the media owners.

Editorial processing of the Press Release must not alter the facts, the context in which they are used, or their meaning." (Press Council, 2015, 7)

Bearing in mind these provisions of the Serbian Code of Journalists, it is clear that the journalists of Alo portal, in their own texts, and especially titles, violate all of them. Consequences of such

reporting on sensitive problems are not only misinforming readers, but also causing hatred, spreading false news and panic.

2.1.11. Accompanying content

Alo most often insists on portraits in its accompanying content. There are 16 articles so accompanied (39%). In 11 texts (27%) the photographs show the consequences of the event. In 8 texts (20%) group images are inserted while event flow illustrations entered 6 texts or 15%. Photos are mostly agency photos or screenshots and are not manipulated in a way to send the wrong message.

The illustration of the texts in the observed corpus is reduced solely to respecting the rule that adequate photo must go with the text. Thus, the text mentioning Montenegrin President Milo Đukanović also has a portrait below. In texts that talk about an event, such as a terrorist attack, there are photos resulting from the event, such as a photo of police tape surrounding the crime scene or portraits of attacker. The visual component of the media announcement is important because it puts the reader in the visual context of the event or person in question.

2.1.12. Genre

In genre terms, report absolutely dominates the content of the Alo web portal. 23 texts, or 70% of the total corpus, belong to the report genre. The statement was found in 5 texts (15%), commentary/column in 3 texts (9%) and news and article in one example each (3%).

The report in the observed corpus, as the dominant genre, implies agency texts with minimal interventions, mostly shortening, with editorial intervention of adding a title. Report is a journalism genre that implies news extension, enrichment with quotes and possible topic context. The reports on the Alo portal contain a news item, a brief description of the event and possible statements from actors. In most of them no context is noted, or the context is reduced to one, most often the last, sentence. In the text about anonymous comments of N1 portal readers on the health condition of President Aleksandar Vučić, the journalist finally recalls in one sentence: "To recall, President Aleksandar Vučić was received on Friday at MMA due to cardiovascular problems."

The statement, as a genre, is primarily a quote journalists take from social networks, from other media or their own engagement. Although typical of electronic media, first and foremost television and radio, the statement also exists in print and online editions. In the case of the Alo

portal, the statements serve to state allegations to one's account, journalists do not additionally comment on those statements, but also do not look for the other party.

In only one example, the text closest to the commentary in genre is noted. The text is titled "*PEOPLE, THIS IS NO ACCIDENT! The goal is only one – Eliminate Vučić at all costs!*" (November 20, 2019 section - Politics). Commentary is a genre that gives the author all the freedom to express themselves views on the current topic, with the analytical component, as long as it is within the ethical framework of the Code. The aforementioned text is an expression of a position, but it is separated from a journalist commentary with a few things. The text is unsigned, the author's analysis rests on the properties of propaganda, incorrect or unverifiable information were provided in it.

2.1.13. The subject to object attitude

The subjects in the Alo web portal texts in 90% of cases have a negative attitude toward the object. As many as 28 of the 32 texts describe such a dynamic. Neutral treatment was found in 3 texts (10%), while there were no positive opinions.

In the texts: "TO KNOW WHO YOU ARE WITH; YOU MUST KNOW AGAINST WHO YOU ARE! Chaos in Croatia, Kolinda and Andrej wrap black cloaks, Ustasha screams rip the Belgrade sky, curses fly to Belgrade!" (November 18, 2019 section - Region) and "*PEOPLE, THIS IS NO ACCIDENT! The goal is only one – Eliminate Vučić at all costs! Croatian site Dnevno today attacked Vučić with the most brutal and sickest lies*", (November 20, 2019, section - Politics) subjects in statements show a negative attitude towards the object. In this case, the subjects are Croatian candidates for the president and the media, and the object is Aleksandar Vučić or the Serbian people.

Another type of negative attitude between subject and object is seen in the texts in which the subject itself is the Alo media or the journalist who writes the text. A typical example is: "*AMERICANS PREPARING REVENGE FOR SERBIA Alert at Pentagon over Putin and Vučić Deal*" (November 28, 2019 section – Politics) Text on Professor Edward Joseph's report, without much to do with the title, shows the attitude of the journalist or newsrooms towards America.

Negative attitudes of subjects towards objects are obligatory in the texts in which statements by ruling politicians are conveyed. In the text "*Such cover pages preceded the assassination of Prime Minister Đinđić*" (November 28, 2019 section - Politics) Deputy Mayor of Belgrade

Goran Vesić accuses NIN of the same act committed by tabloids against the murdered Serbian Prime Minister Zoran Đinđić.

2.1.14. Source

In 15 texts (39%) the source is a news agency. Ten texts (26%) were signed by initials, 5 texts (13%) were taken directly from another media without intervention, and 8 texts (21%) were unsigned. No text was signed in the observed period by the first and last name of the journalists.

2.1.15. Conclusion

Based on the analysis, it can be concluded that the online edition of Alo newspaper, in the given period, is context of the story of terrorism, extremism, invoking conflict and war, most often dealt with relations of Serbia and surrounding countries and major world powers. On the other hand, this topic most appeared in the texts and activities of the opposition or independent media. The third set of texts mostly dealt with dull reports of conflicts and terrorist attacks around the world.

The headings in the analyzed texts often have nothing to do with the texts, and sometimes are of completely opposite meaning. In the text "WHO LET YOU DEFEND SERBS?! First they drew a target on him in Serbia, and now Albanians beat Vučić using all weapons!" (December 05, 2019, section - Politics) refers to the ruling of the Basic Court in Priština to Ivan Teodosijević. Within that A quote by Aleksandar Vučić was also published, in which he calls William Walker a fraud who made up the crime in Račak. All in all, heading was added to such a report that has nothing to do with it. This manner is repeated day by day and below some of the most descriptive headlines announcing conflicts, wars, often there are dull news reports and quoted statements.

The fact that texts are not usually signed by author names, as is the case with columns, speaks in favor of the practice of Alo portal to put the click bait above professional standards.

When it comes to current issues, in the observed period Alo has subordinated its reporting on them to political and war propaganda, attacks on opposition, leaders from surrounding countries or other media. By constantly insisting on nonexistent or overemphasized attacks on the president or institutions of Serbia, Alo creates an atmosphere of constant tension, stirs fears of politicians and peoples surrounding Serbia as well as fears of the opposition. Frequent announcements of regional conflicts in the headlines give the impression of an eternal pre-war

situation, which warms up the unstable climate in the society and additionally strengthens the negative bias of the population.

Alo in its reporting goes beyond tabloid journalism that fights for a click, openly calls for hatred and intolerance, builds one-mindedness and causes paranoia. Information that journalists and editors in 31 articles out of 33 observed violated the Serbian Journalists Code sufficiently speaks in support to this conclusion.

2.2. Monitoring the Blic portal

2.2.1. Socio-political context

Blic online has had different focuses over the observed period when it comes reporting on terrorism, conflicts, wars, extremism. More analytical texts have been published about the far-right wing in Serbia, above all about the "Serbian Right" of Misa Vacić and the "Leviathan" movement of Pavle Bihali, and in the same way this portal dealt with the case of neo-Nazis who invaded in 2005 the antifascist panel at the Faculty of Philosophy in Novi Sad and harassed the attendees.

Blic online also reflected to some extent on the statements of candidates from the presidential campaign in Croatia, the migrant issue in Bosnia and Herzegovina, Croatia and Slovenia. A series of texts has also been published about the November 2019 terrorist attack in London, as well as reactions to cover of NIN with a photo of a sniper rifle aimed at the president of Serbia Aleksandar Vučić, when visiting the fair.

2.2.2. Media context

Blic online was first released in 1999 and redesigned in 2007. It is the most read informative portal in the country, many public opinion research agencies (Aleksa, SimilarVeb and Gemius) rank it as the first. It is also a classic tabloid, considering the content and the reporting manner. The portal owner is Ringier Axel Springer Media AG. Blic online was created as the electronic version of Blic daily. Peter Kelbel and Aleksandar Lupšić founded Blic daily in 1996. At the time, it was known as the only 'opposition' newspaper in Serbia. For years it had been recognized as a newspaper close to the Democratic Party in power between 2000 and 2003 as well as from 2005 to 2012. The newspapers were focused on profits while owned by Ringier which was reflected on its style, content and editorial policy. All of a sudden, the only newspaper

expressing critical opinion of the authorities began to do so less and less. Blic remained on the same line to this day with little ups and downs, especially after the 2012 election. The focus on increasing profits has led to several rounds of layoffs, which created a major dissatisfaction among employees. The latest owner of Blic is a Swiss company – Ringier Axel Springer Media AG, which was formed by the merger of Ringier AG from Switzerland and Axel Springer SE from Germany.³

2.2.3. Research corpus

Monitoring of the www.blic.rs web portal covers 16 days, namely 12, 14, 16, 18, 20, 22, 24, 26, 28, 30 November and 1, 5, 7, 9, 11 December. The texts from following sections were reviewed: politics, society, local crime news, world, Srpska info⁴, Vojvodina⁵, Serbia. 49 texts were selected which fit the research topic.

2.2.4. Cause

In the observed period, the most frequent reason for texts on the Blic portal were current events, or current pseudo-events. There are 25 texts in this corpus, accounting for 51%. 12 articles or 24% of articles were evaluated as media initiative, while press conferences and personal addressing of political actors took 5 texts each or 10% of the analyzed material. Actual events organized by the authorities as well as those organized outside the authorities were found in 1 text each or 2% each.

When it comes to media initiative, Blic most often takes it in situations where it is needed to further investigate or clarify the causes or consequences of certain events, statements, and the like. Following the election candidacy announcement of extremist organization Leviathan, Blic brings an analysis in which it clarifies the extreme views of its members and recalls incidents they took part in so far. It also writes analytically about Serbian right-wing leader Miša Vacić on his statement in Svrljig that the "yellows" (meaning most opposition politicians) should be banished. Blic deals with his past and incidents he provokes, with the observation of political analysts. Although, being an internet portal, it pays the most attention to current events, most often giving them the space of a classic report or extended news, Blic has almost a third of texts

³ <https://serbia.mom-rsf.org>

⁴ Name of the section regarding Srpska Republic in Bosnia and Herzegovina

⁵ Name of the section regarding province of Vojvodina in Serbia

that can be considered media initiative, be it analyzes, interviews or research. Also, by choosing topics, this portal shows that, despite its very tabloid approach, it has a media responsibility to explain and unmask social phenomena its editorial board deems harmful. Also, analyzes from the media initiative corpus are not examples of top-notch journalism as they most commonly consist of describing the events and comments of selected analysts, but they largely voice reservations about the rest of the texts and unequivocally send the message that phenomena such as right-wing extremism, militarism are dangerous to society.

2.2.5. Topic

Thematically, Blic online has shown greater diversity than other tabloids. So, in the observed corpus, 9 texts (20%) were from the event category, while 8 (17%) spoke about government retaliation towards terrorists. Six texts, or 13%, were written about white nationalism or extremism, and 4 articles or 9% about international politics, as many as about human rights. Three texts (7%) were written on the activity of the authorities, 2 (4%) on procedural issues regarding extremist groups and 1 article or 2% about religious fanaticism.

During the period under review, Blic extensively conveyed reports from foreign agencies on terrorist attacks, so the thematic field "Government retaliation against terrorists/extremists" is highly ranked in this research. The following texts from this field stand out: "*ASSOCIATED WITH THE TERRORIST ISIS Turkey sends BiH nationals from Syria by year's end*" (November 22, 2019 section - Srpska info), "*Slovenia bans the Styrian guard which stops migrants at the borders*" (November 26, 2019, section - World) or "*RED NOTICE Aleksandar is searched by Interpol, suspected of becoming an ISIS member in Syria.*" (November 26, 2019, section - Srpska info)

The reports in this corpus are almost entirely agency reports, or author's texts, if the topic or actors concern readers in Serbia. From the titles the editors chose based on the texts, it can be concluded that Blic has a classic tabloid approach as the title style is most commonly overstated, provocative though not false. The texts, on the other hand, are typical agency reports listing events, facts and quotes from story actors. There were no manipulative contents in the texts during the observed period.

Blic online dealt analytically mainly with problems with the far-right in Serbia and in the first part of the observed period, almost daily, published analyzes on the actors of this political wing. "*LJOTIĆEVCI, THE FOUNDERS OF CHILDREN'S CAMPS AND WOMEN HATERS These are most toxic Serbian politicians*", (November 12, 2019 section - Politics), "*NEW RAMPAGE OF*

MIŠA VACIĆ Threatening in Svrljig called for the BANISHMENT OF 'YELLOWS' (November 12, 2019 section - Politics) or *"FAR-RIGHT REVIVED IN SERBIA Why movements with AGGRESSIVE IDEOLOGIES often wake up before elections"* (November 16, 2019 section - Politics). In these texts, Blic critically reports on activities, statements and moves of members of far-right organizations with comments from independent experts such as Professor Ratko Božović and Professor Zoran Stojiljković.

Blic online writes on human rights directly or indirectly in cases of migrant abuse in the region: *"CROATIAN BASEMENT OF HORROR AT THE BORDER Police officers strip migrants naked, beat and sexually abuse them with batons and then illegally return them to Serbia"* (November 12, 2019 section - Society) or *"NIGERIAN STUDENTS CASE" Index: Just a scenario that Croatian police is not guilty* (December 5, 2019 section - World)

Blic online rarely deals with government activities, in only three texts in the observed period. In one text it conveys statements by opposition politicians accusing the government of rising extremism in the country *"Opposition: Political extremism rises instead of tolerance"* (November 16, 2019 section - Politics), in another SNS members⁶ protest over the cover of NIN⁷ *(Protest of SNS members and supporters in Niš Progressives protest against NIN and Đilas accusing them of wanting to kill the president"* (November 16, 2019 section - Politics). The third text is an interview with the Mayor of Novi Sad, Miloš Vučević accusing the opposition of drawing a target on the president without journalist's subquestions *"INTERVIEW Miloš Vučević: Vučić is Messi for SNS, he CANT GO"* (December 7, 2019 section - Politics).

2.2.6. Subject

The main actors in the Blic online texts are mostly foreign and international subjects. In 23 texts (43%) the subjects are regional or world politicians or actors of events abroad, most often terrorist attacks, announcements of wars or clashes. Media and journalists are subjects in 9 articles or 17%. Members of extremist groups are subjects in 7 articles (13%). Executive and experts are found in 3 texts each (6%), event witnesses or participants in 2 articles (4%), and governing administration, Kosovo subjects, governing and opposition parties in 1 text each or 2% each in the total corpus.

⁶ Members of the ruling party in Serbia

⁷ Weekly magazine in Serbia, known for their professionalism and analytical pieces on politics, economy, etc.

Subjects from the corpus of foreign and international subjects are mostly officials of particular states, police and other officers. The Croatia presidential candidates stand out from the region as subjects under the heading: "*SCANDAL IN CROATIA Škoro: We will dig over Jasenovac*". (November 16, 2019 section - World) Police officers were also cited in the text: "*CROATIAN BASEMENT OF HORROR AT THE BORDER Police officers strip migrants naked, beat and sexually abuse them with batons and then illegally return them to Serbia*" (November 12, 2019 section - Society) or in the article: "*ALMOST DAILY CLASHES Again, the fight of migrants and young men in Bihać, THEY THREW STONES AT EACH OTHER*". (November 24, 2019 section - Republika Srpska)

Blic also quotes members of extremist groups, mostly after terrorist attacks such as the case in the text entitled: "*CLAIMED RESPONSIBILITY the Islamic State stands behind the London Bridge attack*" (November 30, 2019 section - World). The same thing happens when it writes about domestic extremist groups such as the Leviathan movement: "*LEVIATHAN READY FOR ELECTIONS Guys known for brutal actions and PUNISHMENT SQUADS against citizens want to the government.*" (November 12, 2019 section - Politics). Although Blic journalist on several occasions deal more seriously with the far-right in Serbia in the observed period, when reports are posted to the site, they do not have any indication of reservation about the content posted. In the text about a manifesto of the Saudi man responsible for the attack on a US military base, the journalist puts statements of the terrorist and the governor of Florida, and some of the witnesses, side by side. Clearly, this is an informative text, but the author does not provide any context in which to properly evaluate the terrorist statement. This kind of reporting is dangerous because it brings readers to the misconception that there may be some rational and acceptable explanation behind the terrorist act. A slightly better example is the text of the election announcement of the Leviathan members as in that text, in addition to the statements of members of the organization, known for their extremist views, there is an independent analysis, this time by CESID Director Bojan Klačar with a reminder of some of the controversial moves of this movement.

2.2.7. Object

Members of extremist groups were most often found as objects. They are found in 21 texts, or in 40% of the observed corpus. Foreign and international subjects are found in 17 texts (32%). In 3 texts each (6%) there were representatives of opposition parties or event participants/witnesses. In 2 texts each (4%) there were members of the executive or ruling parties. Legislature, Kosovo subjects, media and journalists, religious communities of minorities and *other* variables were found in 1 text each (2%).

In the group of members of extremist groups, Blic online usually treats them as objects in the negative context: *"WHAT ARE SERBIAN NEONACISTS ABOUT TO THESE DAYS? One escaped the country, another became a TRANSGENDER PERSON, and the third leads the Croatian youth"* (November 12, 2019 section - Society) or *"MIŠA VACIĆ FILE How long will the dangerous far-right RUN RIOT, even though he is threatened with imprisonment by law."* (November 14 2019 section - Politics). Foreign and international subjects were treated as objects in texts on the Blic online portal in a neutral tone, typical of news reports: *"SHOOTING IN BEIRUT Exchange of fire on protests, demonstrators' tents set on fire"* (November 26, 2019 section - World)

In texts that have opposition politicians or organizations as the object, criticism or negative attitude depends on the subject. Thus, in the text: *"VUČIĆ ABOUT 3 KURTI'S PRINCIPLES: They have only one target both here and in Priština, by chance it's me"* (December 7, 2019 section - Politics), part of the text is dedicated to the opposition the president accuses of attacking him, which Blic online conveys without comments or quotes from the other party. In the text: *"NEW RAMPAGE OF MIŠA VACIĆ Threatening in Svrlijig called for the BANISHMENT OF 'YELLOW'S"* (November 12, 2019 section - Politics), opposition parties and politicians are attacked by far-right Miša Vacić. In this case, the journalist of the Blic online portal shows its reservation already in the title.

2.2.8. The journalist's attitude toward the topic/subject

Journalists who wrote texts for Blic in the observed period in 31 texts (62%) had a neutral attitude towards the topic or subject. In 12 texts (24%), the topic and subject were treated negatively. A positive attitude can be seen in 1 text (2%), while in 6 texts (12%) it is impossible to determine what the attitude really is.

In texts dealing with extreme organizations in Serbia or extreme political views and statements in the region, Blic online journalists show a negative attitude: *"MIŠA VACIĆ FILE How long will the dangerous far-right RUN RIOT, even though he is threatened with imprisonment by law."* (November 14, 2019 section - Politics), *"CROATIAN BASEMENT OF HORROR AT THE BORDER Police officers strip migrants naked, beat and sexually abuse them with batons and then illegally return them to Serbia"* (November 12, 2019 section - Society).

Titles and texts such as: *"Denmark abolishes citizenship to two jihadists"* (November 26, 2019 section - World) and *"ASSOCIATED WITH THE TERRORIST ISIS Turkey sends BiH nationals from Syria by year's end"* (November 22, 2019 section - World), were treated neutrally.

Blic also extensively reports on terrorism and acts of terrorism current in the observed period, but looking at the headlines the editors give to the reports it is clear that they are doing so in a tabloid manner and with no intention of examining the cases more deeply and clarifying them to the readers. "In this race for circulation and publicity, exaggerations are common as the media "warm up the atmosphere" before the anniversaries of major terrorist attacks and before major holidays, so it seems that it is very important for the media to write and talk about terrorism, which indeed is a real danger, but is not a universal topic for filling the media idling" (Barović, 2012: 132). The reports published by Blic online about terrorism perfectly fit this description.

2.2.9. Appropriate use of terminology

In as many as 44 texts (88%), Blic online uses adequate terminology when reporting on conflicts, terrorism or extremism. One case of inappropriate use of terminology or 2% of the total research corpus was noted. In 5 texts (10%) the terminology is only partially appropriate.

In the text "*It was all forged by that worldly fraudster, scammer and pretender Walker*" Vučić about the case of the former Serbian minister convicted for his statement on Račak" (December 05, 2019 section - Politika), Blic online conveys a statement by President Aleksandar Vučić, who calls the former chief of OSCE's Kosovo verification mission William Walker a fraudster, scammer and pretender, without journalistic or editorial reservation or other party words.

2.2.10. Event type

The events Blic writes about mainly relate to extremism (16 texts / 32%) and terrorism (14 texts / 28%). Radicalization is dealt with in 9 articles (18%), conflicts in 6 articles (12%). Some other types of events are described in 5 texts (10%) and relate to maritime piracy or politicians' statements.

In the observed period, extremism most often refers to texts about the extreme right wing in Serbia while articles on terrorism spoke about current events such as the terrorist attack in London in November, or the fates of ISIS members in Bosnia, Denmark and others countries.

2.2.11. Accompanying content

Blic online often insists on portraits in the content of its texts. There were 20 of them (41%). In 15 texts (31%) photos show the consequences of the event. Group photos were inserted in 8 texts

(16%) while event course illustrations entered 6 texts or 12%. In Blic online photos are mostly agency photos or copyrighted if reported from press conferences in Serbia. No photo was manipulated to violate ethical standards or send the wrong picture of actors and events. The illustration of the texts in the observed corpus is reduced to mere adherence to the rule that adequate photo must accompany the text. Thus, with the text mentioning the leader of the Leviathan movement, there is his portrait below the text. In texts speaking about an event, such as a terrorist attack, there are photos that result from the event, such as a photo of a police tape surrounding the crime scene or portraits of the attackers. Visual media release component is important as it puts the reader in the visual context of the event or person spoken of. Blic does not see this photo component as a complement to a story but as a fulfillment of the obligation to illustrate the text.

2.2.12. Genre

In terms of genre, report absolutely dominates the content of the Blic online portal. In 34 texts or 71% of the total corpus we observe report as a journalism genre. Nine articles were also published (19%), 2 interviews and news items each (4%), while only 1 statement (2%) was published.

We have already mentioned that report is the basic form of Blic online journalists reporting. Most of these reports originate from various agencies, editorial interventions on these texts are minimal except for the title which is, as a rule, the main carrier of tabloid norms. Blic reports contain the basic news, its elaboration with additional information or quotes, and possibly brief recalling of the causes. This type of columns in the observed corpus has all the features of an agency report that is a dull listing of events alternating with occasional quotes from actors.

During this period, Blic also published nine columns whose features could most closely be described as article characteristics. Most of them are media initiatives, have news or an event as the basis, the context of which is further explained in the text with the obligatory consultation of experts from given areas. These columns cannot be called articles completely, because they explain the problem most often from just one angle, the authors do not delve beyond what is clear at first glance. For example, in the text: *"LJOTIĆEVCI, THE FOUNDERS OF CHILDREN'S CAMPS AND WOMEN HATERS These are most toxic Serbian politicians"*, (November 12, 2019 section - Politics) the author, individually for each research object, gives a brief overview of controversial views and actions, consults analysts explaining the origin of extremism in their cases, points unequivocally to the detriment of their actions, but never raises

the question of how it is possible for people with such activities to go unpunished and who is responsible for this.

During this period, Blic has had two interviews: with NIN magazine editor Milan Ćulibrk and with Mayor of Novi Sad Miloš Vučević. In the latter case, the interview is signed by the names of two authors, that is, journalists, which is an old unwritten rule that gives the interviewee importance. The questions the authors ask the mayor of Novi Sad and the vice president of the ruling SNS sound engaging and up to date, but journalists do not insist on answers, so instead of reading answers the readers read counter-questions or statements diverting attention from the topic. If the interview is intended to provide the journalist with answers to questions unanswered so far, clarify the ambiguities and discover something new, then this one with Miloš Vučević is more of an affirmative talk than a serious journalism genre.

2.2.13. The subject to object attitude

Subjects have negative attitudes toward the object in 39 texts or 80% of the observed corpus. Nine subjects (18%) have neutral statements, while 1 (2%) spoke positively about the object. The subject's negative attitudes about the object are regular in texts that speak of the far-right in Serbia, whether as part of the view of the author of *"LEVIATHAN READY FOR ELECTIONS Guys known for brutal actions and PUNISHMENT SQUADS against citizens want to the government."* (November 12, 2019 section - Politics). or such an attitude is expressed by the interlocutors in the topic: *"LJOTIĆEVCI, THE FOUNDERS OF CHILDREN'S CAMPS AND WOMEN HATERS These are most toxic Serbian politicians"*, (November 12, 2019 section - Politics). Subjects are negative about objects with actions too, not only verbally in texts that speak of terrorism or: *"Slovenia bans the Styrian guard which stops migrants at the borders"* (November 26, 2019, section - World) Furthermore, the subject also has a negative attitude in the power-opposition relation: *"INTERVIEW Miloš Vučević: Vučić is Messi for SNS, he CAN'T GO"* (December 7, 2019 section - Politics), where the mayor of Novi Sad accuses opposition leaders of drawing a target on President Vučić. The same thing happens in reverse: *"Opposition: Political extremism rises instead of tolerance"*. Positive attitude of the subject toward the object was stated only in the interview with Novi Sad Mayor Miloš Vučević, in the part where he talks about President Aleksandar Vučić.

2.2.14. Source

In 25 articles (50%) the source is a news agency. Blic online signed another media under 12 texts (24%). Five texts were given initials (10%), while also five texts (10%) were signed with full name and one text remained unsigned (2%).

2.2.15. Conclusion

Based on the analysis, it can be concluded that the online edition of Blic, in the observed period, in the context of the story of terrorism, extremism, invocation of conflicts and war, most often dealt with reporting on terrorism in the world and extremism in the surrounding countries, and extremism and conflict in Serbia came only third. The critical attitude in the texts is most often seen in the headlines, namely those that speak of marginal far-right organizations in Serbia such as Leviathan and the Serbian Right. A critical attitude can also be seen in the text which refers to statements made by anonymous social media commenters (*SHAMEFUL "Why doesn't it destroy them all!" "Would they feel sorry for us!?" While in Albania count the dead, some in Serbia CHORTLE*) (November 26, 2019, section - Society), as well as in articles devoted to extremist views and statements coming from politicians from surrounding countries, primarily Croatia or Kosovo.

Blic online does not voice reservations about the extremist statements of the authorities and the authors of those texts, as a rule, do not get a second opinion, and are neutral towards the actors.

Blic online portal reporters generally use adequate expressions when reporting on topics that have been the subject of research. Also, titles, though they belong to the kind known as click bait and try to bring in a dose of sensationalism, generally fit the content of the text even though on a case-by-case basis they do not adhere to ethical norms. Texts, on the other hand, though written in a tabloid manner, mostly respects ethical norms.

2.3. Monitoring Informer newspaper⁸

2.3.1. Media context

Informer daily newspaper is a tabloid daily published in the Serbian market since 2012. The editor-in-chief of Informer is Dragan J. Vučićević, and this newspaper is published by Insajder

⁸ The monitoring also covers texts that attack Jugoslav Ćosić as they associate the media, or media ownership structures, with extremist or criminal structures.

Tim DOO. With a price of 25 dinars, Informer is the media with the lowest price for a printed copy in Serbia, which probably contributes to the great popularity of this newspaper. It is characterized by sensationalism reporting and nurturing of critical thinking solely about non-followers of the governing structure.

In 2019, according to the research by Raskrinkavanje portal, Informer published 317 pieces of misinformation on its cover pages⁹, while FakeNews Tragač results say Informer is the media that posted the most fake news in the last year¹⁰. In the little more than ten years of its existence, the Press Council received 49 complaints about Informer reporting, and in 45 cases violation of Serbian Journalists Code was determined¹¹.

2.3.3. Cause

In more than half of the marked units (57%), media initiative was identified as the reason for reporting. There were eight such texts. Also, six texts (43%) were marked as current events reporting. Still, examples of media initiative cannot be said to also be examples of good practice as texts with tendentious messages about what will be said later were marked as such. For example, a series of texts published between November 14 and 22, 2019 about how Yugoslav Ćosić's firm *Key Connection* received money from companies from Albania started with a text that relies on the current event, the financial statements publishing, and was continued in the following days with texts that did not rely on new information on the event or topic, but solely on the opinions of the Informer interviewees.

News that was marked as current events was taken over by foreign agencies news about international events.

2.3.4. Topic

Five texts about the business of Yugoslav Ćosić are thematically placed in the *Other* subcategory, so for this reason, a new subcategory *Media* has been added to place these texts as they spoke about the business of a media company and its owner. The texts on this topic, therefore, were the most numerous, followed by three texts in the *Opposition activity* subcategory. This is how the Informer texts about the opposition were marked with tendentious titles such as "Their Politics -

⁹ <https://www.raskrikavanje.rs/page.php?id=557>

¹⁰ <https://fakenews.rs/2019/12/18/zlatni-pinokio-za-informer-srebrni-alou-a-bronzani-kuriru/>

¹¹ <http://zalbe.rs/>

Kill Vučić," "Opposition members want the head of Zagorka Dolovac," and "Bosko Divljak - he would set fire to the Assembly again." The *International politics* subcategory follows with two texts, about the statement by the Ambassador of Ukraine that Serbia did not export weapons to Ukraine as well as the short news that Donald Trump will declare members of the Mexican drug cartel as terrorists. Text on the alleged attack by a "Shiptari terrorist" on the Dečani Monastery in Kosovo is categorized as *Balkan extremism*.

The *Other* subcategory contains two texts. The first text is about the murder on the London Bridge, where police suspect that the attack had the characteristics of a terrorist, and the other text is news of the confrontation of the imprisoned ISIS member with the girl he raped in a show aired in Iraq television.

It can be noticed that Informer shows no thematic diversity when it comes to the fields of terrorism and violent extremism and that its focus are stories that will bring greater readership, not reporting on topics of public interest in this field.

2.3.5. Subject

The most common subjects of Informer texts are journalists, in five cases. Still, these are not Informer journalists, but exclusively those of other media companies. So, Marko Matić, the editor of anti-corruption site Antidot was most frequently cited subject in this subcategory as he appears in four marked units. He appears in articles about Jugoslav Ćosić three times and once in article on the alleged desire of the opposition to eliminate Aleksandar Vučić.

Ruling party politicians were marked twice. Subjects also include experts (twice) as well as international subjects (three times) in the form of the Ukrainian ambassador and the US President Donald Trump. In one case, a convicted war criminal Veselin Sljivančanin appears as a subject in the role of a commentator on relations between Croatia and Serbia. He is placed in *Citizens - in another role* subcategory.

As mentioned before, one of the marked units was the news of the show with the detained ISIS member and the girl he abused, which is the only marked example from the *Citizens - as event participants, witness's* subcategory.

2.3.6. Subject/topic geographical affiliation

Except in three cases, the texts marked in this monitoring have Serbia as a geographical determinant.

2.3.7. Object

Foreign and international subjects are most frequently marked as objects, in eight cases (36%). The media or journalists were marked five times (23%) and members of the opposition parties three times (14%). In two cases these are *Citizens as event witnesses* and *Members of extremist groups* (9%).

The most common objects of the monitored texts were Jugoslav Ćosić, as well as the population of Albania, referred to as "shqiptars" (lowercase letter in original – author's note), most often in the journalist's part of the text, not in quotations. In these cases, only negative reporting about the object was marked. This was also reflected in the choice of interlocutors in these texts who they had exclusively negative attitude towards the object, especially towards Jugoslav Ćosić, who, among other things, was said to be "incapable of doing his job professionally" (Informer, November 14, 2019) and "lacked honesty or morality" (Informer, November 20, 2019).

A similar model is noticeable in the articles reporting on opposition parties members' activities. In these articles, room to express their opinions was given to the members of the ruling party (Aleksandar Martinović, SNS), as well as experts who used negative discourse towards them. The objects in question did not have the opportunity to express their opinions through a statement.

2.3.8. Journalists' attitude toward the topic and the subject

In ten cases (71%), Informer journalists had a negative attitude toward the topic or subject. In the remaining four texts (29%) the attitude was neutral.

Informer shows a negative attitude in topics related to Serbia and domestic politics. The headlines marked negatively include: "*How independent you are, Ćosić, when the Shqiptars pay you*", "*Boško savage - he would set fire to the Assembly again*", "*Their only policy - kill Vučić*" and headlines of others texts related to these two topics.

Cases in which neutral reporting is registered correlate with the source of information for text. That is, three of the four neutrally marked texts are news stories taken from other media or agencies. The exception text is news of the statement by the Ukrainian ambassador conveyed from his guest appearance on the N1 television show.

2.3.9. Appropriate use of terminology

Informer journalists used inadequate terminology to cover the monitoring topic six times. It is exclusively the derogatory term “Shqiptars” which is used by the Informer journalists as a name for the Albanian people or Albanians of Kosovo when reporting on them in the negative context. By using these terms, journalists have directly violated Chapter V of the Serbian Journalists Code, which is devoted to journalist care and non-discrimination¹². By using these language constructs, Informer journalists do not add any informative value to their texts, but merely excite stereotypes and foster hate speech towards Muslims population.

In the book *How to Write for the Media*, Sandra Share says that in a situation of reporting on members of other ethnic groups, one should insist upon using standardized ethnic names, rather names that can be considered offensive in Serbia. "Shqiptar is a name of Albanian origin, by which the community calls itself, but when it is done by Serbs in Serbia or Kosovo and Metohija, it usually has a derogatory meaning" (Šare, 2004: 201).

2.3.10. Event type

The most talked about events in Informer relate to international politics (43%) with the already mentioned text about Jugoslav Ćosić, as well as the statement by the Ukrainian ambassador, marked most often.

In addition, *terrorism and radicalization* were recorded twice (14%). The events characterized as radicalization included tendentious reporting on the opposition, in a direction that suggests that their activities lead to radicalization. *Terrorism* includes texts about the attack in London and the potential attack on the Dečani Monastery in Kosovo. In this case, though, it is impossible to fully determine whether or not it was a terrorist attack, as the whole text is based entirely on statements from anonymous sources from Kosovo and Kosovo Police, and details are provided in a very hazy way.

2.3.11. Accompanying content

Marked texts in Informer were always accompanied by a photo, most often portraits (77%), followed by photos describing the course of events (23%).

¹² <http://www.savetzastampu.rs/cirilica/kodeks-novinara-srbije>

It should be noted that in the marked period, in the texts about Yugoslav Ćosić photo-manipulation was used four times as evidence to support the story. Specifically, controversial businessman Bashim Ulaj, whom Informer accused of paying money to Ćosić's company Key Connection, was never accurately represented in the accompanying photos. The photos were of Albanian police officer Erzen Breçani, whose nude photo had lascivious tattoos inserted. Informer journalists have repeatedly referenced the photo and commented on tattoos on his chest. This case, which one may assume to have served Informer's journalists to further discredit Ćosić, was also dealt with by N1 television channel¹³ and the Fake News Tragač portal.¹⁴

2.3.12. Genre

In terms of genre, it is clearly noticeable that the article form dominates with ten sampled units, while the news form is represented in four cases. However, even though these texts are by form most similar to article, they do not represent the interlocutors of opposing parties, but exclusively present opinions of one side only.

2.3.13. Source

In most cases, the articles in Informer were signed by journalists (50%). A slightly smaller part of texts was signed by initials (29%). The rest of the texts are unsigned, but one can assume, due to the nature of the news, that these are agency texts or texts taken from other media that are not so indicated.

2.3.14. Conclusion

During the monitoring period, Informer had a very modest focus when it came to report on terrorism and extremism. The texts were mostly about domestic politics in Serbia, and marked units mostly represent reporting on situations the Informer journalists recognized as conflicting, though they may not be such.

From the results of monitoring of reports on extremism and terrorism in Informer daily, it is easy to see that this topic is not covered in this newspaper. The texts that were published in the given period, except when taken from other media, confirm the already formed image of Informer as a tabloid media that favors authorities and criticizes its opponents.

¹³ <http://rs.n1info.com/Vesti/a544423/Ekskluzivni-Informer-objavio-pogresnog-coveka-uz-fotomontazu.html>

¹⁴ <https://fakenews.rs/2019/11/21/informer-protiv-cosica-hajka-potkovana-lazima/>

The topics presented as reporting on situations with elements of radicalization were tendentious portrayal of the opposition, or media professionals, as the enemies, with noticeable selection of interviewees who imitate such journalism discourse and contribute to the negative presentation of the mentioned objects.

Also, when considering topics directly related to terrorism, it can be noticed that Informer writes about them exclusively when they are in the context of political events in Serbia and when they serve to depict a certain part of the population in a negative way.

When it comes to international terrorism, it can be noted that Informer bases its reporting on the topic on sensationalism, so instead of reporting on the current state of conflicts in the Middle East, the only news that drew Informer's attention was the meeting of the ISIS member with his victim on a show on Iraqi television.

Informer journalists use sensationalist sentences in their coverage of mentioned topics, and take a clear, negative stance on the topic or object in question. Also, it is noticeable that adherence to ethical norms and the use of non-discriminatory language are not practices respected in Informer.

2.4. Monitoring the Politika portal

2.4.1. Media context

Politika is the oldest daily newspaper in Serbia. By its format, it falls into the category of serious press. The founder of Politika is Vladislav Ribnikar. According to a survey by *Media Ownership Monitor Serbia*, Politika readers are middle-class people and a highly educated population. Since 1997, Politika has been a joint-stock company and as such is under state control. That has left a mark on the editorial policy of this newspaper, which had been subjugated to the populist regime of the then government in the 1990s. In his book *Politika and Politics*, Miodrag Marović notes that during the war in Croatia and Bosnia and Herzegovina, Politika was used "as chauvinist and war-exciting forum" (Marović, 2002: 9). Current ownership of this media is not publicly available information.

Politika is one of the few media that nurtures the tradition of foreign correspondents and foreign politics commentators, although they are often recognized today as commentators favoring pro-Russia politics.

2.4.2. Cause

In ten marked texts (71%) Politika journalists took a current event as reporting reason. In four articles (29%) it was noted that reporting was based on the media initiative of the journalists themselves. It is also noticeable that these are texts dealing exclusively with the issue of migrants and their condition, which will be discussed later.

2.4.3. Topic

International politics is the topic most frequently reported on by Politika journalists, which is marked in this monitoring. Six texts (40%) fall into this subcategory. Given that four texts (27%) were marked on the topic of migrants' position, and that they were originally placed in *Other* subcategory, a new subcategory was introduced for these. The subcategories of *Government activity*, *Opposition activity*, *National extremism*, *Balkan extremism* and *Other* are represented with one text each (7%).

When it comes to thematic diversity, it is clearly noticeable when it comes to reporting on extremism and terrorism, implying that Politika journalists have interest in these topics.

2.4.4. Subject

The obvious trend is that Politika favors international subjects when it comes to reporting on monitored topics. In eight cases (53%), the texts in Politika were statements made exclusively by subjects from that subcategory. There are two cases in which the subjects are journalists or members of executive. Also, persons marked in the subcategory State Administration and Social Welfare Institutions appears as subjects once each.

In cases where foreign subjects are recorded, it is noticeable that the word is given to the interlocutors who express radical views. This is how the texts about the formation of the paramilitary formation the Styrian Guard in Slovenia were written, and the sole interlocutor was its founder, Andrej Šiško, who clearly expressed a negative opinion of migrants as people the Slovenian nation needs protection against (Politika, 20/11). Also, Politika reported on the promotion of the comic book "On suffering of the Serbs in Kosovo", authored by Arnaud Gouillon, a person associated by the media with the far-right-wing organizations in France¹⁵. In

¹⁵ <https://www.danas.rs/drustvo/vice-nisu-pitanja-problem-vec-neiskrenost-arnoa-gujona/>

neither of these two cases did Politika journalists voice reservations about their interlocutors, nor observed critically their behaviors and previous activities.

In the other marked examples from the *Foreign and International subjects*' subcategory, it was noted that to a large extent, these are press releases from foreign countries, or statements made to other media.

2.4.5. Subject/topic geographical affiliation

Viewed through the Subject/topic geographical affiliation category, it can be noticed that Politika journalists most focus on Serbia and the region. So Serbia and Bosnia and Herzegovina are marked three times and Croatia and Slovenia once each. Other countries from which reported topics or subjects originate are France, Libya, United Kingdom, United States, Israel and Turkey.

2.4.6. Object

Like in the Subject category, *Foreign and international subjects* are most often marked as objects (32%). They are followed by *Migrants* (21%), *Members of terrorist groups* (16%), and *Citizens as witnesses* (16%). With one case each appear *Children, Teens and Opposition* (5%).

The most commonly reported foreign objects are actually political structures of other countries in general (USA, Mexico and Israel). Whereas in one case the objects is the mayor of Slavonski Brod Mirko Duspara, marked by the Croatian portal Index as a former member of the far right organization Croatian Party of Rights in the text is about New Year decorations in that city in the form of Ustasha letter "U", (Politika, November 26, 2019)

In reporting on migrants, it is noticeable that part of the interviewees has a negative opinion on them. Thus, in three of the four texts, word was given to people expressing their dissatisfaction with migrants. Republika Srpska Prime Minister Radovan Višković thus states that migrants are a large problem and burden for RS in the text that deals precisely with this topic - the undesirability of migrants' camps in RS. In another text, Kanjiža Migrant Issues Coordinator Robert Lacko presents the thesis that the population of Kanjiža is afraid of the increasing number of refugees in their place and that increasing police presence is the best solution to this problem. In only one of these three texts, word was also given to the other party, or to someone who advocated for migrants to be provided with better and safer living conditions. This is the case in the December 5 text where despite the voice of Blažuj population about the undesirability of migrants in their area, there is also a quote from the President of the B&H Red Cross Presidency Hussein Kličić who made clear his position on the need for better conditions for migrants.

Only one text related to the *Migrants* subcategory had a fully affirmative subject to object attitude, which was a text about the problems migrant children face in Serbia. The head of the UNHCR Representative in Serbia, Hans Friedrich Schodder, expressed his wish that the problems of their acceptance in the area in which they now live should be addressed as soon as possible.

2.4.7. Journalists' attitude toward the topic and the subject

In an absolute number of cases, it has been noted that Politika journalists take a neutral stance on topics they report on. The journalist texts themselves are in no way distinguished by hate speech, or a pronounced attitude on a topic, which is an example of good practice. Still, omitting factual criticism in some cases can also be an indicator of a journalist's attitude. That was one of the cases in the monitored period. As stated earlier in the text on the emergence of the Styrian Guard on November 20, 2009, no positive or negative attitude of journalists was expressed about this event, but omitting the classification of that organization as a paramilitary formation which, on its own initiative, "defends" Slovenia from migrants and by giving word only to its founder, not the other party, the journalist found himself in a situation in which, consciously or not, in a way he justifies the work of the group.

Sandra Šare puts it under the principle of journalist objectivity. "The same thing happens when you write by task: you evaluate the significance, scale and consequences of what happened from a standpoint and write based on your judgment, which has to do with the ideology through which you understand society, its values and needs" (Šare, 2004: 157)

A similar situation was noted in the text in which Serbian President Aleksandar Vučić calls extremists opposition members who opposed the construction of the "little Schengen". Without further clarification of the term "extremist" and critical review of the statement by President Vučić, Politika journalists again, consciously or not, supported the atmosphere of intolerance and panic spread.

2.4.8. Appropriate use of terminology

Politika journalists generally use appropriate terms when reporting on topics of extremism and terrorism. Most often, it was the term migrant, which is well established in Serbian for persons coming to Serbia as refugees of the wars in the Middle East, but also the term terrorist that was used only once in Politika. In the news that was taken from some other (unstated) media where

the knife attack on the London Bridge was described as "an attack with the elements of terrorist" by the British police.

The use of appropriate terminology, however, was absent in the text on the Styrian Guard as well as in the text where the term "extremist" could be further clarified to readers.

2.4.9. Event type

The type of events most reported in Politika during the monitored period is *International politics* (79%), followed by *Terrorism* (14%) and *Radicalization* (7%). The largest part of events in the *International politics* subcategory was related to reporting on events regarding the migrant crisis. In addition to those already mentioned, this includes the text of the upcoming elections in Israel, establishment of anti-Islamophobia center in Turkey as well as news that Donald Trump announces the declaration of Mexican drug cartels as terrorist organizations. Text about the London attack and a short news story on extending the sentence to two terrorists in Bosnia and Herzegovina were marked as events in the *Terrorism* subcategory.

2.4.10. Accompanying content

More than half of the texts (64%) covered by this monitoring have adequate accompanying content (photos), while the rest of the texts are not accompanied by any additional content. Texts without photos are, without exception, short news published in the spaces at the bottom of the page.

2.4.11. Genre

From a genre perspective, it is obvious that when it comes to reporting on terrorism and extremism, factorial genres are favored. In an equal number of cases, there are articles and reports that based on statements and information transmitted from other media, without journalists' views interfering.

2.4.12. Source

In almost half of the cases (47%), the texts in Politika were signed by the full name of the journalist, and in only one case by the initials. Other texts were signed but one can assume that these are information taken from other media or agencies.

When it comes to signed texts, there is no determinable trend that a name is mentioned several times which would imply that someone in Politika deals exclusively with these topics.

2.4.13. Conclusion

Considering the texts marked with this monitoring, it is concluded that Politika had quite a large variety of topics it deals with. In most cases, these were topics that concern migrants directly, but also topics related to international politics in general.

However, since fifteen issues of Politika were monitored and only fourteen texts were marked, it cannot be said that this is a topic that is paid much attention by the journalists of this newspaper. As topics, current events were put in the foreground, while the media initiative was related exclusively to texts about migrants, with a clearly negative interviewee attitude expressed about them.

It is also noticeable that reporting on international events came down to taking over texts from foreign media, which are further supplemented by additional content from other foreign media and published in the form of articles. This practice can be explained by the lack of experts in some topics journalists could ask for comment, but also perhaps by the lack of interest of journalists themselves in the topics mentioned.

As a traditional print media, Politika is not characterized by sensationalism and the headlines aimed at attracting reader's attention. The journalist's style is moderate and neutral, which is still somewhat of a problem when there is a lack of critical review of the statements of individual interlocutors or addressing the interlocutors in the right manner, as was the case in the Styrian Guard and the "Little Schengen" texts.

3. MONITORING/RESEARCHING TELEVISION CHANNELS WITH NATIONAL FREQUENCY AND REGIONAL COVERAGE OF TERRORISM AND VIOLENT EXTREMISM

3.1. Monitoring Al Jazeera TV channel primetime news shows

3.1.1. Media and show context

Al Jazeera is a Qatari broadcaster established in 1996, funded at least in part by the Qatari government.¹⁶ On several occasions, this television has been criticized for serving as a propaganda machine for the Qatari government (Sabbagh, 2012)¹⁷ while *Al Jazeera* claims to present views of all parties (Telhami, 2013). In November 2011, *Al Jazeera Balkans* began broadcasting as part of a global expansion of this media company. The Balkan *Al Jazeera* broadcasts in Bosnia and Herzegovina, Serbia, Croatia, Slovenia, Montenegro and Macedonia. *Al Jazeera Balkans* is owned by the *Al Jazeera Media Network*, a global multimedia conglomerate whose "news programs currently have 82 centers worldwide, making this network the largest in the world after the BBC." This is important to note because in reporting on violent extremism and terrorism, the Balkan *Al Jazeera* almost always takes over the broadcasts of its sister television channel in English.

Al Jazeera's primetime news program is broadcast every day at 8 pm and lasts about 60 minutes, and the paper analyzes primetime news program every two days - a total of 16 shows. In these 16 primetime news shows, 24 features that meet the monitoring requirements were identified. The analysis includes not only those features directly reporting on events that could be characterized as extremist or terrorist, but also those with actors being organizations characterized as terrorist or spoken of (for example: sessions of Islamic Military Counter Terrorism Coalition). Terrorist organizations were those so characterized by the United Nations.

3.1.2. Cause

Half of the 24 features analyzed had as a cause for reporting events organized by government institutions. These features also include those in which the "event" initiated by government institutions is an armed conflict or cessation of armed conflict, as in them the main actor is a particular state, or army of that state. There were six such features and the initiating country in all of them was Israel. In addition, another feature reported on the Israeli-Palestinian conflict, but Israel was the attacked party, while the conflict initiator was not identified in the feature, and therefore it was placed under the current event variable in the cause category. This variable also included the feature on the election in Palestine (as it is questionable whether they would be organized at all, so it was not included in the organized events variable), as well as features reporting on specific terrorist or potentially terrorist attacks (those that were not officially characterized as such, but terrorism is referred to as a possibility), so there were seven features with current event as the cause for reporting.

¹⁶ <https://www.aljazeera.com/aboutus/>

¹⁷ <https://web.archive.org/web/20180616125915/https://english.al-akhbar.com/node/4941>

Features that included more extensive reporting by *Al Jazeera* reporters from the scene were characterized as the media initiative. Namely, the editorial policy of this television channel is such that it covers major news by initially communicating the most important information about a given event in a relatively short feature, and then broadcasting a longer and more extensive feature that covers the topic in more detail. There were four such features and they are not a media initiative in the true sense of the term - the media still reports on current events, rather than putting topics of their choice on the agenda - but they are categorized in this variable since journalists or experts who speak in them more deeply analyze the events in question and put their broader social aspects at the forefront, which is not something the media is obliged to do, so are therefore characterized as a media initiative. However, it should also be noted that within the Balkan *Al Jazeera* reporting on this topic, there were no preventive media initiatives, although in the analyzed period the television channel broadcast features in which the actors were members of the Balkan extremist group. The remaining feature had as the cause of reporting the event organized outside the government institutions - specifically organized by a paramilitary formation (the Slovenian Styrian Guard).

3.1.3. Topic

Most of the features were on the topic of international politics - 10 out of 24. These international politics features included not only those that reported on diplomacy and geopolitics that were in some way related to terrorism, but also those that reported on international conflicts, specifically the conflict between Israel and Palestinian terrorist organizations, as armed conflicts were treated as aggressive (international) politics. However, it should be noted that in this category, features reporting on the Israeli-Palestinian conflict, in addition to the international politics variable, are also placed in the variable of government retaliation against extremists/terrorists, of which there were four. Features from the second variable differ from features on international politics in that they report on specific attacks by the Israeli army on Palestinian terrorist organizations, while those in the first group talk about the broader context and consequences of the attacks coming from both parties on the Israel-Palestine relations.

Four features dealt with procedural issues related to extremist groups - two related to national legislation and two related to deportation, i.e. multi-country relations. The *other* variable contains three features in which it was not confirmed but only speculated whether it was terrorism, so since the attack perpetrator could not be determined, the feature could not be classified into a specific variable. The only event characterized as extremist/terrorist retaliation against citizens was the terrorist attack in London, and it was covered in two features, while the white/national extremism variable (specifically national) had one feature on the topic of expressed extremist views towards refugees and migrants.

3.1.4. Subject

The largest number of features contained foreign and international subjects, which appeared a total of 27 times. These are (almost exclusively) politicians, delegates of certain organizations or metonymy subjects (Israel, USA, etc.), which is not surprising given the considerable number of features on international politics and procedural issues. The next by representation variable is the police and army, which has appeared 14 times. Of these 14 subjects, two are the British and Slovenian police respectively, and the remaining 12 are armies of different countries and peoples, the most frequently occurring being the Israeli army, specifically six times, in each of the four features dealing with government retaliation against extremists/terrorists. The next most represented group are members of extremist groups, who have found themselves in the role of the subject 12 times. Of those 12, one are members of the Slovenian Styrian Guard, while two refer to the person who carried out the terrorist attack in London and is included in this variable because although the features did not mention whether he was a member of any terrorist organization, it was stated that he earlier served a sentence for terrorism. The remaining nine are Islamic terrorist organizations, most often Islamic Jihad.

Al Jazeera's reporters were subjects in five features; all five were copyrighted TV packages in which they appeared in front of the camera and all five were journalists of *Al Jazeera English*. They were experts in the role of the subject four times - twice as commentators on geopolitical events that aired in the *Al Jazeera English* program whose statements were taken and aired on the central *Al Jazeera Balkans* news program, and twice as constituent actors of the TV package. The other variable had three representatives in the 24 analyzed features; twice it was the person who carried out the fatal attacks, but the attacks that (at that moment) were not formally characterized as terrorist, and were therefore put in this variable, and the third subject from this variable is the lawyer of a former Islamic State fighter. Finally, in the subject category, a citizen association also appeared once.

If we add up subjects from variables police and army, members of extremist groups and two potential terrorists from the other variable, we get 28 appearances (or 42%) of subjects that carry some kind of aggressive connotation. It should be borne in mind that the subjects include those actors who spoke or had their statements broadcast in the given features, as well as those who carried out an action. Thus, regardless of the fact that they constitute almost two fifths of this category, police and army and members of extremist groups do not have as many sound inserts or broadcast statements as foreign and international subjects. These subjects, though having almost the same number of appearances as the two variables mentioned, were given more space in front of the camera and their appearances lasted longer, and therefore we can say that they were significantly more represented in the analyzed features. Also, members of extremist groups

had two sound inserts in their 12 appearances, both of which can be characterized as political statements by leaders of terrorist organizations rather than incendiary statements promoting their ideology.

3.1.5. Geographic affiliation of subject/topic (municipality or state)

By geographical affiliation, the most represented world region in *Al-Jazeera* reporting from November 12 to December 12 was the area of Israel and Palestine, which was the site in a third of the 24 features analyzed. If we add to these eight features another one that dealt with the internal politics of Palestine, as well as a feature dealing with the bombing of Lebanon's embassy in Syria by Israel (thus, features that do not address the Israel and Palestine conflict but have one or the other as main actors), this means that in a total of 10 features, the main actors were Israel and/or Palestine.

The second most represented country is the United States, which was the site in six features, four of which dealt with international politics. However, it should be noted that these figures are distorted by the fact that a total of two different events were covered in these six features. It is similar to the UK situation, in which one event was covered through three different features. The countries of the former SFRY were locations in a total of three features - Slovenia in two, and Bosnia and Herzegovina in one case. Taking into account that *Al Jazeera Balkans* broadcasts its program precisely in the countries of the former SFRY, we may ask about the lack of media initiative that would address the topics of extremism in the Balkans, which is still the most relevant geographical area for viewers of this television. The remaining two features reported on events in Afghanistan and Turkey, so if we take a broad definition of the Middle East,¹⁸ we can say that half of the 24 analyzed features had this part of the world as location, and that in 10 of those 12 features the main topic was some form of conflict or violence.

3.1.6. Object

Foreign and international subjects have appeared in the role of the object 39 times, which is 12 more than in the role of the subject. As with the subject category, this variable primarily consists of metonymic objects (Israel, USA), political parties, diplomats, etc. and the greater number of occurrences of this variable relative to the subject category is explained also by it including both the police and army of certain countries, since they are not singled out as a separate variable in the object category. The following by representation are members of extremist/terrorist groups

¹⁸ This is the definition used by Starović in the book "Middle East, Short and Clear". According to her, 25 countries from three continents enter the Middle East, including Afghanistan as the easternmost and Turkey as the northernmost (Starović, 2014: 10).

that were the object 22 times. With one exception (Styrian Guard), all members of this variable are terrorists or terrorist organizations, for the most part Hamas, Islamic Jihad and Islamic State. This variable has ten occurrences more than in the subject category, which is not surprising given that the corpus of research consists of features on extremism and terrorism. What may be surprising is the significantly higher representation of foreign and international entities, but this fact can be explained by the large number of international politics features in which foreign subjects talk about each other, as well as the broad nature of this variable as it involves individuals, organizations, states, as well as members of the police and army.

Regarding the topic of features in which members of the extremist groups appear as object, nine of them are in the field of international politics or procedural issues, and the remaining six are from the variables of government retaliation towards extremists/terrorists or extremist/terrorist retaliation towards citizens. The citizens themselves were found in the role of object nine times, to be more precise, eight as event participants or witnesses, and once in another role (victim family). This variable represents the biggest difference with respect to the subject category - citizens do not appear as subjects (not even in surveys, which were not included in the analyzed features) but solely as objects. Of these appearances, citizens were victims of armed or terrorist attacks in five different features. Another difference relative to the subject category is the lack of journalists and experts in the role of the object, which is not surprising, since the purpose of their appearance in the features is to comment on other individuals. The other variable appeared twice - once "migrants and refugees" and once hypothetical convicts of terrorism (not specific persons, but imaginary objects of speculation) were characterized in this way.

3.1.7. Journalists' attitude toward the topic and the subject

In all 24 analyzed features, *Al Jazeera* journalists had a neutral attitude toward the topic and subject. Their features always used impartial language, relied on facts and transmission of information as opposed to making value judgments, provided multiple perspectives on a story whenever possible, and relied on statements from official institutions in characterizing events.

3.1.8. Appropriate use of terminology

Given the undeniably major role the media play as message carriers and the main source of information for the largest number of people on the planet, it is imperative that they justify this responsibility with professional reporting, which implies, among other things, proper use of terminology. "That the names of human groups are much more than mere words" is something that "conflicts in many parts of the world do not stop testifying to" (Šare, 2004: 151). The topics covered by this analysis are highly susceptible to the use of negative stereotyping and incendiary rhetoric, and it is the duty of the media to resist the temptations of sensationalism and

discriminatory ideology in their discourse. "Stigmatising is the first step to suppressing groups of people from the mainstream of society, their excommunication, often legalized violence against them, or even physical destruction" (Šare, 2004: 167).

As in the category journalists' attitude toward the topic and subject, and in the use of appropriate terminology, *Al Jazeera* journalists were very professional. All 24 analyzed features used appropriate terminology, that is, no value characterization of particular individuals, groups or organizations and events could be found. Some examples of the use of appropriate terminology include "controversial Slovenian so-called Styrian Guard", "Commander of the Quds Force, Islamic Jihad Movement Formation", "Palestinian Hamas Movement", "controversial politician Andrej Šiško".

3.1.9. Event type

The most common type of event in the 16 analyzed *Al Jazeera* central news programs is conflict. These are features in which the actors are terrorist organizations, but do report not on the terrorist attacks they carry out, but on the continuing armed conflicts they wage against the opposing army. There were eight such features and all reported on armed attacks or ceasefire in the Israeli-Palestinian conflict. There were seven features on international politics, and it is the second most represented type of event. These are features in which politicians and experts discuss the problem of terrorism and terrorist organizations and are therefore included in the analysis, but these features did not report on the armed operations of these organizations. The above two figures indicate that in this media terrorist organizations appeared more often as actors in armed conflicts and objects of conversation in the geopolitical (or actors in the Middle East) scene than as organizations behind specific terrorist attacks, which is probably the first association of the public when it comes to them.

The following by representation (four features) were features categorized as other variable, which referred to two attacks that were not characterized by terrorist institutions as terrorist (in Afghanistan and the US), but mentioned terrorism as a possible motivation of the attacker. It is a commendable practice of this television to wait for the confirmation of the official institutions when it comes to characterizing events, thus not spreading unnecessary panic. On the other hand, the London attack has been confirmed as terrorist; it has been covered in three features so all three have fallen under the terrorism variable, which is the following most represented. This variable encompasses violent events that result in human and material losses and are done to promote a particular ideology. They differ from extremism in that they entail a specific action, while extremism stops at promoting discriminatory ideology. Extremism was the least represented - both features on this type of event report on the actions of the Slovenian Styrian

Guard. These are short features that do not delve deeper into this issue, which, combined with the lack of a preventative media initiative, suggests that *Al Jazeera* journalists did not pay too much attention to the topic of Balkan extremism in the analyzed period. On the other hand, the three features reporting the terrorist attack were done moderately, from a distance, and with professional use of terminology, but it should also be noted that they were broadcast the day after the terrorist attack in question¹⁹, so no definitive conclusions should be drawn based on them.

3.1.10. Accompanying content

Al Jazeera's features analyzed were most often accompanied by statements by politicians/experts (12 cases).

Features from the US and the UK locations almost always include statements from politicians/experts from these countries (mostly Donald Trump or Boris Johnson), and those are the features with most frequently reported statements, although generally the Middle East features are more prevalent.

The second most represented accompanying content is the after-event scene footage - in 11 features. As this type of footage, *Al Jazeera* more presented the very scene, using footage of certain cities as "cover shots" in features, than footage of the people themselves - victims or witnesses. The features that reported on the events with victims never portrayed the victims themselves, but primarily possible material damage or only neutral frames of the scene, thus respecting ethical norms by not explicitly presenting the consequences of violence.

Third by representation are the features that contain footages during the event (nine features). Four of those nine events are air strikes in the Israeli-Palestinian conflict, and the footages accompanying these features have a wide frame of the attack location, again without explicitly showing the victims. The three features also show footages of armed conflicts, but on the ground; the scenes they depict are shotguns - always for only a few seconds and never with the killing shown during those shots. The other two features in this variable do not show violent events, but have paramilitary marching and deportation footage as "cover shots". In general, *Al Jazeera's* visual equipment is there to supplement and illustrate the feature, to provide additional information, but not to "overshadow" the informative part of the feature with its explicitness. Although it is a topic with which it is very easy to cross the boundaries of good taste, *Al Jazeera* journalists in the analyzed features retained their professional integrity by not abusing the power

¹⁹ The attack occurred on the day when the primetime news program was not analyzed.

of television as a visual medium through showing explicit footages of violence, murders or bloodshed, but by keeping a professional distance and respecting victims and actors.

3.1.11. Genre

Most of the features (13 out of 24) are genre-characterized as news. These are not extensive features, as almost everyone (with one exception) contains one or a maximum of two subjects. News is the shortest and simplest genre, and we can therefore conclude that the events conveyed in the news are the ones the media pays the least attention to. However, this is not entirely true in the case of *Al Jazeera*, because the editorial policy of this media is to cover the most important events first in shorter form - news, and then in more extensive - TV packages. The following by representation are TV packages (six). The TV package is a complex journalistic form - these are features that last for several minutes, contain statements by several interviewees from different sides of a particular topic and not only convey information but delve deeper and more thoroughly into a social problem. Therefore, the events covered in the TV packages are the ones the media pay most attention to, and the six *Al Jazeera* TV packages over the observed period had the broader context of international conflicts and the consequences terrorism and the specific terrorist attack have on international relations and geopolitics as the topic. Five of these six are authorial TV packages in which journalists appear in front of the camera and all five are journalists of *Al Jazeera English*. Taking over the sister television station's features is a frequent occurrence for the primetime news program on Balkan *Al Jazeera* - these are features from parts of the world where it does not have its own reporters so features are synchronized into the Bosnian language and thus released to the domestic audience. The same is true of the five TV packages mentioned, all of which were on international politics, with reporters reporting from the Gaza Strip (three times) and one from Washington and London respectively. Also, four out of five TV packages were aired after the original news announcing the most important information about a particular event, i.e. as the following feature in which the event previously mentioned is covered in more detail. The TV package, which was not taken over by *Al Jazeera English*, is located in Bosnia and Herzegovina, its subject are procedural issues regarding extremist groups, but we cannot see the reporter who prepared the report in front of the camera.

Finally, the third and final genre to appear in *Al Jazeera's* analyzed features is the statement. This genre is an individual's commentary on a particular topic, which means that it offers a one-side view on a given topic, and it is therefore important to analyze who the individuals whose statements are conveyed are. There were five thus characterized features, and the actors whose statements they convey were part of the state leadership of the United States on two occasions (the President of the United States and the Secretary of Defense) and once of the United Kingdom (the British Prime Minister). The subjects making the statements in the remaining two

features are experts whose statements were also taken from *Al Jazeera English* in which they made live shots, so we can see them in front of the camera. These features differ from those that convey the statements of politicians as they have a function similar to TV packages - they come after the news in which basic information is conveyed, and the task of the expert is to analyze the event in more detail. The predominant topic for features genre-defined as statements is, as with TV packages, international politics.

3.1.12. The subject to object attitude

The subjects primarily showed a neutral attitude towards their respective objects, namely in 47 cases. These views could most often be found in the statements of politicians, spokespersons, experts, etc. all of whom are expected to have relatively moderate views and not make incendiary statements. *Al-Jazeera* journalists (in features where they had the role of the subject) also had a neutral attitude toward their reporting objects, which often involved actors on opposing sides of a particular conflict. The following by representation are negative views, 34 of them (or 40%). While neutral attitudes could be found most in statements, negative attitudes were primarily expressed by specific acts of violence - bombings, armed attacks, terrorist acts - and only then by condemnations and negative comments by officials. When presenting negative statements, *Al Jazeera* journalists distanced themselves from such attitudes by using constructions such as "as he says" or "as he claims", thereby allowing actors to express their views instead of merely conveying their statements, which could be interpreted as presenting the views of journalists or the media itself. Positive views were by far the least expressed, in only five cases. In four of those five, officials expressed a positive attitude towards the institutions of their own or allied states, while in the remaining case, the object of support was the families of the Florida attack victims.

3.1.13. Source

Nearly two-thirds of the features (15 out of 24) were placed in this category under the unsigned source variable since no source of information was mentioned in those features. Given the size of this media and the global spread of its reporters, it can be assumed that the source of information in these features is the *Al Jazeera* journalists themselves, but since this has not been mentioned these features are placed under the unsigned variable. Features for which the source of information is known are the author's features or TV packages, of which there were six. In addition, two statements made by experts from a live shot were included in the journalist variable in the source category, which means that a total of eight features, or one-third, had journalists as sources. On only one occasion, other media was the source, and this was the case when the number of dead in the air attack on Damascus was cited when "Syrian state media" was credited

as the source. In addition to this, another feature in the source category was included in the other media variable, but not in the true sense of the term. Namely, this is a feature on the seizure of weapons from the Slovenian Styrian Guard, in which *Al Jazeera* used archive video material of the Slovenian newspaper *Delo*, which was indicated on the screen. This means that, as far as the source is concerned, this feature was unsigned, but it was also included in the other media variable and is therefore the only feature in this category simultaneously included in two different variables.

3.1.14. Conclusion

Al Jazeera TV channel has shown a high level of professionalism and competence in its coverage of extremism and terrorism in the primetime news programs analyzed. In features about not at all simple topics and social issues with roots going back to the past, *Al Jazeera* journalists have managed to remain impartial and respect the ethical standards of their profession. The commendable practice of this television channel is also that it strives to provide, after communicating basic information about a particular event, the broader socio-political context of a given event, which is nevertheless necessary for a complete understanding of such complex events. This involves engaging and giving word to reporters from the scene and experts in the field, who are familiar with local circumstances and active actors. Therefore, the small number of authorial TV packages, which, although not the majority by appearances, still occupy considerable space in the primetime news programs, viewed on the basis of the time they occupy, since each of them lasts for several minutes, is not surprising. There is also a high level of technical equipment of the features broadcast on this television, which should not be surprising given the global spread of this media company, and therefore the considerable number of features taken from *Al Jazeera English* (*Al Jazeera* Council). The fact that half of the features are from one of the Middle East countries,²⁰ that is, in almost all the features, the main actors or objects are actors from these countries, speaks more to the geopolitical situation on the subject than to *Al Jazeera* itself. Admittedly, most features reporting on extremism and terrorism did not have as the main cause a violent event or armed conflict, but rather diplomatic meetings and other features on the topic of international politics and procedural issues regarding extremist groups. So, with all this in mind, *Al Jazeera* TV channel proved to be an example of good practice for reporting on extremism and terrorism from November 12 to December 12, 2019.

²⁰ According to the definition given above.

3.2. Monitoring of primetime news programs of Radio Television of Serbia

3.2.1. Media and show context

In 2006, Radio Television of Serbia (RTS) officially became the media public service broadcaster of the Republic of Serbia, on whose frequencies radio and television programs are broadcast today enriched by the advancement of technology and internet contents, which are published on their official website. The main role of this company, which is the function of every public service, is to inform, educate and entertain, and as stated on the RTS website, it is also an institution that "plays a special role in the social, cultural and political life of Serbia."²¹ Introducing the audience to the basics of working on their site, they also stated that RTS fosters the values of a democratic society, that there is no political bias in reporting, and that as such it "contributes to a better quality of life for each individual and society as a whole".²² RTS is part of the European Broadcasting Union with 73 more television and radio stations from 56 European countries. Apart from own revenues, RTS, as well as Radio Television of Vojvodina, which is a provincial public broadcasting service, is financed partly from the state budget and partly from the money of citizens who pay a monthly subscription fee. Starting from January 1, 2020, citizens pay a fee of 255 dinars a month instead of previous 220 as part of the electricity bill.

RTS dates back to 1924 when the first signals from Radio Belgrade were heard, later giving birth to the television channel. More specifically, in 1958 the broadcasting of an experimental program of Yugoslav television stations, including Television Belgrade, began. Until 1990, it was part of the Yugoslav Radio and Television Network (JRT), and two years later it began broadcasting under the auspices of Radio Television of Serbia. It now has a number of different programs - RTS 1 and RTS 2, which are available on national frequencies, RTS 3, RTS SAT and genre-directed programs that can only be viewed through certain cable operators. RTS 1 program is intended for the widest audience and offers a wide variety of content and is therefore the most watched of all television channels.

The primetime news program of RTS, "Dnevnik 2" is broadcast on RTS 1 and Satellite program of Radio Television of Serbia every evening from 7.30 pm. The content of the show can also be viewed later since the entire show is published on their website every night at 9 pm. This show has existed since the founding of the predecessor of RTS - Television Belgrade, in 1958. On average, it lasts about 30 minutes, and presents the most important news from home and abroad, which are prepared by various newsrooms. "The informative program undoubtedly serves the

²¹ Available on: <http://www.rts.rs/page/rts/ci/javniservis/story/280/upoznajte-rts/67326/upoznajte-rts.html>

²² Ibid.

Serbian Progressive Party, as concluded by the analyses of primetime news programs and the monitoring of media reporting ahead of the elections conducted by the Novi Sad School of Journalism in recent years."²³

The Program Council is responsible for the quality of the program, production and meeting the interests of citizens. RTS Director General is Dragan Bujošević, and Nenad Lj. Stefanović is the editor-in-chief of the news program.

3.2.2. Method

The aim of the research was to determine how RTS informed citizens about violent extremism and terrorism as public service is "a significant factor in the democratization of social relations and a catalyst for an open society" (Veljanovski, 2005: 21). By definition, public broadcasting service is a radio and television organization "founded on behalf of the general public and funded from public revenues, which, through diverse, balanced, high quality programs, meets the needs of the largest possible number of citizens, that is, the general public, impartially and without discrimination" (Veljanovski, 2005: 28). That is why it is important to determine whether RTS, as Serbia's public broadcasting service, or RTS 1, reported on violent extremism and terrorism, how it did it, and whether certain actors in such media content implicitly or explicitly spread the messages inviting to violence. The aim was also to determine what type of violence was most reported on in "Dnevnik" on RTS during the analyzed period and whether the program shows events that aim to spread a certain ideology by violence from around the world or only from a certain region.

For the purposes of the research, analysis included shows in which such contents were identified, aired every other day in the primetime news program Dnevnik 2 between 12 November and 12 December. A total of 16 shows were sampled during the aforementioned period. In these 16 shows in 18 features, the content with the topic of violent extremism or terrorism was recognized, and in certain number of those RTS paid attention to these topics from the role of combating such forms of violence.

3.2.3. Cause

The reason for reporting on violent extremism and terrorism in the primetime news program Dnevnik 2 on RTS was a topical event in 56 percent of the features. These were followed by events organized by the authorities, which made up 28 per cent of the features, while those organized outside the government institutions accounted for 11 per cent of the features.

²³ Available on: <https://serbia.mom-rsf.org/rs/mediji/detail/outlet/rts-1/>

The above results could indicate that RTS reports on the observed topic mostly when it is caused by certain attacks, threats, hate speech, or constant reminders of conflicts of the past. Such a practice can certainly not be considered good because the public broadcasting service definitely lacks more self-initiated investigative features on terrorism and violent extremism, especially those that would deal with this topic analytically and problematically, further explaining their causes (or possible causes) and the consequences it may have on the population, but also checking whether the competent services were up to the task or failed during certain actions etc. To put it simply, features that would give a broader context to crisis events are lacking.

There is a lack of features that, after a certain emergency, would draw some lessons as journalists can "wonder about the responsibilities and the actions of the authorities, civil society and the political sphere" (Marthoz, 2017: 103). Such a deficiency could best be illustrated by a report on the London bridge terrorist attack in which two people were killed and three wounded in the action by Usman Khan, previously charged with terrorism and subsequently released. The report describes the attack itself and its consequences, but lacks the opinion of experts to indicate whether the release of a person previously accused of terrorism was valid and what consequences such outcomes might have in the future, and of someone who could judge whether in such circumstances it was possible to anticipate his further activities and whether and who failed within his remit. The journalist wonders in the broadcast how it is possible to release a convicted terrorist, who planned to attack the London Stock Exchange, and was sentenced to 15 years in prison, after only half of his sentence with just a house arrest bracelet. Following this, a statement by UK Prime Minister Boris Johnson was broadcast explaining why the killer was released and saying that such a system was wrong and that he had warned against the measure before.

It should be noted that the reason for broadcasting the feature, shown on December 6, 2019, which talks about migrants in the north of the country, is that more and more migrants are trying to reach EU countries through Serbia, and that more groups of refugees were transferred from the north of the country to the reception center in Preševo that day, but this feature was at the same time media-initiated (although not so coded). This event was chosen as the cause for reporting, but the topic of migrants was also presented from other angles and foci of the story. First through the live shot of a journalist from Preševo who announced statements by Goran Ćirić from the Commissariat for Refugees and Migration, saying that they were provided with everything in the Preševo Center, as well as by Radoš Đurović from the Asylum Protection Center, who said that it was necessary to increase accommodation capacities for migrants, because, as he said, Serbia was becoming a buffer zone for migrants on their way to the European Union. As a supplement to the event, the journalist also announced a feature prepared by her fellow correspondent, who reported that the citizens of Kanjiža had asked the MoI for more police officers on the streets.

Videos of migrants moving around the Serbian-Hungarian border were aired, with a statement by migrant coordinator Robert Lacko, who said that citizens were afraid of migrants entering abandoned homes, old buildings and some institutions, that parents took their children to schools fearing of letting them go on their own. A poll was then broadcast with fellow citizens who confirmed they feared, although there were no migrant incidents. The same feature also contained statements from migrants who talked about where they wanted to go, that they had nowhere to go, that they would sleep on the street and that it was difficult to enter Hungary. Hungarian police were also reported to have arrested those who tried to enter the country illegally. RTS journalists dealt with the topic partially well, as the story was viewed from many aspects and involved both competent and citizens and migrants. However, one segment, about citizen fear seems to be under-processed and used as the focus of the story. The fear was further compounded by broadcasting footages of migrants moving in groups along the border. There is a lack of interpretation of citizen fear, its cause, and whether it was founded. Such reporting could spread panic among citizens and send a picture that migrants are a silent threat to Serbian citizens.

Only one feature was initiated by RTS itself. The story is about the killing of 45 Kosovo Albanians in 1999 in the village of Račak, and the reason for reporting was that, as the show host told in the studio, a criminal complaint was filed against the Serbian president Aleksandar Vučić in Priština before special prosecutor's office of Kosovo "for denying the alleged crime". She also announced that Albanian Prime Minister Edi Rama asked on his Twitter account how it was possible to deny today a documented war crime such as that one from Račak, to which, as she said, Defense Minister Aleksandar Vulin replied that Albanians should stop living in the self-deception of being victims and allow Serbs to bury their dead and to punish those responsible for their deaths. The feature that was subsequently broadcast was actually a sort of announcement of the documentary film "Račak - Lies and Truths", which was aired a day later on RTS 1, which the host in the studio announced, but only after the features were broadcast in Dnevnik. Since the feature lacks information on the broadcasting reason itself (the charges against Vučić, and the information about who filed the lawsuit and what it could caused), it could be said that it was only broadcast as an advertisement for the documentary.

3.2.4. Topic

In most cases, 40% to be exact, the topic of reporting on violent extremism and terrorism in the RTS Dnevnik was international politics, 35% were certain events, while in 10% of broadcast material the opposition activity was discussed, and the government activity was a topic in five percent of cases. With one feature for each, the RTS dealt with the activities of the judiciary and

the government retaliation against extremists/terrorists. The results on the topic of the features are also in line with those of the cause analysis.

It is expected that the topics of international politics and events are the most represented in the primetime program of RTS, since the very reason for their reporting was an actual event in the highest percentage. However, it can be said that the topics of violent extremism and terrorism were dealt with poorly, without context coloring and giving a broader picture of the events, statements and their consequences. One of the international events, the conference on regulation in the field of asylum and migration, was broadcast on RTS as a report which, however, discussed in more detail the problem of the migrant-refugee crisis. One of the interlocutors said that "the issue of migration is not only a humanitarian, but a national security issue for each of the European countries, which could be seen from the terrorist attacks in Brussels and Paris."

3.2.5. Subject

If we view the subjects, as is the case in this research, as those speaking or those whose words are conveyed, it is very important to identify in order to determine whether all parties or participants to an event have had the opportunity to say something, i.e. that their "word" was heard. The majority of those who spoke or whose words were transmitted in features were foreign and international actors, in 32% of sampled Dnevnik features. None of them was noted as an actor who was constantly quoted in this show, nor as a subject who could be characterized as someone who intensely spread ideologies by encouraging violence. After international actors, the ones who often spoke were journalists (28% of the features), as it is observed that journalists are the ones who convey someone's messages during live shots or through announcements of features. Such reporting should be avoided, and more space should be given to event participants, experts or neutral persons.

Representatives of the executive authority spoke in a smaller percentage, namely in seven percent of the features. Among them, the President of the Republic of Serbia, Aleksandar Vučić and the Prime Minister, Ana Brnabić, appeared in two features. It is noticeable that the President was given the largest space for speech in the primetime news program as his statements were broadcast passively and generally for a long time. Representatives of the executive authority in Serbia, through their media addressing, used the opportunity to share their beliefs mainly on Kosovo politicians (Vučić and Vulin) and their dissenters in the country (Brnabić). Nebojša Stefanović's words were conveyed in a feature that said that during his visit to Moscow, he had signed an agreement with the Security Council of Russia on the suppression of terrorism. This report is monitored because terrorism is mentioned but in the context of a strategy to counter it. Giving such information is good, if it is presented so as to indicate its importance to the public

interest. However, RTS apparently only conveyed the statement, probably of the MoI, although this was not stated. This information was briefly transmitted in the form of read news, so the details of the concluded strategy were missing, as well as the importance it can play in combating terrorism in Serbia.

Kosovo subjects appeared in 11 percent of the features as speakers. In one feature, a statement from the Kosovo Government was quoted, in another, Albanian National Council President Ragmi Mustafa spoke, and in the third, Albanian Prime Minister Edi Rama's tweet was conveyed. It was noted that in relation to all the Kosovo subjects of Albanian nationality in the analyzed features their words or statements, social network posts were transmitted, and not all were given the opportunity to have their words broadcast as statements. However, this is not the case with the feature on the hearing of the President of the Democratic Party of Kosovo and the Kosovo Parliament in the previous convocation, Kadri Veseli, in the special court in the Hague. This feature included the broadcast of his statement, as well as the words of Milovan Drecun, chairman of the Assembly Committee on Kosovo and Metohija and acting Kosovo Foreign Minister Behgjet Pacolli. Marko Đurić's reaction was also conveyed through quoting his words. It is evident that these statements and words of Kosovo entities contained a negative connotation and mainly spread hate speech directed at Serbs, that is, Albanians. This is best seen in the case of the announcement of the Račak case, in which the presenter conveyed statements by Albanian Prime Minister Edi Rama and Defense Minister Aleksandar Vulin who, among other things, about Rama's tweet, asking "how is it possible to deny today a documented war crime such as that one from Račak" said "that Albanians should stop living in self-deception being victims and allow Serbs to bury their dead and to punish those responsible for their deaths." According to the Serbian Code of Journalists, the media is obliged to oppose "anyone who violates human rights or advocates any kind of discrimination, hate speech and incitement to violence."²⁴ RTS did not do so, but conveyed every message, not considering what the consequences might cause.

Police and army spoke in five percent of the features. Independent institutions and agencies were subjects in two percent of the features, as much as citizens as participants in a particular event. Through the survey, citizens were the subjects in three percent of features, as well as experts, and the police and the army were the subjects in five percent.

3.2.6. Object

Foreign and international subjects, which were also the highest in number, were noted as objects of features in 39 percent of cases, which is logical since current events and international politics

²⁴ http://www.savetzastampu.rs/doc/Kodeks_novinara_Srbije.pdf

were the focus of Dnevnik for the most part. Less than 18 percent were Kosovo subjects and 16 percent were citizens as witnesses or participants in certain events. In ten percent of the cases, objects were representatives of the executive authority, the opposition was the subject of speech in three features, as were members of extremist groups, and journalists or the media once. The judiciary appeared as an object in two features. Institutions of national minorities, that is, their councils were represented in one feature, as much as the other category.

Of the international actors, the authorities in Russia, Germany, America and the European Union were mentioned twice, the others only once, with the majority being from Croatia. Kosovo entities mentioned twice as Kosovo and Priština (their executive authority).

3.2.7. The subject to object attitude

The subjects most often took a neutral attitude towards the objects, in 53 percent of the sampled features. The neutral attitude was represented in the largest percentage precisely because of the fact that the subjects were RTS journalists in large numbers, who, regardless of the subject, maintained their objectivity. In 45 percent of the features, subjects took a negative attitude toward the object, and in one feature (2 percent) they took a positive attitude.

These results are not surprising as the topic addressed in the study relates to violent extremists or terrorists, and since hate speech is one of the means they use, it is not unusual to see 24 negative subject-to-object attitudes in the analyzed features. For example, hate speech calling for violence, though not explicitly, was sent to America by Venezuelan President Nicolas Maduro, whose statement was broadcast in the feature about former Bolivian President Evo Morales who was granted asylum in Mexico after fleeing the country on suspicion of faking the election. Maduro said there was no doubt in Venezuela's government about who was behind his resignation because, as he put it, "America directed and financed a coup in Bolivia against Morales, just like any other coup in Latin America and the Caribbean in the last 100 years." The RTS reporters did not comment on these allegations in this feature, pointing the blame for the disorder in the country, knowingly or not, towards America. This is another example of unprofessional reporting, which can cause more serious consequences and strengthen single-mindedness among the public.

3.2.8. Journalists' attitude toward the topic and the subject

In 84 percent of the sampled features, RTS reporters or studio presenters were neutral about the topic and subject in reading the announcements or the whole news. In two features, they took a positive attitude, and both positive and negative, respectively. There were no hundred percent negative attitudes to the topic and subject in the journalist narrative.

These indicators are encouraging because, despite the topic being analyzed, which in itself can easily divert journalists to biased reporting, RTS has generally shown professionalism in the field. Objectivity is one of the postulates of the journalist profession, so it is good if it appears to a greater extent.

However, in the Račak case feature, the journalist did not hide the negative connotation towards the Albanians, although, as the experts from Serbia also appeared as subjects, there was a positive attitude. Biased reporting violates the professional norms of journalism and raises the question of the intent of the person who speaks. She says: "By moving the bodies of Albanian fighters, stripping their uniforms, and persistent lies to the world media, they have succeeded in making police action against terrorists a massacre against innocent civilians." It is critical that the journalist pronounces this sentence in his feature as her own, that is, she does not refer to any sources from which such an attitude would originate. The job of a journalist is not to give an opinion or to condemn someone, and with such reporting, the journalist could have provoked anger among Albanians and hatred among Serbs. Apart from taking a stand through the narrative in the feature, the journalist announcing it only gave a word to the other party, quoting Albanian Prime Minister Edi Rama, who reacted to current events. There was no other party to talk about the Račak case in the feature. This kind of reporting is biased, as the journalist could have remained neutral, but she still did not do so, and instead toned her claims ideologically. She avoided giving an opportunity for all parties (and even third parties, which had no connection with the participants) to express their views on this conflict.

3.2.9. Appropriate use of terminology

Journalists, and even the actors in their stories, spoke using the appropriate terminology in their statements in 94 percent of broadcast features. Only one of them contained inappropriate terminology. This is a news story read by a studio presenter with footage during the event, conveying the reactions of RS National Assembly chairman Maja Gojković and Prime Minister Ana Brnabić to the incident caused by the leader of the Dveri movement together with 1 of 5 million protesters in front of the Assembly who tried to enter the parliament. The presenter read a tweet from Ana Brnabić, who wrote on Twitter that "the attempt to violently enter the Republic of Serbia Parliament is the final indicator, after RTS, the presidency, chainsaws, hangers, burning books, threats and insulting, of what kind of Serbia they offer and how they want to reach the power," and then added that "someone has to explain to Ljotičević that the flag is not a stick but a national symbol". This conveyed hate speech directed at Boško Obradović, since the Prime Minister implicitly classified him as a fascist. In addition, the media must not be mere conveyors of someone's terms, and journalists are obliged to neutralize and objectify one's words "by giving the facts, the figures and the data allowing the public to rationally judge the use of

words" (Marthoz, 2017: 56). By such reporting, RTS did not justify the objective journalism task. Here, it lacked the other party, who was condemned by the words, that is, was not given space as a subject but only as an object.

3.2.10. Event type

Conflicts and terrorism were the least addressed, with only one feature made for each, and international meetings were discussed in four features. Classic terrorist attack in the aforementioned period occurred in London on 29 November, which, as discussed above, was reported by the RTS with some shortcomings. Extremism was the topic in 32 percent of the features and radicalization in 31 percent, making these types of events the most numerous. Radicalization was explicitly spotted in the Bolivia report, which provides information on demonstrations of support for former President Evo Morales and the resulting crisis in the country after him resigning over allegations of faking election results, leaving the country and getting asylum in Mexico. Specifically, the feature details how many people were killed and injured in the action by security forces over Morales supporters. It was reported that a considerable number of people, including his supporters, were expelled from the country. This report covered all parties, published facts about the riots in the country, gave statements by Bolivia's foreign minister, interim president, as well as the country's former president and citizens polled during the demonstrations. However, what is missing is the opinion of a neutral person who could indicate the danger of the current situation in the country and what consequences it could cause and whether the riots could move to other countries.

Radicalization was also seen in two news stories about citizens' protests and opposition actions against the ruling regime on November 30, during which Dveri supporters blocked the RTS building. In fact, the very act that is the topic of these two news stories was evaluated as radicalization, as it violently prevented the work of RTS journalists and employees because of ideological and political views. During the show, this news about the event from that day was read even twice, once at the very beginning and the second time at the very end of Dnevnik. Both times there was no more extensive report on the protests or giving context for the event, but the studio presenter both times emphasized that their reporters could not do their job during the blockade of their building, and the second time stated that their company could not "cover the event like they did every Saturday." The aforementioned news did not convey the words of the Dveri movement supporters, nor of their leader Boško Obradović, but the presenter only informed the public about their activities with broadcast video footage taken inside the building and in front of the RTS door showing Obradović, as well as those who participated in this act, with torches in their hands. The lack of providing people with appropriate context, especially in the situation of the riots on the streets, could have consequences that could lead to destabilization

of the society: "Radicalizing the population or polarizing the political situation to cause chaos and fear to show that the government does not have complete control over the chaotic situation can serve to intensify the social or ethnic movement, polarize different groups and get certain political militant groups to start using violence" (Jazić, 2010: 124).

Extremism is evident also in the Kosovo report, from where the journalist reports that the earthquake in Albania cancelled all manifestations of their national holiday in that country and in southern Serbia, which were in Bujanovac and Preševo replaced by a gathering of solidarity with the earthquake victims. The feature showed the extremist statement from Albanian National Council President Ragmi Mustafa, who said that "if the issue of Albanians in the Preševo Valley is not addressed in the Priština and Belgrade dialogue, there will be no peace." An extremist statement is also evident in the story of an indictment against six people in the case of murder of Oliver Ivanović. In the last part of the feature, the words of the Director of the Office for Kosovo and Metohija Marko Đurić were conveyed, who assessed that this was a fake indictment and that it was a continuation of the organized attack against a group of people. "The intent is to blame the Serbian people on Kosovo and Metohija for the crime, which would ultimately aim at weakening the position of Serbs in Kosovo and contesting the legitimacy of Serbian representatives," whom, as he put it, "Albanian separatists and their sponsors could not defeat in the last election".

The 20% of the features classified under the "other" category include the feature on the reaction to the atmosphere in Croatia before the visit of Vučić, who decided not to go to Zagreb for the Congress of the European People's Party because of, as he stated in a letter to the president of that party, the media harangue against his arrival. In his letter, the president said that individuals in Croatian society cannot get used to Serbia's stronger role and the fact that our country is rising economically, and that it is no longer "on its knees" politically either. Also quoted were statements by Speaker Gordan Jandroković, Croatian Prime Minister Andrej Plenković, and Serbian Prime Minister Ana Brnabić who said: "If we were hosts, we would be different hosts." Such messages, broadcast through the media, can stir up already complicated relations between Serbia and Croatia. RTS omitted to say what Serbia lost or gained from Vučić not coming to the conference.

3.2.11. Accompanying content

The terrain during the event itself was most often the illustration for the features on RTS, in 65 per cent of cases, while post-event terrain was used in only 10 per cent of the sampled material. The portrait was used to present a particular story in 20 percent of the cases, more precisely in four features, and in only one feature photographs or shots that showed the consequences of the

event were broadcast. This is a feature about a murder in the village of Račak. RTS broadcast archive footages of the murdered persons, side-by-side, in one room. This can be a sensationalist approach to reporting as the broadcast feature was made as a mix of statements made for it and archival footages that are part of a documentary, showing pile of corpses. The question of whether to publish the bodies of victims in the media is ethical in nature. "The media's choice will thus vary according to their level of sensationalism and professionalism, but also their political line, and whether they attempt to conceal or magnify violence." (Marthoz, 2017: 64). In addition, a photo of the attacker was shown in the feature on the terrorist attack.

RTS did not broadcast content given by terrorists or violent extremists, which is good, as this practice is not recommended, since this further undermines media experts' scrutiny of whether content that portrays acts of violence or threat spreads hatred, fear or panic among public.

Videos and photos are the easiest to manipulate the public, as they can be easily remodeled, pixelated, or refined to be directed against someone. There were no such materials during the analyzed period. Considering that both the topic and the occasion of reporting mainly related to events abroad, it is clear that the equipment of video material could not have been richer, since RTS, supposedly, has no correspondence network in the places where the events took place.

3.2.12. Genre

There were most TV features, 33 percent, followed by reports in 28 percent of broadcast content. Only statements were broadcast in 22 percent of cases, and news in 17 percent. There were no other genres of journalism. Although TV features are the most numerous, there was a lack of research forms in reporting that would cover the topics more extensively and significantly.

3.2.13. Source

In the period from November 12, 2019 to December 12, 2019, 37 percent of the features in the second Dnevnik were broadcast undersigned, while the author's features amounted to 61 percent. The seven unsigned features were actually mostly news read by the hosts and studio presenters, accompanied by videos illustrating the story. However, what is troubling is that the public broadcasting service did not refer to the sources of information in those unsigned publications. The impression is that the RTS mostly decided to transmit reports on the topic from the country and abroad and a handful of information about the events themselves. Conveying statements of events caused by terrorism and violent extremism can be justified when it comes to those locations where the media company has no correspondents.

Two news stories read by the presenters could be concluded to have arose inside the media company as they related to the blockade of the RTS building, one news was published as a reaction by Prime Minister Ana Brnabić, that is, her comment on Twitter was read, and the others can only be assumed to have been created on the basis of communications from the country and abroad or to have been conveyed in their entirety. Therefore, the credibility of information for which the source cannot be clearly identified cannot be at an enviable level. Public broadcasting service should take a more serious approach to publishing data, especially if it is content that indicates violent extremism or terrorism. By simply conveying one's statements, journalists can fall into the trap of one's propaganda, without verifying the facts and the information given.

3.2.14. Conclusion

Based on the conducted research, it can be concluded that RTS did not pay much attention to reporting of the events, but also to the topics related to terrorism and violent extremism. This can be concluded because the Public Broadcasting Service of Serbia mainly reported on these topics by conveying information about the events, and the lack of more media-initiated features that would significantly cover the causes of terrorist acts and the consequences of extremist statements is noticeable. Also, there was a lack of more diverse genre structures in their reporting, as it was noted that features, reports and news, mainly based on some events, were leading the way. As terrorists are associated with particular peoples and geographic affiliation, RTS should also work on stories about individuals coming from those communities to avoid viewer biases that may occur on the basis of excessive reporting on extremists and terrorists. There were no more detailed contexts on the causes of extremist messages or terrorist attacks, which the media should definitely include in their activity.

What particularly stands out as a flaw in their work in the analyzed period is that their content aired in the primetime news program lacks stories from multiple angles. Although their reporters were neutral in the highest percentage, they were not up to the task when it came to giving all actors the opportunity to say something. Other parties, if represented, received little space and were mostly quoted.

What the model of good practice is that, in general, this media company did not take a sensationalist approach to reporting from events that promoted violence, except for the Račak conflict feature, which showed corpses in close-up. Since some of the read news were undersigned, it cannot be determined whether they have been selected in good faith. The question is who created them and what their goal was, which automatically instills uncertainty about their correctness. This can be especially sensitive when it comes to reporting on the spread

of ideology by violent means, since, for example governing structures may, for their own purposes, make announcements and send them to close media. RTS, as a public broadcasting service, should take care to provide citizens with verified information, but above all, to sign each announcement and tell where it comes from.

It is also important to note that RTS journalists were professional when it came to using terminology, since they did not use derogatory names for those who provoked violence, or called for it, directed hate speech against someone. This means that during this period, RTS journalists complied with the provisions of the Law on Public Service Media (2014).

3.3. Monitoring Pink TV channel primetime news shows

3.3.1. Introduction

Monitoring of the primetime news program of TV channel with the national frequency, Pink, with a focus on reporting on extremism, radicalization and terrorism, was carried out between 12 November and 12 December 2019. The monitoring covered 16 Pink daily news programs, that is, every other day was monitored as of November 12, and the shows lasted an average of 40 minutes.

Out of the total of 340 features and news shown in the 16 daily news programs, seven concerned extremism, radicalization or terrorism, so these constituted units of analysis. A seemingly small number of features related to this topic are conditioned by socio-political developments in the Republic of Serbia, noting that Pink TV channel openly supports the current ruling structure in Serbia, and most of their features and news were related to the conflict with the opposition, alleged espionage affairs, alleged opposition affairs, activities of governing structures but also local crime news. The fact that Pink is a commercial television influences the quality of reporting and the choice of topics the citizens will be informed about. The ratio of the total number of features and units of analysis indicates that the topic of extremism, radicalization and terrorism is not the focus of Pink's editorial policy, and only the most important events in the field are transmitted within the World News section.

3.3.2. Cause

Monitoring the cause gives insight into the editorial policy of the media and the degree of journalists' involvement. The percentage of current news coverage, pseudo-event reporting, and media initiative speaks to the selection of topics in a particular media, as well as the journalists' expertise in reporting on specific topics. In the case of Pink TV channel, the analysis showed the following: current event organized by government institutions (57%), organized event initiated

outside government institutions (29%), media initiative (14%), press conference (0%), event anniversary (0%) and personal addressing (0%).

With Pink TV it was noted that mostly covered were current events organized by government institutions and current events organized outside government (86% in total), which leads to the conclusion that Pink mostly conveys most important news related to extremism, radicalism or terrorism without deeper analysis of events. This, in addition to being uninterested in a given topic, may also be a lack of capacity of journalists to deal with those topics. This is best illustrated by the example of a merely transferred statement by Turkish President Recep Tayyip Erdogan warning the European Union that his country could release members of the so-called Islamic State and send them back to Europe, responding to the EU's announced sanctions on Turkey, while viewers were given no context of the event.

The media initiative was recorded in 14% of cases, or in one feature. Media initiative refers to topics that have not found their way into the daily agenda of all media, but are perceived as interesting or important for society and addressed with more attention by some media. In this way, the media meets the communicative needs of citizens by identifying social issues and issues of public concern, exploring their causes and consequences and explaining them to viewers in more detail through features. Pink boasts a feature that represents a media initiative that addresses citizens' security ahead of the New Year and Christmas holidays, in the context that terrorist attacks are often expected before the holidays, and discussions were held with experts in the field.

3.3.3. Topic

The media have a responsibility to inform citizens in accordance with the public interest, and by selecting topics and how they are covered, the media create a reality for their audience which means that the media influence the formation of public opinion, therefore it can be dangerous if the media does not inform the public objectively and in the public interest. The topic category was divided into 14 sub-categories; however, Pink's focus of reporting on extremism, radicalization and terrorism was reduced to nine topics: government activity (18%), event (18%), procedural issues related to extremist groups (9%) , government retaliation against extremists/terrorists (9%), extremists/terrorists retaliation against citizens (9%), religious fanaticism (9%), international politics (9%), Balkan extremism (9%) and other (9%), while other topics were out of focus: opposition activity, healthcare and social security, judicial activity, executive authority activity, human rights, the right to self-determination and white/national extremism. The feature included in the "other" subcategory refers to the previously mentioned

feature on public safety before holidays, which is a media initiative, therefore it does not specifically address any of the topics provided by the code protocol.

Government activity and event account for almost a third of the sample. However, it is necessary to emphasize that the topics are conditioned by current events, such as the November event, or the terrorist attack in London. A feature on this event was aired on December 30 with a detailed description of the event, a portrait photograph of the perpetrator of the act, as well as statements by witnesses and UK Prime Minister Boris Johnson. Media space to describe the event was given to Thomas Gray who was one of the bystanders who disarmed the terrorist.

3.3.4. Subject

The code protocol used to analyze the daily news show recognizes 29 different subcategories of subject. The subject analysis determines to whom the media space is given and whether there is an imbalance in the selection of interlocutors. The selection of interlocutors determines the quality of informing citizens about a given event.

The most represented subjects were foreign and international subjects (49%), experts (22%), Kosovo subjects (9%), legislative authority (5%), media and journalists (5%), members of terrorist groups (5%) and citizens as witnesses (5%). The subjects not found in the units of analysis include executive authority, judiciary, state administration, independent institutions and agencies, police and army, opposition parties, ruling parties, healthcare institutions, social protection institutions, religious institutions, religious institutions of minorities, institutions of national minorities/councils of national minorities, citizens' associations, polled citizens, citizens in another role, as well as citizens who are special social categories such as children, teenagers, LGBT population, pensioners and the elderly, unemployed, members of a national minority, and other.

The presence of foreign subjects in the highest percentage is not unexpected, given that Serbia is geographically distant from the places where extremism, radicalization and terrorism occur and which are covered by Pink.

This is supported by the fact that only one of the seven features concerned Serbia and the region. It was about the allegedly thwarted attempted terrorist attack on the Visoki Dečani monastery by a person of Albanian descent. Kosovo police arrested the man and denied the allegations, but the TV feature was, using statements by competent and expert figures, expanded to the concern about Serbian religious sites in Kosovo and the fact that Albanians were the most populous ethnic group in the Islamic State relative to the population. Thanks to this feature, other subjects other than foreign subjects and members of terrorist groups were found in the analysis.

3.3.5. Object

Object monitoring provides insight into the information as to ‘who’ is most commonly spoken about. Object analysis provides insight into the potential imbalance between the subject and the object, that is, whether the categories most talked about (objects) are given media space to say something about themselves (subject).

The most common objects were foreign and international (80%), members of extremist groups (10%), religious institutions (3%), Kosovo subjects (3%) and citizens as witnesses (3%). The subcategories not included in the object role are: legislative, executive, judicial, provincial and local authorities, ruling parties, opposition parties, social protection institutions, media and journalists, religious institutions of minorities, institutions of national minorities/councils of national minorities, citizens' associations, polled citizens, citizens in another role, as well as citizens who are special social categories such as children, teenagers, LGBT population, pensioners and the elderly, unemployed, members of a national minority, and other.

Even fewer objects than subjects are observed, but it should be emphasized that 80% of objects fall under foreign objects and have not been further analyzed for the functions they have in the event. This is most noticeable in the most extensive feature aired on November 12, which was about the conflict between the Palestinian group Islamic Jihad and Israeli forces. The conflict came after Israeli forces assassinated one of the Islamic Jihad leaders, prompting simultaneous retaliation of Hamas, with comments from Hamas, Israeli Prime Minister Benjamin Netanyahu and the European Union conveyed in the feature.

3.3.6. Journalists' attitude toward the topic and the subject

Analyzing a journalist's attitude toward the topic and the subject aims to discover whether and what topics are reported on in a biased manner. Accordingly, biased reporting on specific topics is the editorial policy of the media. The analysis found that the reporting was neutral, that is, objective in six out of seven features, which shows that Pink has no interest in conducting any form of manipulation by sharing news on this topic. There were 86% and 14% of neutral and biased features, respectively.

However, it cannot be inferred from the information given that Pink reports objectively on the topic. The reason for this is the feature, in which a bias concerning the alleged Albanian terrorist who planned to attack the Serbian monastery of Visoki Dečani was noted. Namely, throughout the feature, the journalist and interviewees call the arrested Albanian-born man a terrorist, while in the first half of the feature it was emphasized that the police ruled out the possibility that this was an attack classified as terrorist. Despite police information, Pink continues to address the

man as a terrorist, and the reason is the political intolerance and conflict between the Serbian and Kosovo authorities, as well as the citizens, which is reflected in the media. The rhetoric used by the Serbian governing structure when it comes to subjects from Kosovo, i.e. subjects of Albanian descent, is also reflected in the rhetoric of Pink journalists, given that Pink is an openly regime media. This feature showed a high degree of bias and manipulative elements, which can be seen in the following statement by an interviewee from the Belgrade Faculty of Security Studies who manipulates the data and draws conclusions: "It should be borne in mind that Albanians were the largest ethnic group in the Islamic State relative to the population. A large number of them have returned to Kosovo, Macedonia, Albania and they are a serious threat." Therefore, when it comes to a possible conflict directly affecting Serbia, Pink did not maintain the principle of objectivity and neutrality.

3.3.7. Appropriate use of terminology

The appropriateness analysis of the terminology used determines the level of media professionalism and the knowledge of journalists and editors. The aim of this category was to examine whether the media used the appropriate term for a given phenomenon.

As for Pink, in three quarters of cases the terms used were appropriate (75%), while in 25% of cases they were not. Referring to the previous subchapter, the terminology for the alleged terrorist of Albanian origin was inadequate. Pink declared him a terrorist even though Kosovo police denied the allegations. In addition, there is a possibility of an error in translating Israeli Prime Minister Netanyahu's statement. He is said to have called the Islamic Jihad members extremists, even though they were actually declared a terrorist organization.

The results show that Pink used the terms appropriately in most cases, especially when dealing with topics not related to Serbia and the region. This can be seen in the example of the London Bridge attack, when journalists correctly characterized the attack as terrorist attack and the perpetrator as a terrorist, who had been previously charged with the same act. It is also notable in the feature on the Pakistan Islamic Jihad attack on Israel when the group was properly characterized as terrorist.

3.3.8. Event type

An analysis of the type of event, that is, extremism, radicalization, terrorism, or other type of event, determines how committed a particular media is to these topics and whether it reports *ad hoc* or constantly monitors events related to the topic. If a particular media only reports on terrorism, as is the case with Pink (71%), it indicates that the media only reports on the

consequences of extremism and radicalization, without making any effort to focus more on the topic in a deeper way.

Apart from terrorism, two features make up the "other" sub-category with (29%). The reason for this is the very qualities and informative value the news brings. One concerns the aforementioned statement by Turkish President Erdogan that he would release members of the Islamic State should the European Union impose sanctions on Turkey, and the other feature is the also mentioned media initiative about citizens' security ahead of the New Year holidays.

3.3.9. Accompanying content

Accompanying content includes all supporting elements of which the feature consists - photographs, event footage, post-event footage, actor statements, archival footage and the like. Accompanying content depends on the circumstances of the event, but also on the degree of engagement of the journalist and the media itself.

The results show that in all its features Pink had footages from the field during the event (45%) or from the field after the event (45%), indicating engagement in reporting. Also, one feature shows a portrait of the attacker, that is, a terrorist (10%). However, what they did not have were the statements of victims, relatives or extremists, but statements depended on the circumstances and ability of international news agencies to ensure them.

The field footages shown on Pink were in accordance with the journalist's code, meaning that they did not show scenes of violence or torture, and mostly showed the terrain during the attack or the terrain after the attack, but shots of roads or squares were selected. Showing people's suffering or the consequences of an attack provokes emotions in viewers, so it is necessary to be especially careful when selecting frames to illustrate these topics, not to violate the journalist's code and to respect journalistic ethics.

3.3.10. Genre

Choosing the most common genre reflects the media's interest in the topic, but also the capacity of the media to address certain topics. It also reflects the editorial policy of the media and the goal the media wants to achieve by reporting - education, information, entertainment or profit.

In Pink's case, the analysis shows that just over a half of the units of analysis were in the form of a television feature (57%), while the news and statements accounted for 29% and 14%, respectively. Thus, some effort was made in reporting, however, the news often lacked the

context of the events and viewers who were not previously aware of the events were not able to understand what was actually going on.

What was missing were reports, reportages, comments and interviews.

3.3.11. The subject to object attitude

By analyzing the subject's attitude to the object, one can gain insight into the context of the event, but also into the editorial policy of the media if reporting was not objective, or if the media space is not equally divided. In Pink's example, the subject to object attitude is neutral in 25%, positive in 13% and negative in 63% of cases. However, it should be borne in mind that the news themselves were of a neutral nature due to the lack of a deeper analysis, as opposed to features. This can be seen in two examples of monitoring. The first example is the news that three people were arrested by German authorities on suspicion of preparing attacks as Islamic State supporters to kill as many unbelievers as possible. The Frankfurt prosecutor's office said they were detained during a search of three apartments in Offenbach. The first suspect, a 24-year-old German citizen of Macedonian descent, was claimed to have already obtained the material needed to make explosives and was trying to buy a buy firearm on the internet and that police seized various substances and devices in his apartment. The other two suspects were also said to be Turkish nationals.

Another example is the news that at least 18 civilians were killed and 27 injured in a bombing attack in a Syrian city near the Turkish border, with the Turkish Defense Ministry saying a bomb exploded in a car parked at a bus stop. This news is an example of the mere transmission of information, while in all the features that have been covered in more depth, a positive or negative attitude of the subject towards the object was observed.

Given that the topics of the features are conflicts, that is, subjects and objects are in opposing positions, the result of monitoring that the subject's attitude toward the object is negative in 63% is consistent with the context. One example of the subject's negative attitude toward the object is a feature in which Turkey's President Erdogan warned the European Union that his country could release members of the so-called Islamic State and send them back to Europe, saying, "You should review your stance on Turkey, which holds so many Islamic State members in jail and controls them in Syria," and threatened to return terrorists to their home countries if the EU does not review its position on sanctioning Turkey because of the situation in Cyprus.

3.3.12. Source

Pink TV channel did not cite the source of the information in 50% of cases, in 25% of cases it was a journalist, while in one case or 13% of cases it was an agency or other media.

3.3.13. Conclusion

Judging by the monitored units of analysis, Pink reported objectively on extremism, radicalization and terrorism. However, given the quantity, it can be concluded that objectivity stems from the media's disinterest in the larger scope of event reporting on this topic. This may also be due to the lack of capacitated journalists dealing with these topics, but also to the fact that Pink is a commercial television. The analysis of the examples obtained shows that the news is most often only conveyed, without delving into deeper analysis and clarifying the context of events to the viewers. Still, the media initiative ahead of the New Year holidays is a commendable example, when Pink journalists investigated in an interview with experts how safe citizens were in the period.

In percentage terms Pink did report objectively, however, objectivity was observed only in news that were not geographically close to Serbia. The aforementioned news about the allegedly planned terrorist attack at the Visoki Dečani monastery by the Albanians from Kosovo shows a lack of objectivity when it comes to subjects and objects close to Serbia.

When it comes to subjects, foreign subjects dominated, but this is not unexpected given that Serbia is geographically distant from the places where extremism, radicalization or terrorism most reported on by Pink. The same is the case with objects, which are predominantly foreign. In line with this, as with all the above, the journalist's attitude towards the subject was in most cases neutral.

The same is true of the use of terminology, which was adequate in three quarters of the cases. However, it should be noted that almost all of the information was from the domain of terrorism, and none was about radicalization or extremism. This leads to the conclusion that if a particular media only reports on terrorism, such as in the case of Pink, it indicates that that media only reports on the consequences of extremism and radicalization, without making any effort to delve more deeply into the topic.

From the technical journalistic aspect, all the features had adequate accompanying content in terms of footage from the field during the event as well as footage of the consequences of the events most often presented in the form of a television feature. The results reflect the media's lack of interest in this topic, which in most cases mostly deals with mere transmission of information or current events.

3.4. Conclusion on research of internet portals, daily newspapers and primetime news programs about terrorism and violent extremism

In the research/monitoring of media coverage of terrorism and violent extremism, we had a significant corpus which was representative and included the period from November 12 to December 12, 2019. We included the following media in our research: Alo, Blic, Informer, Politika, RTS, TV Pink and Al Jazeera. The research team focused on three television stations with national or regional coverage, and analyzed online portals (of the media also published in printed form in Serbia) and daily newspapers, three of which are tabloids and one which is not (Politika). We believe that in the analysis we have demonstrated a balanced research approach that gives a more complex media picture and allows us to draw certain conclusions.

Of the TV channels analyzed, the republican public broadcasting service RTS has not always been highly professional in reporting on terrorism and violent extremism, and a particular objection of the research team is the lack of media coverage of stories from multiple angles. It is commendable that the RTS reporters were neutral, but the problem is one-sided reporting, as stated in the post-RTS monitoring report earlier in the text: "Although their reporters were neutral in the highest percentage, they were not up to the task when it came to giving all actors a say. Other parties, if represented, received little space and were mostly quoted." The public broadcasting service lacked media initiative and genre diversity when reporting on terrorism, but it is positive that no sensationalist approach and no violation of journalistic ethics (except in one case) was observed in the reporting. On the other hand, according to research results, TV Pink commercial television station with national frequency showed disinterest in the topic of terrorism; seen in percentages, the media reported mostly objectively (except in one case). In most cases, Pink only conveyed news on the topic of terrorism and violent extremism, and researchers also found one case of a media initiative before the New Year holidays, when journalists spoke with experts about the degree of security of citizens during that period of the year. Al-Jazeera journalists in their coverage of terrorism and violent extremism generally showed a high level of professionalism, respected ethical standards, and provided a broader socio-political context when reporting on these topics.

If we look at the analysis of online portals, we can conclude that the tabloids reported in a biased and unethical manner about the observed topics, headed by Alo newspaper which violated the Serbian Journalists Code in 31 out of 33 analyzed texts. Researchers noted that headlines in that newspaper often have nothing to do with texts, and the problem is also that the media announces non-existent conflicts in the region, "giving the impression of an eternal pre-war situation", which is particularly problematic in the context of reporting on terrorism and violent extremism.

Blic mostly dealt with the coverage of terrorism in the world and in the surrounding countries, with Serbia coming third in terms of observed topics. The media is critical of far-right organizations in Serbia as well as extremists in the Balkans (Croatia, Kosovo, etc.). Interestingly,

although the texts were written in a tabloid manner, ethical norms were generally followed, which is commendable and unexpected in a newspaper that is a classic tabloid.

Based on the analysis of the daily *Informer*, we can conclude that this media does not respect ethical standards, uses discriminatory language, and regularly resorts to sensationalism. When writing about terrorism, the newspaper does so only when it is in the context of events in Serbia, while when it comes to the world, their reporting generally has a tabloid connotation (for example, they convey the news of an ISIL encounter with their victim). There is a clear lack of media initiative and lack of interest in the topic of terrorism except for sensationalist purposes.

Politika does not have a sensationalist approach to reporting, the style of their journalists is moderate and neutral, and this media largely covers topics in the field of international politics. During the analyzed period, *Politika* published a number of texts on the topic of migrants and migration from the Middle East, using adequate terminology, and their journalists took a neutral stance, but "the other party" rarely appeared in the texts, i.e. personalities who have an affirmative attitude to the issue under consideration. Knowing that the newspaper has a significant number of correspondents from the world's capitals and "big" countries fighting terrorism, the absence of a media initiative in the editorial office of *Politika* is worrying, as is the lack of more complex journalistic genres, which we noted in the research: "It is also noticeable that reporting on international events was reduced to taking over texts from foreign media, which were further supplemented by additional content from other foreign media and published in the form of articles". For a media having a network of correspondents from abroad, such an approach is unacceptable and demonstrates the inertness of editorial staff.

Based on the research of internet portals and daily newspapers, we can conclude that *Alo* newspaper is dominated by report with 70% of the total corpus; in *Blic*, report is represented by 71% and the situation is similar with the other analyzed media. This information leads us to the conclusion that, as a rule, in terrorism and violent extremism reporting, newsrooms opt for simpler genres, which is not always the most appropriate in the media sense.

We can conclude that research on portals, newspapers and TV channels with national and regional coverage has provided insights into the shortcomings and failures in reporting on terrorism and violent extremism. A significant corpus was analyzed, and the research results suggest that in the Serbian media the observed topic has been dealt with inappropriately, with a range of failures. Particularly worrying is the lack of media initiative and the lack of interest of editors and journalists and even those media that have the capacity to address terrorism and violent extremism as topics of public interest, in a quality and structural manner.

4. IN-DEPTH INTERVIEW - EDITORS' OPINIONS AND VIEWS ON MEDIA COVERAGE OF TERRORISM AND VIOLENT EXTREMISM

4.1. Introduction

In-depth interviewing is an effective technique when we want to get structural answers in the research, provided that we ask all interviewees the same corpus of questions. The in-depth interview was conducted with the editors of the following media: Milica Jevtić – Radio Television of Serbia (Republican public broadcasting service); Marija Stokuća - Radio - Television of Vojvodina (Provincial public broadcasting service); Ivan Ilić, editor and head of correspondence of RTV (and other regional media) from Brussels; Predrag Rava - Novi Sad Television and Budimir Popadić - *Odbrana* magazine (newspaper of the Republic of Serbia Ministry of Defense). The in-depth interview on terrorism and violent extremism is designed in such a way that each question asked is followed by the interviewed editors' answers to make it easier for the reader to compare them and to notice differences or similarities in the views, opinions and estimates expressed by the interviewed persons. After the in-depth interview, we presented the analysis and general conclusions on the issues that were most significant and, in terms of research, most relevant to comment on.

4.2. In-depth interview

1. What is terrorism and what is violent extremism for you and do you differentiate between these two concepts? How often do you encounter these topics in your journalistic work?

Budimir Popadić: I think that both terms stand for a destructive phenomenon. However, violent extremism does not have to end in human casualties (this is very important to me), but it is often the basis for terrorism, which, in order to achieve its proclaimed goals, involves, to a greater or lesser extent, precisely random human casualties. In my opinion that is the key difference.

Ivan Ilić: I used to encounter them more often in my journalistic work; today, other stories are the focus. I see terrorism as the final act and a definite consequence of violent extremism. The goals and the way these goals are achieved are similar. In any case, they pose a threat to security.

Marija Stokuća: Terrorism and terrorist groups have their own ideology, they draw inspiration and strength from extremism, but they also have a clear organization structure. That is why not all extremist groups are terrorist organizations. However, the differences between these two concepts are sometimes small, and I would say that they are completely irrelevant from the perspective of the victims and their families, especially when it comes to radicalized individuals who commit mass crimes for an ideology (religious, ethnic or ideology of a terrorist group). That

difference, at least it seems to me, is more important to the security services, whose task is to combat terrorism and violent extremism.

Milica Jevtić: The two concepts differ because not every violent extremism has to be a terrorist act. For example, violent protests by leftists, which grow into extreme riot, lack the elements of terrorism. Their common elements include extreme ideology, that is, an extreme way of fighting, but we associate terrorism exclusively with death as the point of a terrorist act, while violent extremism does not have to, nor does it in any way entail such a stake of an ideological grouping, or such an aim of combat.

Predrag Rava: Terrorism implies illegal violent activities (legal can be carried out by, for example, police and army) taken to achieve some, mainly political or religious goal. Mostly they cause human casualties. The ultimate goal and one of the main characteristics of terrorism is the intimidation of society or specifically the authorities. Violent extremism is reflected in different ways of human rights violations, e.g. hate speech.

2. In which section the topic of terrorism and violent extremism is the most frequent?

Budimir Popadić: The World.

Ivan Ilić: In Serbia, as always, as a rule, in the current events if a country is affected where there is a possibility that many of our citizens have been killed, or live there, or in the world news.

Marija Stokuća: Fortunately for us, still in foreign policy overviews, although there are examples of violent extremism in our country, such as the activities of some right-wing hooligan groups (we still don't have a high enough standard for extreme left-wingers and greens). Unfortunately, the hooligan tone is often almost prevalent in the news and reports, and the misuse of these terms to disqualify political opponents is also not excluded.

Milica Jevtić: The World, on a daily basis, and rarely as a social phenomenon in the home country. If one talks about potential extremist tendencies, they are more related to the territories of B&H, Macedonia and Kosovo, which in this case are most often tacitly not perceived as part of the territorial integrity of Serbia.

Predrag Rava: In the media in which I work, they are mostly for informational purposes, they do not have a separate space.

3. Does your media pay enough attention to the topic?

Budimir Popadić: No, when it comes to education.

Ivan Ilić: Not more or less than other media.

Marija Stokuća: I believe not. I am of the opinion that although we live in a world of growing danger of terrorism and various forms of extremism and radicalization, too many such topics (especially poorly addressed ones) only incite fear and push people towards the extremisation of opinion.

Milica Jevtić: More than other media, as it is a public service broadcaster, through different forms and angles, but it is certainly useful to talk about the topic from the point of view of analysis, rather than daily reporting that a terrorist act happened.

Predrag Rava: No.

4. Are your journalists, editors and associates sufficiently informed about the topic of terrorism and violent extremism?

Budimir Popadić: Journalists and editors insufficiently, or to a minimum extent, while associates are mostly experts in the field they deal with, and thus the issues of violent extremism and terrorism.

Ivan Ilić: No, because that is not required of them.

Marija Stokuća: I am not sure, but on the other hand, journalists and editors are, as it is colloquially claimed, superficial know-allers ☺, so perhaps the current level of knowledge is sufficient. The key, at least it seems to me, is the lack of ethics.

Milica Jevtić: It varies from sector to sector, as it is a cumbersome system. Certainly there are people who are experts and who are extremely involved in the field, while on the other hand there is a significant number of journalists who do not go beyond transmitting information about the event. In any case, there is interest in the topic, I would say.

Predrag Rava: Mostly not. Although I have not had the opportunity to address these topics with them.

5. Do you think this topic is receiving enough attention in our mainstream electronic and print media?

Budimir Popadić: No, from an educational point of view. For information purposes, only when a terrorist attack or violent extremism occurs. That is why I think education is needed, since it is

the path to prevention. On the other hand, I believe that the informational aspect is good and appropriate in the media sense.

Ivan Ilić: No.

Marija Stokuća: More than enough, I believe, especially if one considers that some of the stories were given unnecessary sensationalistic approach to the topic.

Milica Jevtić: Mostly at the level of sensation, because the topic is suitable for producing fear of the other as well as for diverting attention from other important topics, since the fear of terrorism is present locally and globally, as it has been proven that such an act is possible always and everywhere. Certainly, a more analytical approach instead of a sensationalist one would be more useful in the long run than the existing reporting method.

Predrag Rava: No. Sporadically, there are shows on this topic, but mostly when some tragedy and violence in general occurs.

6. In your opinion, which traditional media in Serbia best addresses the topic of terrorism?

Budimir Popadić: Television.

Ivan Ilić: In my opinion, it is still radio and television. Radio because it has the most space to deal with it and television because image is still the most important.

Marija Stokuća: I would not single out anyone.

Milica Jevtić: Reputable media (whether print or electronic) certainly cover this topic more analytically, more thoroughly and qualitatively than tabloids and semi-tabloids, as well as their "clickbait" sites, where the words and designations for terrorism do not serve as an explanation or possibly alarm for an activity, but as a click bait.

Predrag Rava: TV.

7. Is journalistic ethics in our media respected in crisis reporting (including terrorist attacks)?

Budimir Popadić: Not really ... This is where journalistic ethics are often violated, and sometimes stereotypes are forced.

Ivan Ilić: There are local media that are very ethical and those that will do absolutely everything for the sake of sensationalism.

Marija Stokuća: No. Whether out of ignorance or the desire to make everything a sensation, often messages that are transmitted are not treated carefully; a special problem is the non-selection of footages, which then almost looks like a mold for some new attacks; also, identity is not protected and dignity of the victims and their families is undermined.

Milica Jevtić: Since the terrorist attacks were taking place outside Serbia, the journalists did not have a particularly difficult task as they were taking news and information from established foreign agencies and were therefore not put into ethical dilemmas. Speaking of other crisis situations, from floods to wars, journalists, regardless of the "severity" of the terrain, or situations, generally failed the test of ethics, both due to misjudgment and the hooligan journalism marked by emotions and ideological matrices, rather than reported based on facts.

Predrag Rava: I find that professionalism is not satisfactory. Eventually, public service turned out well in some situations.

8. How important are social networks and how much do you trust them when reporting on these crises?

Budimir Popadić: They are important, but I approach them with a great deal of serious reservation. You see, with the classic media you have editors, journalists, editors-in-chief, so you have a whole hierarchy and decision-making chain.

Ivan Ilić: They are very important, and as every source, they should be verified. I most trust verified accounts of individuals and institutions.

Marija Stokuća: They are often the first source of information and I use them when I know that the one who published it has credibility, whether fellow journalists, politicians or different organizations (Tweeter more often than any other network). Videos and images from social networks are also not uncommon in covering these topics, but then I keep an eye on what is seen, whose message it is, of course with necessary reservations if the authenticity of the video is not confirmed (after all, social networks are a necessary evil of the profession, and today major world news agencies operate in this way).

Milica Jevtić: Social networks can be an indicator, but never the main and only source for crisis reporting. It is worth recalling the example of the famous case of a young man named Džambo, who allegedly lost his family in flooded Obrenovac, but continued to save other people. This was the number one topic for established media and social networks. When reporting on the field for RTS, I met this guy and was the only one who refused to shoot him, because the story seemed unconvincing and unconfirmed to me. Many (individual editors and colleagues) found fault with me for missing out on such an opportunity discussed across the media and social networks. A

few days later, it turned out that the young man was a fraudster who used this opportunity to enter abandoned and flooded Obrenovac and engage in malpractice and robbery.

On the Facebook social network, one of the locals, then eighteen-year-old Pera Perić, posted on his profile that there was a large number of dead and that bodies were floating around the city. The tabloids conveyed this information without verification. The young man was put on probation for two years for spreading panic, and to my knowledge, the tabloids were not sanctioned for conveying such untruths.

At the same time, while reporting on the Paris terror attack, the social networks gave the strong impression that a large number of citizens would come before the French Embassy or Monument to the France-Serbia Friendship and pay tribute to the victims. Judging by the activism on the networks, it looked like the gathering would be massive. Only a few people came. These are examples that are very basic, not to mention possible more serious mistakes that can significantly affect people's behavior.

Predrag Rava: Civic journalism operating through social networks is becoming more and more common and often the fastest source of information. It is not standardized enough, so failures are common. This space is not regulated enough by law. As the first source of information sometimes it may be enough for me, but later I will make sure to check its accuracy.

9. In your opinion, how much is the migrant crisis in our media associated with the issue of terrorism and violent extremism?

Budimir Popadić: Only occasionally, in some serious analytical approaches. We also have sensationalism, superficial reporting, stereotypes and similar moments.

Ivan Ilić: A lot. In my opinion, too little argumentation, too much putting in a malicious context.

Marija Stokuća: Too much. I fear that although there is an objective danger, the issue is politicized, and the topic is misused to promote xenophobia, nationalism, fascism, and even serves to discredit political opponents. So the key word is misuse.

Milica Jevtić: Most often non-selectively, as is the issue of terrorism and Muslims. They seem as inseparable terms even though they are often quite separate.

Predrag Rava: It is mostly associated with terrorism due to prejudice. However, not all cases of violence and violations of law by migrants had the characteristics of terrorism.

10. In your opinion, how much attention is paid in our media to the problem of xenophobia, racism and violence?

Budimir Popadić: For educational purposes, little - not enough. For sensationalism purposes - more often.

Ivan Ilić: Reactively rather than preventively. Attention is only paid when something happens.

Marija Stokuća: Again, it depends on my angle of view. If numerous attempts to abuse these topics are added up, then too much, if we talk about promoting tolerance and diversity, then too little.

Milica Jevtić: Not enough, only when it comes to cases that had in their structure some of these elements, which does not prevent any of this, on the contrary, can motivate it.

Predrag Rava: Most of these topics are written about in a sensationalist manner. Cases of racism are relatively rare and are less talked about, but xenophobia and violence often remain invisible in the media.

11. Which journalistic genres are most often used to cover the topics of terrorism and violent extremism in the media?

Budimir Popadić: Report.

Ivan Ilić: Reporting, as a rule, always related to the current event.

Marija Stokuća: Reports and comments.

Milica Jevtic: News and reports, so factual genres.

Predrag Rava: TV and radio reports are the most common ones, followed by agency news, features, and sometimes entire shows are devoted to a topic or a specific case. Plenty of feuilletons were published too.

12. Do you think that we have enough educational media content on xenophobia, racism and violence?

Budimir Popadic: No. Definitely not. Maybe it is about a lack of media initiative, inertness, poor engagement, or task distribution, but the fact is that such content is nowhere near enough ... as it should be in the media.

Ivan Ilić: There are, but they are of low echo and do not reach the target groups.

Marija Stokuća: No.

Milica Jevtic: No. I could name only a few shows or television packages that had this component.

Predrag Rava: No. Often people do not even differentiate between these concepts. There are a number of stereotypes that are not discussed at all in the media.

13. Do you think that the public service broadcasters RTS and RTV sufficiently address these topics of public importance? (knowing that, by definition, public service broadcasters are tasked with informing, **educating** and entertaining).

Budimir Popadić: No. There is not enough of these media contents, and why this is so, is the question for people from public service broadcasters, their boards of directors, supervisory boards.

Ivan Ilić: They address them to the extent possible and as allowed by space and resources.

Marija Stokuća: I am not sure what grade I would give. It is true that they try to be measured, but wishing to remain as politically neutral as possible (especially if it involves criticism of the authorities) they are often guided by the principle of it is better not to say anything.

Milica Jevtić: Certainly not enough, especially when these topics directly threaten the position of the ruling top. Then the public importance goes to the background. As for the educational role of the media - two public service broadcasters are the only electronic media that foster some form of audience education.

Predrag Rava: They are the only ones that deal with these issues, though not enough. There were good examples of reporting on these topics. Certainly, they should also devote more space to the issues of new forms of violent extremism, which are increasingly present in our society.

14. Do you think that the problem of terrorism in our country is only addressed when there is a terrorist attack in the world?

Budimir Popadić: Mostly, most often. Only then the problem is discussed on television, widely reported on in the newspapers, but few delve deeper into the problem analysis, there is no in-depth analysis, there are not enough experts and analysts who know the problem.

Ivan Ilić: Yes.

Marija Stokuća: Mostly yes. This seems like a real measure, if I exclude topics mainly absent in the media that would address the education of young people and other groups that can be easily recruited into such organizations.

Milica Jevtic: Most often yes.

Predrag Rava: It is definitely then that the media report on terrorism more and recognize it as an attractive topic. It is also easier to report on a situation that is not happening in our country. There is no such great danger of spreading the so-called mass panic, so the responsibility of the media is less. Often one wants to create an image of our country as safe compared to others.

15. Based on your accumulated media knowledge and experience, do you consider that our country and the region are in real danger of terrorist attacks?

Budimir Popadic: The answer is both Yes and No. It is difficult to give a clear answer to this question with certainty.

Ivan Ilić: I don't think so, but I am afraid of the general trend.

Marija Stokuća: The threat of terrorist attacks is not a topic that needs to be linked to a country or a region (this is another shortcut to abuse). Terrorism is a universal threat. Fortunately, both this region and our country do not carry much global political power, and I hope that is enough to stay low enough on the list of possible targets for terrorist organizations.

Milica Jevtić: I think the possibility of a terrorist attack exists, especially with regard to fundamentalism in Kosovo and in Sandžak, although it does not seem realistic for such an act to happen soon, given the vague and undefined policy on many issues, that would define and propel an act of terrorism.

Predrag Rava: In our society, throughout history, there have been numerous assassinations and violent overthrows of authorities that are now considered a terrorist act. I do not think that such a thing is impossible in the future, but terrorism that has some religious goals, is unlikely. The point is not that there is no xenophobia and racism here, but that the geopolitical situation is such that we are not in the group of countries that should be afraid of terrorism of this type.

4.3. Results of in-depth interview analysis

The in-depth interview provided a number of interesting answers and views of the interviewed editors of different media in Serbia, with a note that it is important to analyze and interpret the obtained data and answers in order to consider the results more structurally. The first question (what terrorism and what violent extremism are for the respondent) in the best way demonstrated the editors' disagreement on the definition of the two terms. What is positive is the fact that respondents generally understand the essence of these two terms and that their interpretation of these terms is correct and adequate for working in the media. The answer shows that some

editors are better informed and aware of the terms terrorism and violent extremism, while others only superficially know the full meaning and conceptual distinction.

There is a consensus among respondents about the second (in which section the topic on terrorism and violent extremism is most common) and the third research question (whether their media pay enough attention to that topic), on the most common section about terrorism and violent extremism being the world/foreign policy section, and on the topic not getting enough attention. Respondents also answered negatively to the next question about the extent to which journalists and editors were informed about the topic of terrorism and violent extremism, which is a worrying fact, suggesting that media workers need education on this issue.

The following research question (whether the topic is receiving enough attention in our mainstream electronic and print media), significantly divided the respondents so three of them answered negatively, one responded answered "more than enough" while the other editor believes that attention is paid "at the level of sensation". If we analyze the answers to this question, we can conclude that respondents' perceptions are divided and that they perceive the problem mainly from the angle of the media company they work in. *In your opinion, which traditional media in Serbia best addresses the topic of terrorism?* Was the next research question to which most respondents answered: electronic media, or television, which is not surprising given the power of audio-visual presentation of the topics we are addressing. It should be borne in mind that due to the complex material situation, a large number of information consumers in Serbia (especially the elderly population) mostly obtain information by watching television, which is the fact that has destined the editors to interpret television as the most influential media when it comes to terrorism.

When asked whether journalistic ethics were respected when reporting on terrorism and violent extremism, the majority of respondents gave a negative answer, one answer was neutral, while one respondent stated that the public broadcasting service stood out in respecting ethics. It is a devastating piece of information that suggests that the ethical issue in our media is highly questionable and that professional ethics are not sufficiently respected. The eighth question about the importance of social networks for reporting on terrorism and violent extremism provided interesting answers because all respondents stated that social networks were important, but also that the data and information published on them should be checked and verified. One respondent (RTS editor), in particular, gave a number of examples when social media triggered fake news, illustrating the famous case of "Džambo" - the fake flood hero. Particularly interesting is the case of Twitter activism when, following the terrorist attacks in Paris, many citizens announced their arrival in front of the French embassy in Belgrade. The editor-in-chief stated the following fact: "Judging by the activism on the networks, it looked like the gathering would be massive. Only a

few people came." The issue of social networks is very topical and important, and most editors point out that following them during terrorist attacks is valuable, especially if you follow valid accounts, i.e. persons who are competent to present data and information.

The next question, how much the migrant crisis in our media is associated with the issue of terrorism and violent extremism, has given quite opposite answers, from those who think that there is no direct connection to the answer: "A lot", "Too much ...". Diametrically opposite answers suggest the fact that the editors of the Serbian media have differing opinions and that some (un)deliberately link terrorism and violent extremism with the migrant crisis as a possible climax of terrorism in the future. This is a clear suggestion that not all editors of our media understand the essence of the migrant crisis and that some understand it superficially and partially.

To a very important research question, how much attention is paid in the Serbian media to the problem of xenophobia, racism and violence, two respondents said that attention was given for sensationalist purposes, one respondent said not enough, one answer was: "Reactively rather than preventively. Attention is only paid when something happens." That answer suggests that the problems observed are not reported on if there are no incidents, which is not good because the media only respond to incidents. One answer is particularly suggestive as it emphasizes the insufficient degree of promoting tolerance and diversity in the media, which is the essence of the problem when writing about xenophobia, racism and violence.

When asked which genres are most commonly used to address the topic of terrorism and violent extremism, the most common answer was factual genres (report was mentioned most often). Two answers also mention more complex journalistic forms such as reportage, but from the media point of view, it is devastating that the majority of respondents believe that simpler forms of journalistic expression are dominant. To the following question, *Do you think that we have enough educational media content on xenophobia, racism and violence?* there was an almost unanimously negative answer, with a note that it was a question for the people on the public broadcasting service boards of directors and supervisory boards. One answer is particularly interesting: "There are, but they are of low echo and do not reach the target groups", which suggests that these media contents do not attract too much attention, are not skillfully presented and definitely do not have echo among information consumers.

To the question *"Do you think that the public service broadcasters RTS and RTV sufficiently address these topics of public importance?"*, respondents' answers ranged from negation to confirmation: "They are the only ones that deal with these issues, though not enough. There were good examples of reporting on these topics. Certainly, they should also devote more space to the

issues of new forms of violent extremism, which are increasingly present in our society." Most respondents believe that public service broadcasters do not sufficiently address the problem, even though it is their primary media role (to educate), which was also the grade given by editors working in the provincial or republic public broadcasting service. The above data leads us to conclude that the educational component is necessary if we want true, timely and ethically based reporting on terrorism and violent extremism.

To the research question *"Do you think that the problem of terrorism in our country is only addressed when there is a terrorist attack in the world?"*, the majority of respondents answered affirmatively. One answer suggests that the Serbian media are more concerned with topics that are far from the country than problems in their own society: "It is also easier to report on a situation that is not happening in our country. There is no such great danger of spreading the so-called mass panic, so the responsibility of the media is less. One often wants to create an image of our country as safe compared to others."

The last research question focused on the prediction of the editors, who were the focus of the research, - in-depth interview and concerned their assessment of the (im)possibility of a terrorist attack in the country. Most of the respondents found it difficult to expect this to happen in a real situation, but one responded that a terrorist attack was possible if we had in mind "fundamentalism in Sandžak and Kosovo". Most respondents do not theoretically rule out the possibility of a terrorist attack, but find it difficult to predict in the near future and that large and powerful states that are fighting extremists and terrorists globally are more likely to be targeted.

4.4. Concluding consideration about in-depth interview

The in-depth interview was extremely helpful in broader considering of the situation in the media when it came to reporting on terrorism and violent extremism, as we conducted an interview with five editors of the informing media (RTS, RTV, Brussels correspondence/desk of RTV, Novi Sad Television, Odbrana magazine). The general conclusion after the in-depth interview is that our editors need additional training in reporting on terrorism and violent extremism. This conclusion is led by a series of responses that we have received and analyzed, which are often diametrically opposite, and depend to a large extent on a number of circumstances. Of particular concern is the fact that journalistic ethics are not respected in our media when reporting on terrorism and violent extremism, which was the opinion of the majority of respondents. The facts also point to a lack of media initiative, as the media do not deal with terrorism preventively and educationally, but only respond to an incident/terrorist attack.

One of the conclusions of the in-depth interview analysis is that there is need additional work and engagement in education and training for editors of our media on terrorism and violent extremism, which can be realized within professional journalistic associations and specialized non-governmental organizations. This conclusion is led by answers that are diametrically opposite in some questions and depend on affiliation with the editorial board, previous knowledge, media experience, ideological view, editorial knowledge and skill.

The in-depth interview also showed that the editors agree on many questions and have the same or similar views, which suggests that there is consensus on key issues when it comes to reporting on terrorism and violent extremism. This conclusion is positive and affirmative and indicates that the editors have the same or similar professional opinion in terms of their key views and attitude towards the topic.

Most interviewees agreed that there was not enough educational content on the topic of terrorism and violent extremism in the media, which should be the task of public service broadcasters, to educate their viewers/listeners appropriately. From the received answers it can be concluded that there is not enough content that deals with the issue of xenophobia, racism and violence in a qualitative way, which can be problematic if we know that social, racial or religious exclusion is a cumulative factor for the emergence and development of terrorism and violent extremism. The media should be the voice of reason and the conscience of the society especially when it comes to sensitive topics such as terrorism and violent extremism, and the general conclusion of the in-depth interview is that they often lack this role and importance.

5. CONCLUDING CONSIDERATION OF RESEARCH/MONITORING WITH RECOMMENDATIONS

5.1. Conclusion

Terrorism and violent extremism are topics that will certainly be on the cover pages of newspapers, portals and headlines of primetime news shows of electronic media for many years, as forecasted by security experts but also media experts dealing with crisis situations. Our research, both in front of the readers and the expert public, is a significant contribution to the broader understanding of this topic, especially since there is not much literature that competently addresses the role of media coverage of terrorism and violent extremism. The research carried out by the project team was comprehensive and sought to cover, in a balanced and methodologically based manner, the mainstream media in Serbia and the region reporting on the topic.

The results of the research indicate that our media do not have a proactive attitude when it comes to reporting on terrorism and violent extremism, but that they respond spontaneously i.e. only when a terrorist act, incident, attack or the like occurs. Also, research of national frequency portals and televisions found that there was no media initiative and the educational component lacked when it came to terrorism and violent extremism. This is of particular concern when we know that the target of radicalization is young people from socially excluded groups, ethnic and religious minorities. It is necessary for the media to be more concerned with educating citizens and preventing the radicalization of young people, not just acting reactively, i.e. reporting when a terrorist act occurs.

It should be noted that the in-depth interview has played a significant role in broader and more structured consideration of the research and has made a significant contribution to formulating recommendations for a model of good practice when it comes to media coverage of terrorism and violent extremism. The in-depth interview confirmed the data from media content monitoring, which means that both the research and the in-depth interview marked the same media problems. The in-depth interview indicated the respondents' assessment that it is necessary to use social networks (especially verified institutions' accounts) in reporting, but with a dose of caution and mandatory data verification.

Particularly devastating is the fact that the media has shown a high degree of disinterest in the topic of terrorism and violent extremism and that more complex genres are not used in reporting. We can conclude that this is due to:

- the editorial negligence,
- overload by daily political reporting,
- misjudgment that terrorism and violent extremism are topics that are irrelevant to our information consumers and far from Serbia,
- the need to anesthetize society with topics that are banal, whereas terrorism and violent extremism is a topic that requires a high level of commitment, knowledge and journalistic skills,
- insufficient knowledge of editors on the topic being observed and lack of timely information.

Avoidance of a more structured view of terrorism and violent extremism observed in the analyzed media can be interpreted by the low level of security culture of our editors and journalists, as well as the stereotypical approach implying that ignoring the topic is a good way to (not) spreading panic and fear in the public, which is a wrong and one-sided approach. The media is tasked with raising the level of knowledge and the level of security culture of citizens, as well as promoting values such as de-stereotyping the observed topics, and based on the analysis, we can conclude that our media failed to do this during the research/monitoring period.

At the end of the research we can conclude that the complex political and security situation in the post-conflict societies of the Balkan countries is such that it favors the radicalization of especially young people, which is only a step away from organized terrorist activities and the application of violent extremism methods. Without wanting to prejudice the development of the security situation in the Middle East region, and to foresee the possibility of the continuation of the migrant crisis and the route through the countries of the former Yugoslavia, we can say that the geopolitical situation will remain uncertain and complicated. This means that journalists and editors within informing media must be prepared to report on terrorism and violent extremism in a balanced, truthful and ethically acceptable manner. Only in this way will journalists remain loyal to the truth, the profession and their viewers, listeners and readers. We hope that the results of our research project will be another quality and useful contribution to the journalism profession and the narrower scientific field of Journalism.

5.2. Recommendations for the media model of good practice on the topic of terrorism and violent extremism

At the end of the concluding part of our research and in-depth interview, we present a separate section with recommendations that stemmed from the analysis of the results obtained in the research. We make recommendations to better mark the existing problems and outline models for overcoming them, in the field of reporting on terrorism and violent extremism. The recommendations are as follows:

1. structural and quality education of journalists and editors on journalist ethics and reporting on terrorism and violent extremism is required;
2. it is advisable to use more complex journalism genres and forms when reporting on these topics (such as storytelling, personal stories, etc.);
3. media dealing with informing, especially public service broadcasters, should form special newsroom for crisis reporting (which would also engage in reporting on terrorism and violent extremism);
4. training of journalists in terms of simulations and practical training in specialized non-governmental organizations and professional journalism associations is necessary;
5. editors and journalists involved in reporting on the analyzed topic should show a higher level of media initiative in their work;
6. the media should not transmit hate messages and hate speech posted on social networks by irresponsible individuals, as this uncritically triggers a spiral of hatred and violence;
7. it is necessary to systematically supplement the Serbian Journalists' Code with suggestions on how to report on these issues in an ethically acceptable manner;

8. the glossary of specialized terms needs to be improved with the aim of better and more effective reporting on terrorism and violent extremism;
9. we appeal to the professional public and the academic community to engage more with a view to structurally reviewing, evaluating, reflecting on and analyzing these topics;
10. creative media and work forms that reduce the degree of radicalization and direct young people towards tolerance, coexistence and integration into wider civil society streams should be used especially in dealing with young people in order to prevent terrorism and violent extremism.

The research team hopes that our recommendations, resulting from the in-depth interview and research, will be fully or partially implemented in practice. It would be a significant contribution to better, ethically based and more effective media coverage of terrorism and violent extremism. It should also be recalled that the media should be the "conscience of society" and, with their work together with other civil society actors (academia, intellectuals, public figures, etc.), pay greater attention to topics of public importance such as terrorism and violent extremism.

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