

Kosovo's War in the Guardian and the Mladá fronta Dnes News Coverage. Comparison Study.

The study is a comparison of the coverage of 1999 Kosovo War including NATO air campaign against Yugoslavia in two serious dailies – British the Guardian and Czech the Mladá fronta Dnes. By means of a content analyse method the news in period between 24 March and 11 June were examined to find out any bias in a coverage of war actors.

The first part of the theoretical section of the study presents the basic principles of the concept of journalistic objectivity as the central task of the media work. The second passage demonstrates the pressures that the concept has to deal with in the time of war.

The third part is a brief excursion to the history of Kosovo region and reasons that caused the war. There is an explanation of the deep antagonism which exists between two main ethnic groups – Serbs and Albanians too. A description of NATO air campaign against Yugoslavia and an introduction of scholarly works that dealt with the coverage of this military action in western media is a component of the part.

The fourth part consists of a description of the both Guardian and the Mladá fronta Dnes that are ought to be analysed. The history of the newspaper, the profile and the place within a media system will be described and determined.

The fifth part refers to the principles of a quantitative research including its comparison with a qualitative kind of research.

The research section of the work provides an explanation of the aims of the research. By means of the content analyse method the coverage of air NATO campaign and the civil war in Kosovo in the both Guardian and the Mladá fronta Dnes news were examined to find out if the description of the main war actors is biased.

The results of the research proved that Serbs were in the news rather demonized whereas Albanians victimized. The troubles of other ethnic groups living in Kosovo region were not mentioned. The NATO strikes against Yugoslavia were mainly presented as rightful. There was not any significant difference in a representation of the the most important war actors in the Guardian and the Mladá fronta Dnes news at all.

The enclosed CD contains the encoding book as well the full text in a pdf version.