

In 2007 the international community started to establish the political status of Kosovo, the Serbian province, inhabited mostly by the Muslim Albanian majority. In February 2008 Kosovo declared independence. What happened in the so-called „last media battle for Kosovo“? This thesis, called Representations of Serbs and Albanians in the Czech press during the proces of declaring independence of Kosovo, investigates discourses of two Czech newspapers and their coverage of the events between February 2007 and June 2008 when the Kosovo Constitution came in force.

This thesis use both quantitative and qualitative content analysis.

The analysis of recontextualization shows that the newspapers reproduce the dominant Serbian nationalism that focuses on the myth of a Greater Serbia. By an appropriation of different discourses, the dominant Serbian nationalism becomes legitimized and justified. In particular, the newspapers reproduce distinctive religious discourses from the political past, and furthermore, they borrow the so-called European, “war on terrorism” and “crime” discourses from the international mainstream public spheres and appropriate them to the contemporary political context. They borrow the so-called „modern Munich betrayal“ and the Czech-Serbian kinship too. Generally, the newspapers reappropriate different discourses by framing the Serbs as the victims of their own local “perpetrators,” the Kosovo Albanians, or Serbs as the victims of Kosovars Western Allies. This thesis, however, also reveals how the Serbian nationalist practices are delegitimized and Kosovo Albanians given right for an independent state. The differences between the newspapers do not exist in terms of inclusion of discourses, but only in quantity of articles that included a particular discourse.

At the beginning, this thesis offers a brief insight into the history of the Serb – Albanian conflict and into the main problems of contemporary Kosovo society. The part explaining the concept “ideology” and stereotypes follows and the chapter about methodology comes next, before the outcome of the research.