

## **Abstract**

The given thesis examines the question of identity in Bosnia and Herzegovina. The country devastated by the war from the beginning of 90s, went through major social changes, which deeply affected contemporary situation in the country. Although, BiH has long history of being quite specific in its characteristics, contemporary state is more complicated than it was imagined by peace creators, volunteers and scholars of international community.

Identity within the country is defined by the entity. Every out of three peoples, almost two decades from the war, strongly holds on their ethnic appurtenance. The thesis portrays pre-war cohabitation of three ethnic groups by so called "neighborhood phenomenology" , and by providing certain theoretical insight attempts to depict joined similarities and differences in one society.

Public, namely media discourse is highly affected with hatred and discrimination among ethnic groups. Aiming to prove that, at least present it, the author used media discourse analysis of the central news programs of two public broadcasters. Results not only demonstrated discrimination, but provided closer insight in professionalism, or lack of it, and clearly portrayed politically infected program. Media create and shape public opinions and attitudes, in case of BiH, it is marked by nationalistic political intervention, which reduce already poor chances for reconciliation and better tolerance.