

Workshop Prime Time Nationalism: The Role of Television Broadcast/Archives in the Aftermath of the Yugoslav Wars organized by OSA on May 13-14, 2016

Panel: *Television broadcasts as historical and social science research source*

Title of the presentation: ***Approaches to television and nationalism: Cross-country comparison, longitudinal analysis, popular culture and audience research***

This presentation will draw on the experience gained in the context of three different research projects conducted over the course over 15 years, all relying (at least in part) on television broadcasts from the former Yugoslavia and its successor states. The first project examined the changing media discourses of nation and migration, focusing on selected case studies of the media coverage of migration in Slovenia between 1990 and 2001. The second project studied the televisual reframing of national belonging during the late 1980s and the early 1990s, using a comparative analysis of television news broadcasts from Slovenia and Serbia. The third (ongoing) project investigates the trajectories of television cultures in five communist states, including Yugoslavia, paying particular attention to popular entertainment genres and audience perspectives. Reflecting on the main conclusions reached and the theoretical and methodological frameworks used in these projects, the presentation will discuss four particularly fruitful approaches to the study of television and nationalism: cross-country comparison, longitudinal analysis, the analysis of popular genres, and the inclusion of audience research and so-called 'para-texts'. In addition, particular attention will be paid to the challenges encountered in the process of research, including accessibility, case selection and contextualisation.

Biographical note

Sabina Mihelj is Professor of Media and Cultural Analysis at Loughborough University, the UK. Her main areas of expertise include mass communication and cultural identity, comparative media research, television studies, and the cultural Cold War. She sits on the editorial boards of several international media and cultural analysis journals, and she received research funding from a range of bodies in the UK and beyond. Her publications include numerous journal articles and book chapters, as well two books: *Media Nations: Communicating Belonging and Exclusion in the Modern World* (Palgrave, 2013) and *Central and Eastern European Media in Comparative Perspective: Politics, Economy, Culture* (with John Downey, Ashgate, 2012). Taking a comparative, critical and historically sensitive approach, Sabina Mihelj's research investigates how the media contribute to the formation of social exclusion and inclusion, and how they are involved in shaping different forms of modern societies. Her most recent project, funded by the Leverhulme Trust, offers the first systematic transnational study of media under communist rule, and develops a novel framework for comparative media research, which shifts the focus from comparing media systems to comparing media cultures.