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Reporting of News Portal Telegraf During Campaign for Parliamentary Elections in Serbia in 2014

Abstract: This paper deals with reporting of news portal Telegraf during a 2014. Parliamentary elections campaign in Serbia. Telegraf is a news outlet which has no offline edition, and which primarily uses social media to reach its audience. Research corpus consists of 205 articles published during 12 days in February and March 2014. This research was conducted using a quantitative-qualitative method. Quantitative part refers to filling out a specific table assembled in such a way to correspond to a code sheet containing few dozen categories included in a research. Qualitative part includes interpretation of that data. This is why it was important to determine the way in which a new media, such as Telegraf, handles these kinds of challenges. During last couple of years many papers showed that most influential media give preferential treatment to reigning political parties. This paper aims to determine just that: whether or not Telegraf encourages equal and fair political debate, or if it favours certain political figures.

Key words: *Telegraf, parliamentary elections, campaign, Serbia*