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Media Sphere Public Interest Trade²

Abstract: New media laws under which pending completion is disastrously derived privatization of the print and electronic media in Serbia have opened a new transition chapter of media. The transformation of ownership, but also the change of total relations in this area is performed with really loud performance of market fundamentalists, who prevail over the other bidders of media reforms. So after numerous activities and changes in media sphere, the situation in which the main product on market is – the public interest itself. Based upon the numerous, differently created call for proposals different authorities along Serbia decide “on the behalf of people” what information and programmes should be offered to the general public and which of the owners may be paid from the state budget in doing so. In the name of democratic principles, new space for corruption is opened, and many journalists are lead to the situation to worry, more than ever about their status.

In this article, the authors analyze the situation on media scene in Serbia, especially in its Southeast part. It is pointed that the conclusion of privatization of media has been entered with “eyes wide shut”, and that by the call to proposals media financing has opened the new area for corruption, that there has been ownership transformation but not the reduction of politicians’ influence on editorial media policy.

Key words: *media, media laws, public interest, competitive financing, political influence*

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