

Sličnosti i razlike u konceptualizaciji Srbije i EU u predsedničkim kampanjama DS i SRS 2008.

Ovaj rad ispituje sličnosti i razlike u konceptualizaciji Srbije i Evropske Unije, tj. Evrope (pošto se u političkom diskursu u Srbiji pod Evropom podrazumeva EU) u kampanjama Demokratske stranke i Srpske radikalne stranke za predsedničke izbore u Srbiji 2008. Materijal korišćen u istraživanju su video snimci govora na predizbornim skupovima, dobijen iz arhiva obeju stranaka (oko 4 sata po stranci). Polazeći od pretpostavke da će Srpska radikalna stranka biti više orijentisana na Srbiju nego na EU, dok će Demokratska stranka govoriti i o EU, ispitivanje je pokazalo brojne zanimljive konceptualizacije ovih pojmova u kampanjama obeju stranaka. Analiza je pokazala da postoji veliki broj sličnosti u konceptualizaciji Srbije. Za obe stranke Srbija je samopouzdana i odgovorna osoba. S druge strane, za Demokratsku stranku Srbija je takmičarka, a za Srpsku radikalnu stranku Srbija je buntovnica i osoba kojoj treba briga i zaštita. Što se tiče Evrope, tu je više razlika nego sličnosti. Na primer, za Demokratsku stranku Evropa je trofej, nešto što treba osvojiti, kao i druga obala reke, nešto do čega treba doći. Za Srpsku radikalnu stranku, pak, Evropa stoji nasuprot Srbiji. Na ovaj način, detaljno istraživanje pokazuje značajan broj razlika u konceptualizaciji, koje odgovaraju razlikama u političkoj orijentaciji ovih stranaka, kao i izvesne sličnosti, pre svega u pozitivnoj konceptualizaciji Srbije.

Similarities and Differences in the Conceptualization of Serbia And EU in 2008 President Campaigns of Democratic Party and Serbian Radical Party

This work is analyzing the similarity and the difference in conceptualization of Serbia and the European Union, i. e. Europe (since in Serbian political discourse EU is commonly referred to as Europe) in president campaigns' speech of the Democratic Party and the Serbian Radical Party. The material used in this research are videos of campaign speeches from the archives of both political parties. Starting with the assumption that the Serbian Radical Party will be more committed to the notion of Serbia than to that of the European Union, and that the Democratic Party will be referring both to the European Union and to Serbia, the investigation showed a number of interesting conceptualizations of the two notions in both campaigns. Analysis shows there is a huge number of similarities in the conceptualization of Serbia. For the both parties Serbia is a self-confident and solicitous person. On the other hand, for the Democratic Party Serbia is a competitor and for the Serbian Radical Party Serbia is a rebel and the one that needs care and protection. Concerning Europe, there are more differences in conceptualization than similarities. For instance, for the Democratic Party Europe is a trophy, something that is to be won, and also the other side of the river, something that should be reached. On the other hand, for Serbian Radical Party Europe is usually juxtaposed with Serbia. So, the deeper investigation shows a number of these different conceptualizations of Europe, which correlate with the differences in the political orientation of those parties, as well as certain similarities, mostly in positive conceptualizations of Serbia.