

**SOCIAL EXCLUSION AND PRESENTING CONTENTS
ON SOCIALLY EXCLUDED ELDER PEOPLE IN THE PRINTED
MEDIA IN SERBIA: *BLIC* AND *NARODNE NOVINE***

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Abstract. *There is a dispute among theorists whether social exclusion is a concept or a discourse; if it is a concept is it a new one or a replacement of the concept of poverty? Poverty and social exclusion are mutually interdependent terms. The use of these terms is characteristic of countries in Europe. Thanks to the EU policy these terms are in used in Serbia, too. Also, the program of the fight against social exclusion is created. The most endangered categories include children, then older people.*

Bearing in mind that media promote the ideals of youth and beauty, we are asking ourselves how this reflects the position of elder people in society. The authors explore reporting on social exclusion/inclusion and media treatment of socially excluded elderly people. In this paper, we will present a content analysis of printed daily newspapers Blic and Narodne novine. The analyzed period is a part of political campaign before and after parliamentary and presidential elections on May 6th, 2012. The starting hypothesis is that the printed newspapers Blic and Narodne novine inform more about poverty and social exclusion in the period before the elections than after them. The result shows us that the hypothesis is correct, yet the analyzed media pay very little attention to socially excluded people.

Key words: *Social Exclusion/European Union/ Elder Socially Excluded People/Reporting of Daily Newspapers.*

EU PROMOTION OF THE CONCEPT OF SOCIAL EXCLUSION

Is social exclusion a concept or discourse? Some theorists used the term 'social exclusion' as a concept. Saraceno disagrees with this because it does not have a theoretical basis, rather that it is discourse that presents a set of ideas which describe the world in one particular way (Saraceno 2001:9). There is a dispute among some theorists whether social exclusion is a new term or whether it only replaces terms like poverty, marginality and subclass.

The use of the term *social exclusion* is characteristic of European countries. The European Union has a main role in promoting this term. The first time it was used in France. This country has a law against social exclusion. Social exclusion has three important parts:

- economic (unemployment, lack of funding),
- unrecognizing of social, citizen and policy rights,
- ruptures in social relations (Macura et al. 2011:207).

The European Union considers the term *social exclusion* to mean the process where a group of people are pushed to the edge of life and dignity. This process removes people from the possibility of working and a salary. It removes them from the possibility of education and acting in a policy and social life.

The process of social inclusion is opposite to social exclusion. "Social inclusion is multidimensional process. Poverty and social exclusion are in causal relation, perhaps, between is two-way process. Social exclusion is not only consequence, it is cause of poverty, too" (Macura et al. 2011:5). This group of authors think that social inclusion is equal with the term social integration. The first concept means the adaptation of society to the individual, and social integration means the adaptation of the individual to society.

The term *exclusion* was first mentioned in the document at the end of the second program of the struggle against poverty in 1988. The Council of EU ministers accepted the resolution for the struggle against social exclusion, and the concept of social exclusion became a part of the European Social Charter (Macura et al. 2011). Barata mentioned 1989 as the year when EU considered the term to be connected with the inadequate realization of human rights (Barata 2000:2).

The view according to which social exclusion is a substitute for old concepts looks more plausible than the view according to which it as a new concept. For example, in Latin American countries the concept of marginalization is in use (Park, Stonequisit) while the concept of subclass is in use in the USA, Canada, Great Britain (Murray, Wilson) (Šućur 2004:2).

Since the 1990's, European Union policy used the term social exclusion. The meaning of 'exclusion' experienced substantial change in Europe and France (Barata 2000:3). The term 'social' means a group of individuals that make a society. Because of that, the discussion about social exclusion involves the discussion about changes in society that are necessary in order to reduce negative consequences for society. The EU did not succeed in giving a definite definition of the concept of social exclusion, saying that it is not possible.

Social exclusion does not explore unequally the consequences of human activity but the unequal freedom that people have. It is particularly specific for the elderly population (above the age of 60). Social exclusion represents a frame in which human diversity is recognized reflected in the human ability to maximize their chances and the results of their work, as well as to provide equal possibility for all members of society. This phenomenon appears in various domains: education, employment, participating in political, social and cultural life. Minorities (e.g., sexual, ethnic, racial, etc.) are often socially excluded groups, for which the states are mostly responsible.

Unfortunately, even in the XXI century, many decisions including employment, giving prizes or council flats are not governed by Rawl's "veil of ignorance". Nepotism is present in democratic society too, and among educated people. The consequences of social exclu-

sion manifest themselves through social fragmentation such as: marriage disintegration and crime which leads to problems, for example: racism, xenophobia, violence etc.

These are four basic dimensions of social exclusion: financial poverty, employment, health and education. "Social exclusion is usually considered a vicious circle that consists three parts: unemployment, poverty and social isolation" (*United Nations Development Programme* 2006:10).

There are a lot of things that affected the appearance of social exclusion: economy, information society, new social values etc. Moving from socialism to democracy, leads to effects such as many people losing their jobs. Others can not get retirement. The biggest problem for those people is that they cannot find work because of their age (45 or 50 years old). These changes are a problem for young people, too. Many of them are unemployed. In this way those people became a part of social excluded group.

In many countries, for example Germany, Holland etc. visiting employment offices is promoted without any reference to whether or not they will offer any security. These employment offices help unemployed people find a job and reject benefits or give minimal wage to pensioners and others (Barata 2000:8).

Questions about social exclusion and poverty are an essential component of EU policy. This is a condition and part of the project *Europe 2020*. "In European Commission document, accepted in the middle of June 2010 the new strategy *EU "2020"* was signed as the "successor" and addition to the Lisbon strategy. This document indicates that the way out of the crisis is seen like the entry into the new social market economy in which prosperity will be the consequence of innovation and better use of resources; knowledge will be basic input" (Strategic frame for social inclusion and reducing poverty, 2012).¹ It was expected that Serbia will form tracking system of social inclusion, draft a memorandum about social inclusion, strengthen capacity by the end of 2012. The point of the memorandum is to help the countries in the region and to develop a policy struggle against poverty and social exclusion. The biggest problem with this strategy is putting economic standards first, and social standards second. In the employment domain, this strategy did 5% less than was planned. New forms of jobs that had appeared, jobs with incomplete working time or time definite jobs, made the possibility of obtaining the right to a pension more complicated. It turned out that investing in employment was not successful enough for reducing poverty. That is one of the reasons why the Lisbon strategy emphasizes the need for investing in old age and maintaining pension systems (Vuković 2011:497).

The First National Statement of Social Inclusion and Minimizing Poverty in Serbia for the period 2008-2010 was accepted on March 17, 2011 at the government conference. After its reduction in the period 2002-2008, absolute poverty grew. The poverty rate increased from 6,1% to 6,9% in 2009. Growing poverty increased to 8,8% in 2010. The profile of absolute poverty shows regional diversity, between urban and rural territories, like between Belgrade and Central Serbia. In addition, the results show that the most impoverished people are uneducated people. Priorities of the social inclusion program are: employment, education, the establishment of an information system, reconciling an indicator with Europe and the inclusion of marginalized groups in education. Children predominantly suffer of poverty, more than elderly people. The risk for the elderly was

¹ Retrieved from http://ec.europa.eu/eu2020/index_en.htm

18,2%, which is near the value of 27 countries in Europe in 2008 18,9% (2011:89). For old people (55-64) the risk was 17,2 % in 2008, 16,3 % in 2009 and for women 14,5% in 2008 and 15,7% in 2009. The risk for the elderly population above 65 was 17, 4% in 2008, and 16, 4% in 2009; for women, it was 22,2% in 2008, 19,5% in 2009.²

DEMOGRAPHIC AGEING AND THE ELDERLY

According to a widely held definition, the demographic ageing process is related to people 60 years old or more, or 65 years or more: their increasing numbers, as well as their participation in the whole populations (Živić 2003). In demographic ageing, the Serbian population is eighth in Europe.³

According to the estimates of the Demographic Research Centre at the Institute of Social Sciences, more than 950,000 people in Central Serbia and 300,000 people in Vojvodina are 65 years old, or more, which is 1/6 of both populations (Rašević, 2006). It is interesting that the number of young people is approximately the same as the number of the elderly people. According to the census of 2002, in Central Serbia, 1,177,000 people younger than 15, and 1,241,000 older than 65 were registered. According to the expectations of the Demographic Research Centre at the Institute of Social Sciences, the ageing process will increase in the first half of the XXI century, assuming that life conditions of the elderly will be improved (Rašević 2003: 49). According to the 2011 Census of Populations, Households and Dwellings in the Republic of Serbia, out of the 7,565,761 overall individuals included in the census, and a total of 7,120,666 can be classified as residents.⁴ It is 377,000 less than in the 2002 Census.

"Serbia already reached the level of an elderly population at the beginning of this century, a level that the UN predicts in the world in 2050. The population in Serbia aged by ten years in last fifty years. The average age of the population in Serbia was 40,2 in 2002 which is more than the European average, too" (Milošević-Radulović 2011:1390).

What accompanies ageing populations is the appearance of unsatisfactory birth levels. Small reproductive norms greatly depend on many phenomena: emancipation, individualism, the changed positions of women in the family, insisting on high quality life, liberal abortion laws, and effective birth control. Also, modern culture and the contemporary life style have a huge impact on the decreasing birth rate. This problem requires a political answer, a triple one. First, the answer is related to the recognition and realization of the needs of the elderly, then it concerns the elongation of the period of good health, and the last one refers to the low birth rate as the main cause of population ageing (Rašević 2006:47).

² http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=ilc_lii02&lang=en

³ Rašević Mirjana singles out countries in which most elderly people live: Italy, Germany, Greece, Sweden, Spain, Belgium, Bulgaria and Serbia.

⁴ 2011 Census of Populations, Households and Dwellings in the Republic Serbia, Statistical Office of the Republic of Serbia, p. 19.

THE MEDIA ABOUT ELDERLY PEOPLE: CONTENT ANALYSIS OF *BLIC* AND *NARODNE NOVINE*

The media play an important role in the promoting contemporary trends and values. It promotes youth and beauty. However, this trend does not exclude the elderly, quite the contrary. Some theorists call contemporary culture "hedonistic". That culture is focused on pleasure and material values. Đorđević says that the biggest problems in a hedonistic culture are body care, ageing and "eternal youth" (Đorđević, 2009). Keeping one's body looking young is important and it depends on our choices. People dream about "eternal youth". In some way, this is not impossible. However, Đorđević thinks that crisis discourse affects capitalist industry and the development of different activity services: psychological counseling offices, plastic surgery and anti-ageing products. Domazet emphasizes that in forming new trends, the tabloids play a big role. What is typical for Serbian tabloids is that these ideals are present in the 'serious press', too (Domazet 2008: 151).

How can the media help to socially excluded people? Could the media help anyhow in resolving the problem of socially excluded elderly people in practice? Is social inclusion far from equality and integration? Does it mean that diversity disappears? The philosophical problem is how we can reach universal values in a society in which people feel respect toward diversity.

A study of some daily newspapers in Serbia: *Politika*, *Večernje novosti* and *NIN*, from April 15 to July 15, 2011 in order to establish the presence of elderly people in the media as well as how they are represented in them, showed that elderly people were presented as passive in 61,3% and as active in 23,3% while 4,3% of the articles are about a number of elderly people. In 11,1% of the articles the elderly are not portrayed as active or passive (Milošević-Radulović, 2011:1401). This information tells us that elderly people are not absent in the printed media, yet the reports on them in that kind of media show us that the problem of population ageing is not considered as complex as it should be (Milošević-Radulović, 2011:1389-1406).

In this paper we will present the results of a qualitative-quantitative content analysis of two daily newspapers in Serbia: *Blic* and *Narodne novine*.⁵ We evaluated five days before the presidential election, from April 23-27, 2012. The second part of the study was done one week after the presidential election in Serbia from May 14 to May 20, 2012.⁶

SUBJECT, METHOD AND GOALS

The subject matter refers to reporting about social exclusion/inclusion and socially excluded/included elderly people in *Blic* and *Narodne novine*. We included articles on poverty, displaced persons, minorities and refugees.

The aim of the analysis was to gain insight into this problem in *Blic* and *Narodne novine* and to compare the results of the analysis in the week before and the week after the elections in Serbia. This analysis will show us whether the problems of social exclusion are merely a topic during the period of the political campaign. The starting hypothesis is

⁵ The results of this study were presented at the conference „Media, Poverty and Social Exclusion", on June 2, 2012 at the Faculty of Philosophy in Novi Sad.

⁶ The presidential election was repeated due to irregularity.

that *Blic* and *Narodne novine* reported more about this problem in the period prior to May 6, 2012, than after.

The aim of the qualitative analysis was to present the typical problems of socially excluded people and aid programs.

Ways of representing indicators include:

- the column where are the articles presented,
- titles about problems of socially excluded people (health, job, poverty, etc.),
- article content.

We also took into consideration whether these problems were presented on title pages.

STUDY STANDARDS

The study standards were the daily papers *Blic* and *Narodne novine*. The analyzed period was twelve days: from April 23 to April 27, 2012 and from May 14 to May 20, 2012. The total sum of analyzed articles was 889.

Blic is one of the most widely read daily papers in Serbia that are printed seven days a week. *Narodne novine* is a famous daily newspaper in South Serbia and it is printed six days a week. *Blic* is printed on 48 pages and its main sections include: *Top Stories*, *World*, *Society*, *Economy*, *People*, *Work*, *Classifieds*, *The Crime Blog*, *Culture*, *Entertainment* and *Sport*.

Narodne novine is printed on 23 pages. The main sections are: *The Daily News*, *Top Stories*, *Our Niš*, *Serbia*, *Society*, *Economy*, *Culture* - daily information, *District*, *Entertainment*, *Sport*, *Monitor*, *Classifieds*, *World News*, *The Crime Blog*. Some sections, for example (*Entertainment* and *Economy* in *Narodne novine*) are not permanent during the week.

We analyzed the following sections: The Daily News (*Top Stories* and *Our Niš* in *Narodne novine*), *Society* and *The Crime Blog* appear in *Blic* and *Narodne novine*, at the end, *People* in *Blic*, and *Serbia* in *Narodne novine*. Single articles were included in the analysis. Also, we analyzed statistical information and poll results. We did not analyze advertisements, caricatures, comics.

QUANTITATIVE CONTENT ANALYSIS

In the studied period, *Blic* published 235 articles in the first week (Table 1). In the second week *Blic* published 345 (Table 2), with a total sum of 580. *Narodne novine* published 156 articles in the first week (Table 1) and 153 articles in the second week (Table 2), with a total sum of 309.

Blic published, from April 23 to April 27, articles in the following sections: in *Daily Topics* 74 articles; in *Society* 50, in *The Crime Blog* 81 and in *People* 30 articles. *Narodne novine*, in the same period, published: in *Hot Topics* 34 articles; in *Society* 9; in *The Crime Blog* 78 and in *Serbia* 35 articles (Table 1, second column).

Table 1 Quantitative representations of articles in *Blic* and *Narodne novine*, based on the section - the period from April 23 to April 27, 2012

<i>Blic/Narodne novine</i>	All articles in the following sections	Articles about social exclusion/inclusion	Articles about elderly socially excluded/included people
The Daily News (Top Stories)	74 / 34	2 / 2	0 / 0
Society	50 / 9	2 / 0	0 / 0
The Crime Blog	81 / 78	0 / 5	0 / 0
People (Serbia)	30 / 35	1 / 4	0 / 3

Five articles, in *Blic*, are about poverty and social exclusion (11,7%) (*Table 1*, third column). In the section The Daily News two articles were published, in the section Society, too. In the section People just one was published. *Blic* did not publish articles about elderly socially excluded people. In the same period in *Narodne novine* 11 articles were published about poverty and social exclusion (17,2%) (*Table 1*, third column). In The Daily News two articles were published, in The Crime Blog five and in the section People one article. Among them are three articles about elderly socially excluded people, in the section Serbia (*Table 1*, fourth column)

QUALITATIVE CONTENT ANALYSIS

The qualitative analysis helps us to see how the media reported on the problems of social exclusion and the section where these articles were presented. Also it will show us whether these problems were a part of the pre-election campaign.

We will present the titles, content and section, published from Monday to Tuesday. We did a comparative analysis.

On Monday, April 23, 2012. *Blic* published the title *We will eradicate poverty* in the section Daily topic. In this article T. Nikolić, the president of the SNS party from that period, said that he is not poor and was not afraid of his own future. Also, he said that he knew that his duty, as the president of a political party, was to reduce poverty. *Narodne novine* published a similar title, in the section The Daily News: *We will eradicate poverty and crime*. T. Nikolić said in Kragujevac that he would eradicate poverty and crime in the country if his political party won.

On Thursday, April 24, 2012 in *Blic*, the Society section, the daily press published the title *Donor conference on flats for refugees*. The article is about an international conference and 584 million euros for flats, for most endangered families. *Narodne novine*, in section the section Daily topics, published the title *Building begins on 237 flats on Ledena stena*. The article talks about the activities of minister Dulić and the mayor of Niš for building of flats. Priority groups are individuals with disability, people with small wages and the Roma. Other titles are about elderly people: *More pensions than wages*, *An increase in April pensions by 3,4%* and *Necessary reforms of the pensions system* in the section Serbia.

On Wednesday, April 25, 2012 in *Blic*, the section Society, is published the title *Heaping up 300 million euros for refugees*. On donates conference in Sarajevo is heaping up 300 million euros. This is 60% of means for flats, for most endanger people in Bosnia and Herzegovina, Montenegro, Croatia and Serbia. In the section People, the title *The humanity of Ljubica Tatić - money donated to a public kitchen* was published. Mrs. Tatić (90 years old), a person with a small income, gave 55.000 dinars to a public kitchen. *Narodne novine*, in the section Hot Topics, published the title *Enabling people with disabilities leave their homes*. This article talks about self-supporting mothers project to help disabled individuals including them in cultural life. In the section The Crime Blog, the title *Millions for houses help* was published. The article talks about the money from the budget for 42 of the most impoverished municipalities. In the section Serbia, *Narodne novine* published the title *Let's emulate Zoran Đinđić's government*. The article discusses the politician Mlađan Dinkić's speech in Prokuplje about citizens with an equal chance for a normal and dignified life.

On Thursday, April 26, *Blic* – the section Daily topics, published the title *Debt money donated to the public kitchen*. This is a reader's comment and appeal to millionaires for helping poor people. In the section The Crime Blog in *Narodne novine*, the title *Payment of compensation to refugees from Kosovo and Metohija* was published. This article informs people from Kosovo and Metohia about money which could be coming into the country. In the section Serbia, *Narodne novine*, published the title *Equal chances for all citizens*. The politician and presidential candidate, Zoran Stanković, said that all citizens from Valjevo have equal chances.

On Friday, *Blic* published no articles about poverty and social exclusion. *Narodne novine*, in the section The Crime Blog published the title *Spring in new shoes*. The article is about self-supporting mothers who organized the gathering and giving of new shoes to individuals with disability and the Roma.

Table 2 A quantitative representation of the articles in *Blic* and *Narodne novine* based on sections - the period from May 14 to May 20, 2012

<i>Blic/Narodne novine</i>	All articles in the following sections	Articles about social exclusion/inclusion	Articles about elderly socially excluded/included people
The Daily News (Top Stories)	125 / 35	0 / 0	0 / 0
Society	70 / 8	1 / 0	0 / 0
The Crime Blog	112 / 75	1 / 1	1 / 0
People/Serbia	38 / 35	0 / 1	0 / 0

Blic published, from May 14 to May 20, 2012: in the section Daily topics 125 articles; in the *Society* section 70 articles; in The Crime Blog section 112 and in the *People* section, 38 articles. *Narodne novine* published in the same period: in Hot Topics 35 articles; in Society 8; in The Crime Blog 75 and in the section *Serbia* 35 articles (Table 2).

In *Blic* just two articles were published about poverty and social exclusion or 6,9%. This articles were published in the Society section and in The Crime Blog. *Narodne*

novine published two articles about poverty and social exclusion or (3,1%) - in the Society and Serbia section. Among these articles there is one about socially excluded elder people, in *Blic* – The Crime Blog.

The qualitative representation of the articles published in the period from May 14 to May 20 in 2012.

On Monday, May 14, 2012, in *Blic*, in The Crime Blog section the title *Repairing and fun* was published. The article is about elderly people and citizens from the township of Zvezdara, and their possibility of getting a handyman. People who need help are almost always elderly people. In *Narodne novine*, The Crime Blog section the title *Roma are waiting for money* was published. The article is on the Roma who lived in the settlement Belville (or the 'University Village', one of the urban neighborhoods of Belgrade). Belgrade decide to find a place for them, but they did not get help for fourteen days.

On Tuesday *Blic*, The Crime Blog section published the title *The deceased was found by a thief*. The article is about an old deceased woman. The assumption was that she was dead for several months. We did not include this article in the analysis because about the woman was 59 years old.

In *Blic* and *Narodne novine*, on Wednesday, May 16, 2012 no articles were published about poverty and social exclusion.

On Thursday, May 17, in the Society section an article with the title *EU donates 71 million for refugees* was published. It provided 2.300 flats for families in Serbia. 5.000 families received documents, property rights and the opportunity to come back to their home. In *Narodne novine*, in the Serbia section the title *Missing money, reforms!* was published. The article talks about Serbia and its status in the sphere of helping people to get health care. Among 34 countries, Serbia is the last one. That means that poor people cannot get health care. Poor people cannot visit private health clinics and for that reason they become socially excluded people.

On Monday, in *Narodne novine*, in The Crime Blog section an article with the title *Help for disability persons - professionals remove barriers* was published. The article is about a strategy for the better life of people with disability. *Blic* did not publish articles about poverty problems.

In the daily press, published during the weekend, no articles were published about poverty and social excluded people.

On the title pages no titles we looking for were found in the first week. But one photograph of a pensioner was published under the title *He sells his vote for 9.000 euros* (*Narodne novine*, April 27, 2012). In May, we singled out the titles *The only thing worse than health care is pronunciation* (*Blic*, May 18, 2012); *Fewer doctors, more waiting* (*Narodne novine* May 17, 2012). Also, we singled out the photograph of a pensioner casting his ballot into the ballot box and the title *Interest dwindled* (*Narodne novine*, May 14, 2012).

CONCLUSION

The concept of social exclusion has been accepted in Serbia after the EU had set finding a solution to this problem as a condition for becoming a member of the European Union. On the other hand, the problem of poverty concerns the whole world. There are

many projects and programs of social inclusion and donations for people who are suffering from this problem. Consciousness about poverty arouses the need for minimizing it, and for that reason it is necessary to talk about this problem to become a part of state policy.

Serbia accepted the *National report about social inclusion for period from 2008-2010* in April at a government conference. This report shows that Serbia is participating in a project of social inclusion of impoverished people. More endangered by poverty are children than the elderly.

The media are not talking about the problem of social exclusion and poverty to a great extent, as we saw in studying issues of *Blic* and *Narodne novine*, according to the results presented in the paper. The starting hypothesis of the content analysis was proved. The media reported about the poverty problem more before the election than after it. We can conclude that the Democratic Party which was leading before election has a program which attributes importance to education and improvement of the economy. In public speech this party did not use the term poverty. The theorist Pitter Abrahamson (Abrahamson Peter, 1995) thinks that the term poverty is a substitute for the term social exclusion. Also he thinks that leading politicians do not like to use this term because it could lead to their failure. On the other hand, the new leading party in Serbia is SNS, the biggest political rival to DS, who use the term poverty.

We are asking: is the media in Serbia presenting reality in an objective way? And: is the media independent? These are omnipresent problems, problems in the whole world. Unfortunately, the answers are negative. Now, when we have done a content analysis of two examples of the daily press and investigated the content of social exclusion and socially excluded elderly people, we can open the questions about these ethical problems.

We could expect a solution from the field of ethics. But in practice, ethics need support from the public and policy.

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SOCIJALNA ISKLJUČENOST I ZASTUPLJENOST SADRŽAJA O SOCIJALNO ISKLJUČENIM STARIJIM LJUDIMA U ŠTAMPANIM MEDIJIMA U SRBIJI: BLIC I NARODNE NOVINE

Među teoretičarima postoji spor oko toga da li je socijalna isključenost koncept ili diskurs, i ako je koncept da li se radi o novom konceptu ili zameni za koncept siromaštva. Siromaštvo i socijalna isključenost su međuzavisni pojmovi. Upotreba pojma socijalne isključenosti je karakteristična za evropske zemlje. Zahvaljujući politici Evropske Unije ovaj pojam počinje da se koristi u Srbiji, i stvara se program za borbu protiv socijalne isključenosti. Najugroženija su deca a potom stariji ljudi.

S obzirom da mediji promovišu ideale mladosti i lepote pitali smo se kako se to odražava na izveštavanje o starijim osobama. Autori u radu istražuju zastupljenost sadržaja o socijalnoj isključenosti/uključenosti i starijim socijalno isključenim osobama. U radu ćemo predstaviti rezultate analize sadržaja dnevnih listova Blic i Narodne novine. Analizirani period je deo političke kampanje pre i posle parlamentarnih i predsedničkih izbora u Srbiji 6. maja 2012. godine, te je polazna hipoteza da se u periodu pre izbora više izveštava o socijalnoj isključenosti starijih ljudi i siromaštvu nego nakon izbora. Rezultati istraživanja su pokazali da je polazna hipoteza tačna, ali i da se ovoj temi posvećuje malo pažnje u analiziranim dnevnim listovima.

Ključne reči: *socijalna isključenost, Evropska unija, starije socijalno isključene osobe, izveštavanje dnevnih listova.*