

The Department of German, Nordic and Slavic Presents

COMMUNICATING ETHNICITY IN BOSNIA-HERZEGOVINA:

Beer, Phone Numbers and Other Ethnic Media

A Lecture by

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In this talk, professor Bogdanić argues that public discourses in Bosnia and Herzegovina have been laden with ethnic connotations so that they sometimes impede normal communication or rational public discussion among individuals who identify themselves or are perceived as members of different ethnic groups (or nationalities) in Bosnia and Herzegovina (B&H). Historically, discursive ethnic differences were always present, but the process of “ethnic rebranding” in B&H, which began during the disintegration of Yugoslavia, has continued and expanded in official policies and discourses of everyday life of the post-war Bosnian society. As a consequence, the discourse in B&H has been significantly departmentalized or even “refeudalized”. While there may be some economic forces behind it, this balkanization and refeudalization of discourse, however, does not seem to have been invoked by the commercialization of media but, it appears, more by “ethnic branding,” and a polarization of ethnic identities.

Friday, March 16, 3:30 PM
Van Hise Hall, room 1418