

Bojan Blazhevski, PhD candidate

Institute for Sociological, Political and Juridical Research in Skopje

Journalist, Build.mk

bojanblazevski@gmail.com

**THE DEPENDENCE ON GLOBAL MEDIA
OF FOREIGN POLICY REPORTING OF THE
MACEDONIAN DAILY NEWSPAPER VECHER
(2013-1983)**

Abstract

This paper is founded on the hypothesis that the reporting of foreign policy by the Macedonian daily newspaper Vecher in 2013, is greatly influenced by the global media. The 1983 media materials are radically different due to the fact that there was little to no influence from such media giants. We begin the study by using the method of quantitative content analysis. The data analyzed was gathered over a four month period, using the issues printed from the years 2013 and 1983. The most frequently used sources of information in 2013 were foreign national and regional media, while the most quoted source of information in 1983 was the Yugoslav news agency Tanjug. International reports from the leading Macedonian newspaper in these two different time periods are mostly geared toward information about actual events that were happening on the northern continents and regions of the Earth.

Key words: global media, the newspaper Vecher, international flow of information, the Republic of Macedonia.

INTRODUCTION

The paper aims to explore the direct and indirect dependence on global media of foreign policy reporting of the Macedonian daily newspaper Večer in two different research period – 2013 and 1983. In this research were analyzed published materials in foreign policy sections of the newspaper Večer by using a historical perspective and comparison of two different time periods, the current style of international reporting on the media front versus the methods of sharing information for foreign events that were popular during the 80s of XX century. The newspaper Večer was one of the two daily newspapers publishing on national level in the Socialist Republic of Macedonia. During the communist period, it was the most circulated Macedonian print media. In 2013, the newspaper Večer is one of the leading Macedonian national newspapers, a tabloid that has bigger daily circulation and readership on the Internet in comparison with the influential print media.

This research initiates from the assumption that the reporting of foreign policy events from the newspaper Večer in 2013 is under heavy influence from the global media giants Reuters, Associated Press, Agence France Presse, CNN, BBC, Al Jazeera and Russia Today. Based upon information collected from the 2013 editions, in contrast with the 1983 issues, in which relied very little on such foreign media. Empirical research in a distance of three decades provides us with an opportunity to compare the difference between reporting styles from two historical time periods, in which two different social, political and media systems exist. The Socialist Republic of Macedonia during the 80s of the XX century was a republic within the SFR Yugoslavia, which practiced the politics of non-alliance and of peaceful coexistence in international relations, as an important form of strategic foreign policy (Djunov, 1989). Today's aspirations of the Republic of Macedonia have changed, and the foreign policy interests of this Balkan country are directed solely towards the European and Euro-Atlantic integration (*The Ministry of Foreign Affairs of the Republic of Macedonia a*; *The Ministry of Foreign Affairs of the Republic of Macedonia b*).

The beginning of 80's as a research period was chosen because it still represents the Cold War period. In 1983, there were severe tensions between the Eastern and the Western bloc countries, especially evident in the Lebanese civil war, the martial law in Poland, and the shot down of the Korean Airlines flight by the Soviet Union. It was period in which five major news agencies (Reuter, Associated Press, United Press International, Agence France Presse and TASS) had dominant role in the international flow of information. According to Johan Galtung, the world was divided in two parts – center and periphery (Galtung, 1971). These findings stress communication division of this world at the center of focus, which includes the

countries of the developed North of the Earth, and periphery (Mowlana, 1985). At the beginning of 80's, the UNESCO Special Commission lead by Sean MacBride published the report "Many Voices, One World". Besides other topics, in this document were highlighted actual affairs regarding the global media's reporting of negative topics related to the southern continents and regions of the Earth (UNESCO, 1980). In this period of time, international reporting of global media and their influence on national and local media in the world was burning question for intellectuals, politicians and journalists.

Contrary to this, 2013 is the year in which the research is conducted. It is period that reflects the current development of international reporting. In 2013, the world media market become more competitive, with new informative television networks and news agencies established by undemocratic regimes of the Russian Federation, China and part of the Arab countries. Their influence in foreign policy reporting is growing in different parts of the world. On the other side, the current development of international reporting in the developed countries of the world is characterized by cutting back coverage of international affairs in the main newspapers and television networks. Robert McChesney in his book "The Political Economy of the Media: Enduring Issues, Emerging Dilemmas" tries to outline that U.S. journalism has growing problems in international reporting. "Between 2002 and 2006, the number of foreign-based newspaper correspondents shrank from 188 to 141 (excluding the Wall Street Journal, which publishes Asian and European Editions)" (McChesney, 2008: 119).

Chris Paterson gives claim that with the emergence of Internet, we have not seen any significant or major changes at the top, where the same global media have continued to dominate.

"We are left with a picture of an online news world (in the English language) where only four organizations do extensive international reporting (Reuters, AP, AFP, BBC) a few others do some international reporting (CNN, MSN, New York Times, Guardian and a few other large newspapers and broadcasters), and most do no original international reporting" (Paterson, 2007: 63).

Nick Davies in his book "Flat Earth News: An Award-winning Reporter Exposes Falsehood, Distortion and Propaganda in the Global Media" underlines that foreign policy reporting, but also all other sections in editorial offices years ago, faced a constant reduction.

"In 1994, Professor Franklin calculated that 7.000 BBC jobs had been cut in the previous eight years. At least ninety more went in 1996. In

1997, a further cut of 25% was announced for the following five years. In March 2005, the new director, Mark Thompson, proposed another 13% in cutbacks, including 12% of the jobs in BBC News and 21% of jobs in Factual and Learning” (Davies, 2009: 67).

Taking into consideration this theoretical background, the empirical research includes all printed issues of the daily newspaper Večer using the following dates: from 1 to 7 September (the first week of September), from 8 to 14 October (the second week of October), from 15 to 21 November (the third week of November) and from 22 to 28 December (the fourth week of December) 2013 and 1983. This period of research was chosen as an effort to obtain reliable results. Identical dates give the possibility to make effective comparison from historical perspective. On the other hand, the fourth-months period excludes the possibility for key impact of a larger international event on the obtained empirical results. With these criteria on board, the period between September and December was randomly chosen. In order to obtain scientific results, this research applies the method of quantitative content analysis.

The main research question in this paper is: How big is the direct and indirect dependence on global media of international reporting of the newspaper Večer? In order to obtain accurate results for the research question, in this paper were analyzed sources of information on media content placed in foreign policy sections, continents and regions that are subject of interest in published textual content, items of those published articles related with the southern continents and regions of the Earth, and journalism genres of all articles published in foreign policy sections.

FOREIGN POLICY REPORTING OF THE MACEDONIAN DAILY NEWSPAPER VEČER IN 2013

During the research period of 2013, in the foreign policy sections of the newspaper Večer were published 294 articles and 207 photographs for international actualities. A vast majority of the media content were published all noting an unnamed source of information – journalist who created it or media sources from which these materials were provided. The foreign policy sections of the newspaper Večer are consisted of 194 articles, or 66% of the written material, and 205 photographs, or 99% of the photo content, with unstated or unnamed source of information.

Table 1. Sources of information on media content for international events published in the newspaper *Vecher* in 2013

| Source of information on media content placed in foreign policy section of the newspaper <i>Vecher</i> | Text | | Photography | | Other media content | |
|---|------|-------|-------------|------|---------------------|----|
| | N | % | N | % | N | % |
| Global media | | | | | | |
| BBC | 4 | 1,4% | 0 | 0% | 0 | 0% |
| Reuters | 3 | 1% | 0 | 0% | 0 | 0% |
| Agence France Presse | 2 | 0,7% | 0 | 0% | 0 | 0% |
| Associated Press | 1 | 0,3% | 0 | 0% | 0 | 0% |
| CNN | 1 | 0,3% | 0 | 0% | 0 | 0% |
| Total: | 11 | 3,7% | 0 | 0% | 0 | 0% |
| Foreign national and regional media | | | | | | |
| Other foreign national media | 37 | 12,6% | 0 | 0% | 0 | 0% |
| DPA | 3 | 1% | 0 | 0% | 0 | 0% |
| Washington Post | 2 | 0,7% | 0 | 0% | 0 | 0% |
| Guardian | 2 | 0,7% | 0 | 0% | 0 | 0% |
| Total: | 44 | 15% | 0 | 0% | 0 | 0% |
| Unstated source of information | 194 | 66% | 205 | 99% | 0 | 0% |
| Other source of information (local media, state institutions, international organizations, NGO's, etc.) | 36 | 12,2% | 2 | 1% | 0 | 0% |
| More than one source of information | 9 | 3,1% | 0 | 0% | 0 | 0% |
| Total: | 294 | 100% | 207 | 100% | 0 | 0% |

Smaller part of the textual content is published according to professional standards of journalism. In these cases, the most used source of information in articles are foreign national and regional media, represented by 44 texts, or 15% of the total number of textual material dedicated to foreign policy events. Also, for the period September – December 2013, in the newspaper *Vecher* are published 11 texts on international events with global media as sources of information, which represents 3, 7% of the whole written material placed in foreign policy sections.

There are different research results when it comes to the continents and regions, which are a subject of interest in the published articles. A significant majority of the textual content in the newspaper *Vecher* are connected with actualities that took place in the developed countries of the northern continents and regions of the Earth. These parts of the world are present within 244 articles, or in 83% of the total number of written material for international events.

Table 2. *Continents or regions which are a subject of interest in published articles for international events in the newspaper Večer in 2013*

| Continents or regions which are a subject of interest in published articles | Text | |
|---|------------|-------------|
| | N | % |
| Northern continents or regions of the Earth | | |
| Balkan Peninsula (including Turkey) | 113 | 38,5% |
| Europe (including Russia) | 62 | 21,1% |
| North America (USA, Canada, Mexico) | 31 | 10,5% |
| Asia | 26 | 8,8% |
| Middle East | 12 | 4,1% |
| Total: | 244 | 83% |
| Southern continents or regions of the Earth | | |
| Africa | 15 | 5,1% |
| South America | 5 | 1,7% |
| Central America and the Caribbean | 4 | 1,4% |
| Australia, Oceania and New Zealand | 1 | 0,3% |
| Total: | 25 | 8,5% |
| More than one continent or region | 25 | 8,5% |
| Total: | 294 | 100% |

The conducted empirical research shows that the newspaper Večer is not interested in actualities from abroad that occur on the southern continents and regions of the Earth. Gatekeeping process from the editorial staff neglects international events from these parts of the world, which is evident from the results that only 25 articles, or 8, 5% of the total number of texts, are related with the southern continents and regions of the Earth.

From the processed data using the method of quantitative content analysis, it can be concluded that the articles published for the southern continents and regions of the world refer to negative topics. Editorial office of the newspaper Večer covered mostly negative items in the 2013 printed editions, which is evident from the fact that 20 articles, or 80% of the written material for these parts of the world, treat military and political conflicts, organized crime activities, natural disasters, different forms of inequalities and other negative topics.

Table 3. *Items of articles related with the southern continents and regions of the Earth, published in the newspaper Vecher in 2013*

| Items of the published articles related with the southern continents and regions of the Earth | Text | |
|---|-----------|-------------|
| | N | % |
| Positive items | | |
| Other positive items (those positive items not listed as a separate class in the exemplar document) | 2 | 8% |
| Economic, political and cultural development of society | 1 | 4% |
| Ecology and environmental protection | 1 | 4% |
| Bilateral and multilateral agreements, meetings and conferences, establishing and further development of regional and international organizations | 1 | 4% |
| Total: | 5 | 20% |
| Negative items | | |
| Military and political conflicts (international military conflict, internal military conflict, political conflict) | 6 | 24% |
| Other negative items (those negative items not listed as a separate class in the exemplar document) | 6 | 24% |
| Terrorism | 4 | 16% |
| Organized crime | 2 | 8% |
| Natural disasters (floods, earthquakes and other) | 1 | 4% |
| Economic, political, social, information and other forms of inequality | 1 | 4% |
| Total: | 20 | 80% |
| Total: | 25 | 100% |

Table 4. *Articles for international events published in the newspaper Vecher in 2013, divided on journalistic genres*

| Published articles for international events divided on journalistic genres | Text | |
|--|------------|--------------|
| | N | % |
| Shorter informative genres | | |
| News | 186 | 63,3% |
| News in brief | 28 | 9,5% |
| Informative report | 27 | 9,2% |
| News in series | 19 | 6,5% |
| Photo-news | 1 | 0,3% |
| Total: | 261 | 88,8% |
| Longer interpretative, argumentative, dialogic and belletristic genres | | |
| Commentary report | 4 | 1,4% |
| Belletristic report | 3 | 1% |
| Article | 1 | 0,3% |
| Total: | 8 | 2,7% |
| Texts that contain elements of different genres | 25 | 8,5% |
| Total: | 294 | 100% |

The research conducted also discovered that journalistic texts in the 2013 editions can be inserted in the shorter informative genres. During the research period are published 261 texts from the shorter informative genres, or 88, 8% of the textual content from foreign policy sections. From the longer interpretative, argumentative, dialogic and belletristic genres are published only 8 texts (2, 7% of the textual content).

Table 5. Sources of information on media content for international events published in the newspaper *Vecher* in 1983

| Source of information on media content placed in foreign policy section of the newspaper <i>Vecher</i> | Text | | Photography | | Other media content | |
|---|------------|--------------|-------------|-------------|---------------------|-------------|
| | N | % | N | % | N | % |
| Global media | | | | | | |
| Associated Press | 39 | 8,2% | 0 | 0% | 0 | 0% |
| Reuter | 37 | 7,8% | 0 | 0% | 0 | 0% |
| Agence France Presse | 36 | 7,6% | 0 | 0% | 0 | 0% |
| United Press International | 27 | 5,7% | 0 | 0% | 0 | 0% |
| TASS | 2 | 0,4% | 0 | 0% | 0 | 0% |
| Total: | 141 | 29,7% | 0 | 0% | 0 | 0% |
| Foreign national and regional media | | | | | | |
| Other foreign national media | 15 | 3,2% | 0 | 0% | 0 | 0% |
| Xinhua | 3 | 0,6% | 0 | 0% | 0 | 0% |
| New York Times | 2 | 0,4% | 0 | 0% | 0 | 0% |
| Washington Post | 1 | 0,2% | | | | |
| Total: | 21 | 4,4% | 0 | 0% | 0 | 0% |
| Editorial staff of the <i>Vecher</i> newspaper | | | | | | |
| Journalist, editor and contributor of the newspaper from Macedonia | 1 | 0,2% | 0 | 0% | 0 | 0% |
| Total: | 1 | 0,2% | 0 | 0% | 0 | 0% |
| Yugoslav national media | | | | | | |
| Tanjug | 198 | 41,7% | 0 | 0% | 0 | 0% |
| Total: | 198 | 41,7% | 0 | 0% | 0 | 0% |
| Alternative media | | | | | | |
| Inter Press Service | 1 | 0,2% | 0 | 0% | 0 | 0% |
| Total: | 1 | 0,2% | 0 | 0% | 0 | 0% |
| Unstated source of information | 96 | 20,2% | 17 | 100% | 1 | 100% |
| More than one source of information | 15 | 3,2% | 0 | 0% | 0 | 0% |
| Other source of information (local media, state institutions, international organizations, NGO's, etc.) | 2 | 0,4% | 0 | 0% | 0 | 0% |
| Total: | 475 | 100% | 17 | 100% | 1 | 100% |

FOREIGN POLICY REPORTING OF THE MACEDONIAN DAILY NEWSPAPER VECHER IN 1983

In the research period of 1983, in foreign policy sections of the newspaper Večer, there were published 475 articles, 17 photographs and 1 unit of other media content (charts, graphs, caricatures, maps, etc.) for international events. All photographs and other media content for actualities from abroad are placed in the printed editions with unstated or unnamed source of information, or more concretely, with unnamed journalist who created the content, or media from which it is taken.

The most employed source of information on textual content is the Yugoslav news agency Tanjug, from which are provided 198 articles, or 41, 7% of the total number of published written material. Global news agencies Associated Press, Reuter, Agence France Presse, United Press International and TASS are used as source of information in 141 texts, which represents 29, 7% of the textual material.

Table 6. *Continents or regions which are a subject of interest in published articles for international events in the newspaper Večer in 1983*

| Continent or region which is a subject of interest in the published articles | Text | |
|--|------------|--------------|
| | N | % |
| Northern continents and regions of the Earth | | |
| Europe (including Soviet Union) | 173 | 36,4% |
| Asia | 84 | 17,7% |
| North America (USA, Canada, Mexico) | 55 | 11,6% |
| Middle East | 51 | 10,7% |
| Balkan Peninsula (including Turkey) | 24 | 5,1% |
| Total: | 387 | 81,5% |
| Southern continents and regions of the Earth | | |
| South America | 26 | 5,5% |
| Africa | 21 | 4,4% |
| Central America and the Caribbean | 19 | 4% |
| Australia, Oceania and New Zealand | 5 | 1% |
| Total: | 71 | 14,9% |
| More than one continent or region | 17 | 3,6% |
| Total: | 475 | 100% |

During the communist period in 1983, the newspaper *Večer* was oriented toward reporting actualities from the northern continents and regions of the world. As much as 387 articles, or 81, 5% of the total number, refer to events that took place within Europe, Asia, North America, Middle East and Balkan Peninsula. For actualities from the developing countries or the Third world countries, which are situated mostly on the southern parts of the Earth, are published 71 articles, or 14, 9% of the textual content.

Table 7. *Items of articles related with the southern continents and regions of the Earth, published in the newspaper Večer in 1983*

| Items of the published articles that are related with the southern continents and regions of the Earth | Text | |
|---|-----------|--------------|
| | N | % |
| Positive items | | |
| Bilateral and multilateral agreements, meetings and conferences, establishing and further development of regional and international organizations | 7 | 9,9% |
| Development of democratic political system and respecting human rights | 4 | 5,6% |
| Other positive items (those positive items not listed as a separate class in the exemplar document) | 3 | 4,2% |
| Economic, political and cultural development of society | 2 | 2,8% |
| International aid | 1 | 1,4% |
| Independence, establishment of sovereignty , struggle against neocolonialism and imperialism | 1 | 1,4% |
| Ecology and environmental protection | 1 | 1,4% |
| Total: | 19 | 26,7% |
| Negative items | | |
| Military and political conflicts (international military conflict, civil war, political conflict) | 28 | 39,5% |
| Other negative items (those negative items not listed as a separate class in the exemplar document) | 13 | 18,3% |
| Economic and financial crises | 5 | 7,1% |
| Terrorism | 2 | 2,8% |
| Natural disasters (floods, earthquakes and other) | 2 | 2,8% |
| Organized crime | 1 | 1,4% |
| Poverty and diseases | 1 | 1,4% |
| Total: | 52 | 73,3% |
| Total: | 71 | 100% |

The events from neighboring Balkan countries are present with only 24 articles, or 5, 1% of the total amount. This means that some of the basic rules of journalism had been breached by the editorial staff. However, it should not be forgotten that during this period of time, Yugoslavia was a non - aligned country, with different foreign policy priorities from neighboring countries. During the research period of 1983, Greece and Turkey were part of the Western bloc, and Bulgaria and Romania were members of the Warsaw Pact, while communist Albania was the most isolated country in Europe.

Table 8. *Articles for international events published in the newspaper Večer in 1983, divided on journalistic genres*

| Published articles for international events divided on journalistic genres | Text | |
|--|------------|--------------|
| | N | % |
| Shorter informative genres | | |
| News | 254 | 53,5% |
| News in brief | 116 | 24,3% |
| News in series | 62 | 13% |
| Informative report | 16 | 3,7% |
| Photo-news | 2 | 0,4% |
| Total: | 450 | 94,9% |
| Longer interpretative, argumentative, dialogic and belletristic genres | | |
| Commentary report | 5 | 1% |
| Article | 4 | 0,8% |
| Belletristic report | 1 | 0,2% |
| Total: | 10 | 2% |
| Texts that contain elements of different genres | 15 | 3,1% |
| Total: | 475 | 100% |

Empirical results show that majority of journalistic texts presented only those international events with negative topics, creating a specific media reality for the actual situation in Central and South America, Africa, Australia, New Zealand and Oceania. In 1983, Gatekeeping had been constantly feeding the newspaper Večer with negative items, which were covered in 52 articles for the southern continents and regions of the world, or 73, 3% of the total number of texts for these parts of the globe.

When it comes to genre affiliation of the published texts for international events, in printed issues of the newspaper *Večer* were published 450 texts from the shorter informative genres: news, news in brief, news in series, informative report and photo-news. This number shows that 94, 9% of all texts can be classified in these informative genres. International reporting in 1983 was built on the idea of creating information for actual events, in most cases, putting them in journalistic structure of the genre news.

DISCUSSION

This empirical research obtains scientific findings about the dependence of global media on international reporting of the Macedonian newspaper *Večer* in two different time periods, political systems, media systems and societies. The editorial office of the newspaper *Večer* shows a high level of unprofessionalism, arising from unstated sources of information in published articles and photographs for international events. If we take into account these results, a serious problem has arisen in determining the dependence of global media. It is impossible to discover the proportion of quantitative usage of these types of media in foreign policy reporting.

The core of international reporting by the newspaper *Večer* in 2013 and in 1983 is composed of textual material. During the 80s of XX century, the major source of information is the Yugoslav news agency Tanjug, thus global media input have small impact on the reporting of international events. Despite the use of domestic media as a sure source of information in 1983, there was a large difference in 2013, where the primary focus was put on the use of foreign national and regional media. At the same time, the share of global media in international reporting is very small to small in both periods of time. These media appear as sources of information in 3, 7% of the total number of articles in 2013, and in 29, 7% of the journalistic texts for international events published within the articles of 1983.

Despite these profound results, some of the obtained data are a clear flag giving obvious proof of the heavy, but indirect dependence of global media in the newspaper *Večer*. This negative characteristic of international reporting is explicitly present in 2013 and in accordance with the absence of correspondent staff in the printed media from abroad.

There is significant imbalance of published articles related to different parts of the world. International reporting of the newspaper *Večer* follows the major events in “elite” countries and regions of the globe, while actual happenings from the Third world countries and developing countries are usually neglected. This is

especially reflected by the current journalistic reports. The quantitative content analysis shows a margin of 10:1 in favor of the northern continents and regions of the globe. This means that for every 10 texts covering international events within Europe, the Balkan Peninsula, Asia, Middle East and North America is published only one article concerning the events from the southern continents and regions of the world.

The media agenda of international reporting formed in 1983 shows more equal and impartial information. In foreign policy sections of the newspaper *Večer* you will note the proportion of 5:1 in favor of the northern continents and regions of the Earth. In 1983, the SFR Yugoslavia still remained firm in its foreign policy priorities – membership in the Non-Aligned Movement, close bilateral relations with developing and undeveloped countries and strong support to the politics of coexistence in international relations and of decolonization of the Third world. On the other hand, foreign policy reporting of the leading Macedonian newspaper in 1983 shows that editorial staff seems redirected towards other priorities – gathering information and analyzes topics from the northern continents and regions of the world, mainly events that occurred inside the Eastern and the Western bloc countries. This can be another indicator of the great indirect influence of global media for the newspaper *Večer*.

Another research results are tied within this claim. Military and political conflicts, terrorism and other negative topics are mostly elaborated in those articles connected with the southern continents and regions of the world. In 2013, in foreign policy sections of the newspaper *Večer* you will note the proportion of 4:1 in favor of negative topics in those articles that cover international actualities from Africa, Central and South America, Australia, Oceania and New Zealand. In 1983, 73, 3% of the published texts of the Macedonian newspaper presented some negative topics concerning international events from these parts of the world. At the same time, positive themes were covered within 26, 7% of the written material published in foreign policy sections. In regard to the other questions posed within this research, the main conclusions formed by the report “Many voices, one world” of UNESCO prove to be valid points in the examination of the newspaper *Večer*.

Quantitative analysis proposed within this paper, shows similar results in terms of articles genre affiliation. In 1983, editorial attention appears to be focused on news articles from the shorter informative genres, and from them were constructed 88, 8% of the total number of articles. From this aspect, we conclude that the reporting of foreign policy by the newspaper *Večer* during the 80's of XX century was strongly connected to news agencies. The research highlights similar scientific results for the 2013 printed issues. Shorter and informative journalistic genres are mostly represented in foreign policy sections of the newspaper *Večer*. From this

perspective, the quality of foreign policy reporting seems to be on same level in both research periods.

CONCLUSION

The dependency upon global media concerning foreign policy reporting for the newspaper *Večer* can partly be noted through obtained results. The direct dependence from such media in the 1983 editions is small, due to the fact that they are rarely used as sources of information within the textual content. During the research period of 2013, it is impossible to discover the direct dependence from global media. Almost all photographs and most of the textual content in 2013 are published with unstated source of information, which confirms the disrespect of journalistic standards for structuring the media material.

Empirical results indicate a heavy indirect dependence on global media of international reporting of the Macedonian newspaper *Večer* in both research periods. A vast majority of texts are related to novelties that occurred on the northern continents and regions of the world. Central and South America, Africa, and Australia, New Zealand and Oceania are mostly excluded from the constructed media agenda, so it is impossible to discover constructive information concerning these continents and regions. At the same time, the great influence of global media can also be seen through the majority of texts using negative topics as a focal point for the southern continents and regions of the Earth. The attention from editorial staff in both research periods usually is directed towards military and political conflicts. The unbalanced international reporting is particularly noticeable within the 2013 printed issues. The editorial offices of this Macedonian newspaper have been concentrated in reporting on “elite” nations, those with the highest level of social development. One of the clearest examples for this is the fact that the global media are founded within the biggest or most developed countries in the world (USA, Great Britain, France, Russia, Qatar, etc.), and their mode of data collection, processing, creating and disseminating of information is conducted also within these regions of the world.

The fundamental conclusion for the foreign policy reporting of the newspaper *Večer* in both research periods is that there is no in-depth journalism. Even more, we can see further regression of the international reporting during the research period of 2013. Media reports covering international events are taken by other unknown media. The materials presented by correspondent staff concerning that of foreign policy sections are absent, and the main attention of this newspaper has given way mostly to those novelties taking place in the most developed countries.

The fundamental journalistic standards are not respected in a majority of published articles within both research periods. Finally, all of these empirical results lead to the heavy indirect dependence on global media of international reporting of the Macedonian newspaper Večer.

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