

AN ANALYSIS OF THE POLITICAL CAMPAIGN OF POLITICAL PARTIES DURING REGULAR PRESIDENTIAL AND EARLY PARLIAMENTARY ELECTIONS IN 2014

AndonMajhosev¹, SuzanaDzamtoska-Zdravkovska², Jadranka Denkova³

¹Faculty of Law, University “GoceDelcev”-Stip, E-mail: andon.majhosev@ugd.edu.mk

²Faculty of Law, University “GoceDelcev”-Stip, E-mail: suzana.dzamtoska@ugd.edu.mk

³Faculty of Law, University “GoceDelcev”-Stip, E-mail: jadranka.denkova@ugd.edu.mk

Abstract

The implementation of the electoral process in each state is the mirror of democracy. Elections send messages about the political culture of the state, its democratic capacity, and whether it has a political future. During the elections the focus of interest of domestic and international political community is always on the question of the extent of how free and fair they are and in accordance with international standards. This especially applies to the countries of the Western Balkans, where election incidents happen during the election, as well as irregularities and rejection of the election results, hatred speech, etc. In our research we will focus on hate speech as one aspect of the electoral process in the Republic of Macedonia. In all previous elections hate speech was present, and it was especially prominent in the initial period of political pluralism in the 90s, but over time this undesirable phenomenon on election seems to reduce its vigor. Our primary research question in this paper will be how and to what degree hate speech will be represented in the regular presidential campaign and early parliamentary elections in the Republic of Macedonia, which will be held in April 2014. In our research we start from the basic research hypothesis that in Macedonia, despite increased political culture and higher level of democracy in the state electoral campaigns of political parties we can still find hate speech, which is of lower intensity than the initial period political pluralism. Also, we assume that the hate speech will come to a greater degree during the parliamentary election campaign than presidential elections. The research will apply the method of content analysis of articles in print media, electronic media and internet portals during the election campaign. Furthermore, we will make a comparative analysis of the use of hate speech between the government and opposition, Macedonian and Albanian political parties and between the parties of the Albanian political block (BDI, PDSH etc.).

Keywords: media, elections, campaign, political culture.