

A War in between: The Kosovo conflict and the opposite declarations of independence

Rui Novais

The goal of this article is to assess whether the way the media have interpreted Operation Allied Force - the 1999 NATO air campaign against Yugoslavia, a legitimate intervention to prevent a humanitarian catastrophe resulting from a one-sided Serbian aggression- had an impact on the 2008 successful unilateral declaration of independence, following a rather similar failed attempt in 1990.

By comparing media coverage of those three-key moments in contemporary Kosovo history it aims to gauge how the newspapers appropriate specific discourses from past to present and from global context to the national or local level in light of Fairclough's theory of a recontextualization. Based on the frame analysis of the main representatives of the mainstream Portuguese daily press it concludes that the news reports reproduce discourses from the international mainstream public spheres to endorse the decision of the national government to ultimately acknowledge the partially-recognized Republic of Kosovo.