

## Propaganda and Image in the incident in Kumanovo

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Countries aim to create a positive image for themselves even through propaganda exerted by state actors, being presented as a victim of aggression, in order to gain sympathy from others. One such case of being presented as victims by demonizing the other party, was the armed incident in Kumanovo, Macedonia which happened at the beginning of the month of May; an event which had a great media coverage by international media. In this incident Macedonian side sought to present itself as victims of aggression caused by extremist citizens from Kosovo. International media widely reported the incident while a foreign public, uninformed in details about the Balkans developments, is often influenced by the primacy effect of the message, be that a false one. The paper will address the huge international media coverage on this armed incident where 18 people were killed seen from the perspective of the image of Albanians in general and Kosovo in particular.

The main hypothesis that arises here is that the incident in Kumanovo, despite great uncertainties and doubts about the event itself, has negatively affected the international image of Albanians to distant public. The paper aims to analyze the coverage of the powerful international media; the primary message that was given and whether later explanatory information were provided thus to clarify the uncertainties. The primary message, even if it is a propaganda message, is estimated to be more effective than subsequent correction especially in cases when the receiver of the message is a hardly informed public with the developments or the public which does not show any specific interest to such developments.

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