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National self-representation of the Post-Yugoslav space in the ESC

2023 marks the 30th anniversary when countries that had emerged from the turmoil of the collapsing socialist regimes in Central and Eastern Europe took their first steps towards the Eurovision Song Contest.

Among them were debutants Bosnia & Herzegovina, Croatia and Slovenia who had already been part of the ESC world due to the Yugoslav participations starting in 1961. This made the contests a well-established stage mirroring the dynamics in society in these young republics and the way they wished to be perceived by a European audience.

Felix is going to present the topic of his Master's thesis which addresses the question of what - if any- nation branding strategies the states of the post-Yugoslav space are pursuing at the Eurovision Song Contest. It aims to explain the cultural significance of popular music in the post-Yugoslav area, as well as its interconnection with the Eurovision Song Contest. The thesis goes on to analyse the representation strategies of Croatia, North Macedonia, Serbia and Slovenia, especially taking into account media coverage and preview videos published ahead of the contest.

Biography:

The annual tradition of watching the Eurovision Song Contest with his family has made Felix Häring interested in languages, culture and politics. He is currently pursuing his Master's degree in European Studies at the University of Leipzig, with a particular interest in the newer EU members and the dynamics of their European integration.

Previously, Felix Häring earned a Bachelor's degree in Slavonic Studies in Leipzig and Prague with his thesis on political framing in election programs. He is active in Czech-German exchange projects and has worked for the Czech Chamber of Deputies and the German Embassy in Prague.