

CULTURAL MEMORY AND CHILDHOOD

DO YOUNG ADULTS FROM FORMER YUGOSLAV REPUBLICS STILL WATCH YUGOSLAV TV PROGRAMS?

The Yugoslav television production was quite copious and eclectic. TV Belgrade was the largest production center. How much young people watched old Yugoslav programs today?



-Young people preferably watch films, TV series and children's programs.
-Since television was the most powerful media for several decades, it is to be expected that young people remember their childhood through the children's programs they grew up with.
-Because of that they would mostly like to watch reruns of children's program, since they believe there are not enough of those.

The research is based on the theories of Halbwachs and Assmann

Halbwachs explained in great detail the distinction between historical memory and collective memory. Historical memory is fixated in writing. Collective memory aspires to the preservation of the past in the present.

Assmann points out that, as a vital part of collective memory, cultural memory represents the transfer of meaning from the past.

How much can television as mass media still produce meaning about the past precisely with its program scheme?



The Sacrificed ("Otpisani")



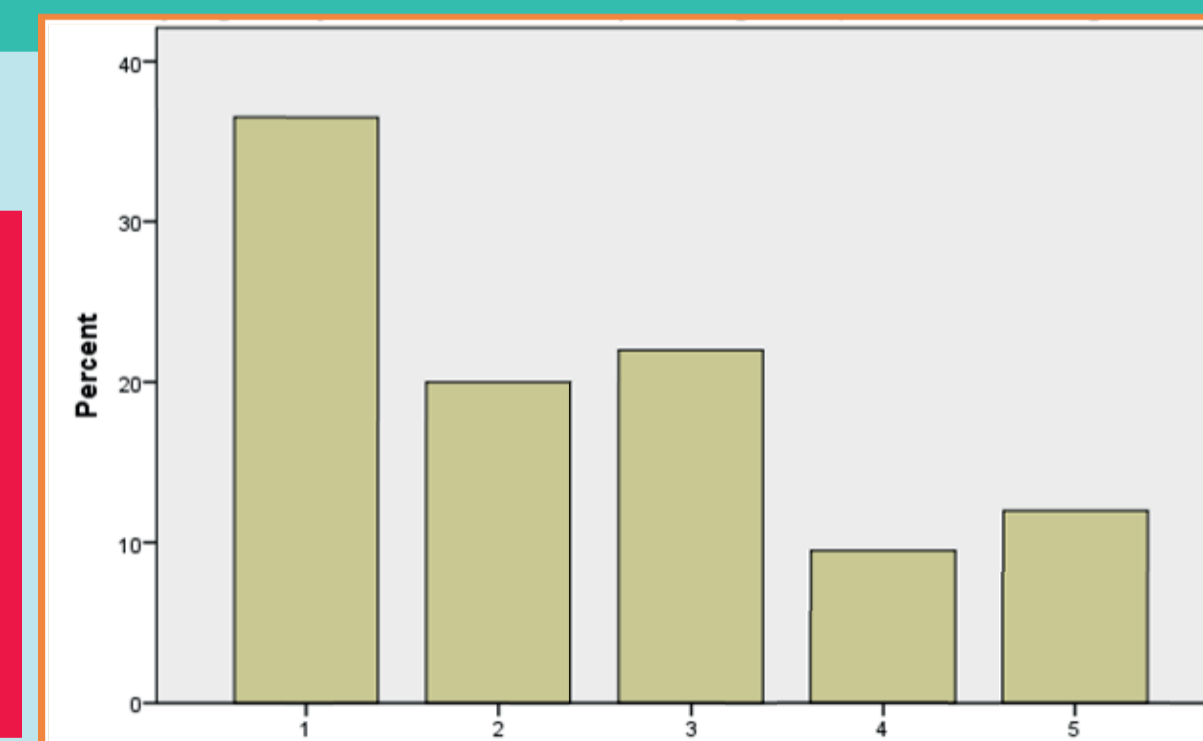
So why are there still reruns of Yugoslav TV shows when it has already been two decades since the disintegration of Yugoslavia?

And the second is a part of attempts to still conquer viewers' preferences of a social group which, in all these countries, still cherishes cultural memory of a former joint country.

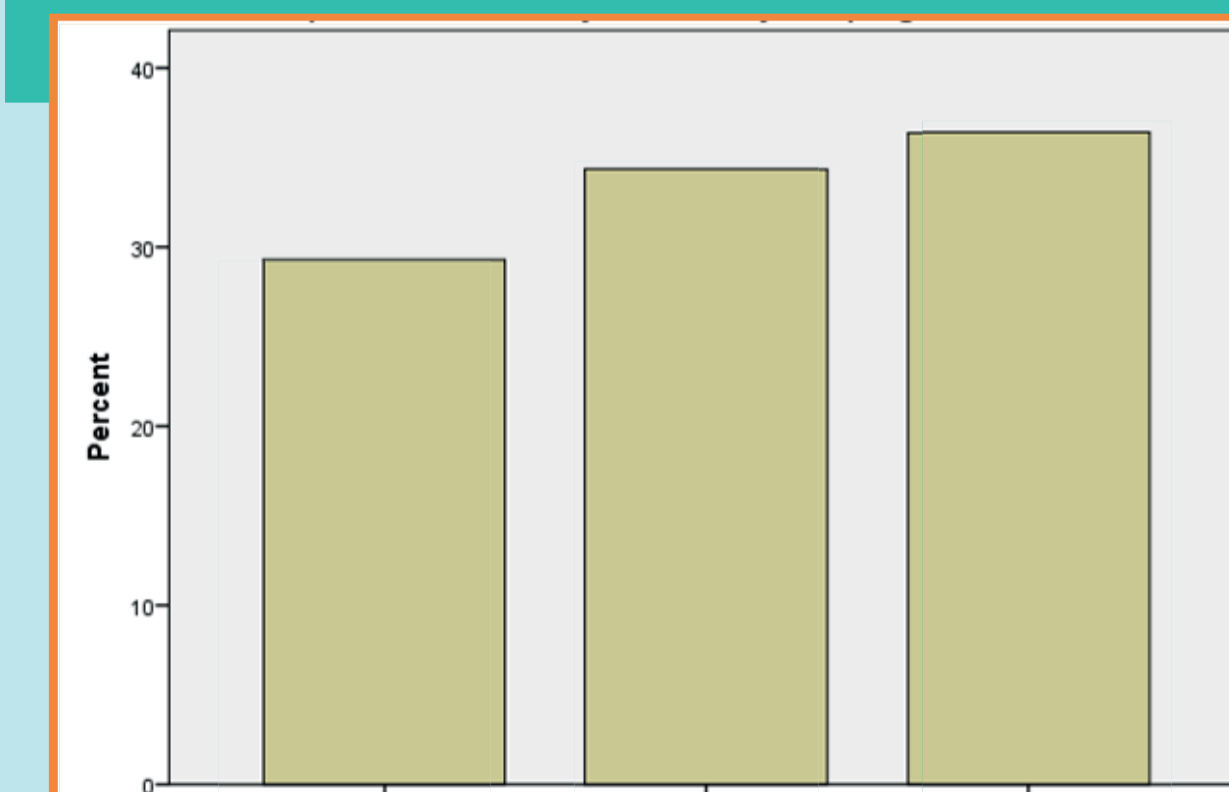
The research was conducted in February 2016 on a sample of 200 people from 4 former Yugoslav republics: Serbia, Montenegro, Bosnia and Herzegovina and Croatia.

The sample consists of young people between the ages of 15 and 32, born before, during and after the disintegration of Yugoslavia

Estimate how much you watch reruns of television programs made and broadcast in the former Yugoslavia. 1 signifies you do not watch them at all, and 5 signifies you watch them considerably.



You believe that there are _____ reruns of such content on television programs



too few just the right amount of too many

The first reason is a pragmatic-commercial one: no national television production is copious enough to function solely on producing new programs without reruns.

As graph shows, 21.5% of young audiences in total watch programs made in the former Yugoslavia gladly or very gladly, while the majority do not watch them at all, or are reluctant to watch it

However, opinions on whether there are too few, too many or just the right amount of such programs on current television are divided.

