

Characteristics of Interviews in Local Online Media in Southern Serbia¹²

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Abstract

The interview, as a journalistic genre, according to Dušan Slavković, can be classical, improvised and combined (Slavković, 1988). This classification of interviews was created in the era of dominant print, radio and television media. In the context of the growing number of online media, the question arises whether the traditional classification of interviews is also applied in digital journalism. In this paper, we deal with the analysis of interviews as a journalistic genre in local online media in the south of Serbia, through a multiple case study. The analysis includes three media outlets that have an “Interview” section: Slobodna reč from Vranje, Jugmedia from Leskovac and Pirotke vesti from Pirot. The aim of this paper is to investigate the frequency of publishing interviews in the local online media, dominant topics and types of interviews, as well as who the most frequent interviewees are and their areas of expertise. The time frame of the research is from January 1, 2023 to December 31, 2023. The unit of research analysis is each individually published interview in the mentioned local online media. The corpus of analyzed interviews is 22 (Slobodna reč - 8; Jugmedia - 9; Pirotke vesti - 5). The findings of the quantitative and qualitative analysis of the case study show that in the analyzed period, local online media varied in the frequency of publishing interviews, as well as that the classic interview is the most represented type. The dominant topics in the interviews of the online media Slobodna reč and Pirotke vesti are topics about culture, while Jugmedia has the most interviews related to education. The interlocutors in these interviews mostly come from the same fields as the topics being discussed.

Keywords: interviews, local online media, Slobodna reč, Jugmedia, Pirotke vesti

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Introduction

Modern journalism has undergone a major transformation with the advancement of digital media and the rise of online platforms. Traditional journalistic forms have adjusted to new formats and technological requirements, resulting in changes in writing style, content structure, and audience engagement. In light of these changes, an important question arises: have certain traditional journalistic genres preserved their core structure in the digital landscape? This paper examines the interview as a journalistic genre, focusing on its adaptation and role in local online media in southern Serbia. Local media serve a vital function in democratic societies by keeping citizens informed about issues that directly affect their daily lives (Krstić, 2022). The digitalization of media has made information more accessible, enabling local media to expand their audience and increase their visibility. In southern Serbia, where local media often operate under distinct socio-economic conditions (Mihajlov Prokopović, Jevtović & Jovanović, 2019; Vujović, Pavlović & Obradović, 2019), their role becomes even more significant. Given their importance in modern society, local media serve as a key framework for examining the evolution of journalistic genres in the digital landscape, with this study placing a particular emphasis on the interview.

Numerous authors from this region (Lukač, 1979; Rajnvajn & Mladenov, 1982; Slavković, 1988; Životić, 1993; Kljajić, 2009) have explored the interview as a journalistic genre, examining its definitions, classifications, and role across different media contexts. Their work has laid the foundation for understanding this form of journalistic expression. As the most widely used journalistic format, the interview has experienced continuous growth in both popularity and presence since its emergence in print media. Its widespread use across different journalistic genres further enhances its popularity compared to other journalistic forms, as well as its authenticity, persuasiveness, and credibility (Đurić & Amidžić, 2013). The interview can be defined as a conversation between a journalist and a specific individual aimed at publication in the media, whether in print, radio, or television (Slavković, 1988). The significance of the interview lies in its role as a vital form of communication and cultural practice, and it is also recognized as one of the most natural and effective methods for collecting and spreading information (Bell & Van Leeuwen, 1994). This indicates that the interview is not merely a journalistic genre but can also be utilized as a research method across various academic disciplines for gathering relevant information (Slavković, 1988). Understanding the interview as a journalistic genre requires drawing on existing theoretical and practical approaches, which provide a foundation for further research into its specific forms and functions in different media contexts. Nevertheless, the interview is often unfairly neglected as a media genre, particularly in domestic academic and research frameworks (Jevtović, Petrović & Aracki, 2014).

One of the significant contributions to understanding the interview was made by Dušan Slavković, who classified this journalistic genre into classic, improvised, and combined interviews (Slavković, 1988). His classification was based on the media practices prevalent in print, radio, and television media at the time. This paper explores whether and how this classification applies to local online media, which operate in the contemporary digital environment. The research questions addressed in this paper are: How frequently are interviews published in local online media? Which type of interview—classic, improvised, or combined—is most commonly found in local online media? What are the dominant topics covered in interviews in local online media? Who are the most frequent interviewees in local online media, and from which fields do they come? To fully understand how the interview has evolved and its characteristics in the digital environment, it is necessary to refer to existing theoretical classifications of this genre.

The interview as a journalistic genre

In the mid-19th century, when the interview first appeared in print media, it was often criticized as a genre that invaded privacy and was considered too trivial to merit the prestige of print media and widespread distribution (Bell & Van Leeuwen, 1994). However, more than six decades after its emergence, the interview gained status as an equal journalistic genre and became a staple in media outlets. A significant turning point occurred in 1927 when the American Society of Newspaper Editors published an evaluation recognizing the interview as one of the most important journalistic forms and the most engaging for the general public (Kljajić, 2009). The interview, as a journalistic genre, represents a public form of communication where the spoken content is intended not just for the immediate interlocutor but for a broader audience, highlighting the importance of careful word choice and public presentation in order to establish a meaningful and purposeful dialogue (Montgomery, 2009). Rajnvajn and Mladenov offer a similar definition, describing the interview as a public conversation or information intended for the audience, usually presented in the form of a dialogue (Rajnvajn & Mladenov, 1982). Radomir Životić considers the interview to be a complex form of journalistic expression, and rightly places it at the core of journalism. This view is shared by Valić Nedeljković, who emphasizes that, in addition to its complexity, the interview also has several limitations. Its basic characteristics include the roles of participants, their number, intentions, contributions, and status. It can be conducted face-to-face, over the phone, or through modern means, such as computer-related networking platforms (Valić Nedeljković, 1999). This form, as noted by Radomir Životić, attracts attention because it allows the transmission of current information in a direct, natural, and convincing way, thus satisfying man's innate curiosity. According to this author, the interview is appealing because it creates an authentic and persuasive atmosphere, enabling the truth to be conveyed through direct conversation (Životić, 1993). The popularity of the interview is also fueled by the public's great interest in participating in dialogues to express their opinions and hear adequate responses, which, according to Bjelica and Jevtović,

is an important element of democratic societal development (Bjelica and Jevtović, 2008). Similar to Životić, Jelena Jovanović Simić acknowledges the informational value of the interview but points out that this journalistic genre is not the highest level of journalistic creation. In her opinion, the focus on public figures sometimes diverts attention from the event or topic itself, which can diminish its essential value (Jovanović Simić, 2012). However, for a conversation with a specific individual to become an interview, it must be intended for publication, and the topic must be of social relevance. Only then does the conversation transform into an interview that not only conveys facts but also explains, interprets, and socially evaluates them (Slavković, 1988).

One possible classification of interviews is based on the nature of the interviewee and the subject of the conversation, distinguishing between political interviews, interviews with public figures, and confessions. These types of interviews share a specific approach to questioning, as well as distinct speech acts tailored to the category of the interviewee. While politicians are often confronted with challenging and direct questions, public figures are encouraged to share their experiences, and confessions focus on revealing personal feelings and desires (Bell & Van Leeuwen, 1994). Jovan Šćekić further categorizes interviews into those with everyday people on the street, interviews with individuals of interest, interviews with personalities who captivate readers or listeners, and important or significant interviews (Šćekić, 1983, as cited in Bjelica & Jevtović, 2008).

Rajnvajn and Mladenov classify the interview into seven types: classic, interpretative, reportorial, narrative, collective interview, and they also include the press conference and survey (Rajnvajn & Mladenov, 1982). The BBC journalism course highlights three basic types of interviews: investigative-analytical, which thoroughly explores the topic of conversation; informative, in which the audience participates; and emotional, which reveals the current mood of the interviewee (Bojd, 2002). In contemporary journalism, three main types of interviews are recognized: the classic interview, the combined interview, and the interview with a personality, also known as the profile interview (Jevtović, Petrović & Aracki, 2014).

In this research, the classification by Dušan Slavković is applied, providing a framework for analyzing the prevalence of different types of interviews in local media. The focus is on determining which of these types dominates in the contemporary digital environment. Slavković, using criteria such as the method of processing, structure, and the relationship between the journalist and the interviewee, divided the interview into three basic types: classic, improvised, and combined. This author rightly points out that classifying interviews by topic in any other way is almost impossible, as this journalistic genre can address a wide range of aspects of reality, from social and human issues to natural and cultural phenomena. The classic interview exclusively involves questions and answers, with a brief introduction containing basic information about the interviewee, the journalist, as well as the place and time of the conversation. This form of interview most often includes famous personalities, political leaders, and heads of state, whose words carry particular social significance. The improvised interview, in contrast, is unpredictable and dynamic,

unlike the classic one, which is thoroughly planned and composed. Its essence lies in a general theme that develops spontaneously throughout the conversation, often through sudden questions and answers. The combined interview introduces new elements that enrich journalistic expression, and it is often referred to as an interview-portrait (profile interview) or interview-reportage. Unlike the classic and improvised interviews, the personality of the interviewee is often more important than the topic of the conversation itself (Slavković, 1988). While these classifications provide a theoretical framework for understanding the interview as a genre, it is crucial to consider how it adapts to modern online media. Digital journalism presents specific challenges and opportunities that shape its form and method of realization.

The interview in online media

Electronic press can be divided into two main categories. The first category includes online editions of magazines that also have a print version available at kiosks. The second category refers to media that exist solely on the Internet and are not available in physical form, such as portals that are the result of independent work or the work of other media, such as television (Kljajić, 2009). The focus of this paper will be on online media that operate exclusively in the digital space.

In 2015, a sharp increase in the number of online media outlets was recorded, more than doubling compared to the previous year. However, by 2016, the growth rate slowed down.⁵ The analysis of data from the annual reports of the Business Registers Agency indicates changes in the trend of popularity of online media in recent years. After a slight increase in the number of registered Internet portals from 2017 to 2018, a decline is observed in the following years, with a particularly significant decrease in 2022 and 2023, when the number of Internet portals dropped to 99 and 77, respectively. Based on the data from the Agency, there has been a decline in the number of registered Internet portals as well as the total number of all registered media outlets on an annual basis. However, Internet portals still represent a significant part of the media landscape. Analyzing the total number of registered media outlets, it can be observed that Internet portals have consistently been among the most frequently registered, confirming their important role in the contemporary media ecosystem.⁶

Veselin Kljajić, as previously mentioned, addressed the specifics of interviews in online media. One of the key features of interviews in electronic press is the ability of readers to actively participate in the discussion by leaving comments. This interactivity provides journalists in digital editions with insight into the interests and views of the audience. Another critical characteristic of online interviews is hypertext, as well as the unlimited space for content. Kljajić's research indicates that interviews in print editions, online magazines, and on the Internet are generally

⁵ Retrieved from <https://labs.rs/sr/onlajn-mediji-u-srbiji/> (Visited on 17.10.2024.)

⁶ Business Registers Agency, 'Annual Report for 2017'; 'Annual Report for 2018'; 'Annual Report for 2019'; 'Annual Report for 2020'; 'Annual Report for 2021'; 'Annual Report for 2022'; 'Annual Report for 2023', retrieved from Work reports (Visited on 17.10.2024.)

similar, except for the differences arising from the specific nature of the medium. On the other hand, Bylkova and Shalkov emphasize that modern interviews in online media can have a freer style, characterized by improvisation, the use of slang, and a high degree of spontaneity, either partial or complete (Bylkova & Shalkov, 2020). The advantage of interviews in the online space, and various texts in general, lies in the possibility of modifying content in case of mistakes or missed information. In addition, interviews can include multimedia elements such as video and audio recordings, further adapting to the specifics of the Internet environment. Moreover, there is the possibility of accessing an archive of interviews, allowing for long-term availability of content (Krejg, 2010).

In his study, Kljajić notes that online media often feature a special “interview” link, which represents a significant advantage as it allows for searching exclusively within the interview archive (Kljajić, 2009). In line with this practice, the study will analyze the online media outlets *Slobodna reč*, *Jugmedia*, and *Pirotske vesti*, which have a dedicated “Interview” section, thereby facilitating search and access to archived content.

Method

In order to investigate how the aforementioned theoretical frameworks are applied in practice, an analysis of interviews published in local online media in southern Serbia was conducted. The subject of this research is the application of Dušan Slavković’s traditional classification of interviews in local online media in southern Serbia. The aim of the study is to examine the frequency of interview publication in these media, determine which type of interview dominates, analyze the most prevalent topics, and identify the most frequent interviewees, including the fields they come from. The research questions that this study aims to answer are: How often are interviews published in local online media? Which type of interview – classical, improvised, or combined – is most represented? What are the dominant topics covered in the interviews? Who are the most frequent interviewees and what fields do they come from? The time frame of the research covers the period from January 1, 2023, to December 31, 2023, as this period was the most suitable for analyzing current trends in publishing interviews in local online media at the time the study was conducted. Additionally, the data were used for a presentation at a conference held in 2024. The unit of analysis is each individually published interview in the analyzed local online media. The method used in the study is a quantitative-qualitative content analysis, applying a coding sheet, which allows for the systematic collection and organization of data on the frequency of interview publication, types of interviews, dominant topics, interviewees, and their respective fields. The research corpus consists of a total of 22 interviews, distributed as follows: *Slobodna reč* (8), *Jugmedia* (9), and *Pirotske vesti* (5).

Results

The research results will be presented through four segments. The first part analyzes the frequency of publication of interviews in local online media in the south of Serbia. The second part examines the representation of different types of interviews. The third part focuses on the dominant topics covered in the interviews, while the fourth part shows the most frequent interviewees and the areas they come from.

The presence of interviews in online media in southern Serbia

Table 1 shows the distribution of published interviews in the analyzed local online media during 2023. A total of 22 interviews were analyzed, with 8 published on the *Slobodna reč* portal, 9 on *Jugmedia*, and 5 on *Pirotske vesti*. The data show that the publication of interviews was not evenly distributed throughout the year. *Slobodna reč* published interviews sporadically, with the most posts in February and April (two interviews each), while in several months there were no interviews at all. *Jugmedia* published the most interviews in October (three), with none published in the first half of the year. Similarly, *Pirotske vesti* published one interview in different months, without a noticeable concentration of posts in any particular period of the year. This distribution indicates that the frequency of interview publication in local online media varies throughout the year, with no clear pattern in the publishing dynamics.

Table 1

The presence of interviews in online media in southern Serbia

The media	January	February	March	April	May	June	July	August	September	October	November	December	Total number of interviews
Slobodna reč	0	2	0	2	0	0	1	0	0	1	1	1	8
Jugmedia	0	0	0	0	0	0	1	0	2	3	2	1	9
Pirotske vesti	0	0	1	0	0	1	0	1	1	1	0	0	5

Types of interviews in the analyzed online media

The analyzed interviews published in local online media show that the traditional classification of interviews is also applied in the online space. The analysis identified three main types of interviews according to Dušan Slavković: the classic, improvised, and combined interview. *Slobodna reč* published only classic interviews during the analyzed period. These interviews are characterized by pre-prepared questions that are clearly formulated and demonstrate good preparation for the conversation, followed by the responses. In these interviews, noticeable serious journalistic practices have remained consistent with traditional interview standards, and the model of introducing the interviewee at the beginning is also

applied. However, to adapt to the demands of online journalism, some interviews have included links to additional content and multimedia materials, such as video content, which is specific to digital production. For example, in an interview about the National Museum in Vranje, links were added directing to the museum's social media pages (Petrov, 2023)⁷.

Jugmedia uses mostly classic interviews, but has also conducted one improvised and three combined interviews. The improvised interview was applied in the interview with the head of the coaching staff of the football club GFK Dubočica, where sudden questions characteristic of this type of interview can be observed, and in some parts, instead of questions, there are statements (Ivanović, 2023)⁸. In some interviews, instead of the usual questions, there is the insertion of subtitles that reflect the responses of the interviewees. Combined interviews were used to portray the personality itself, which aligns with Slavković's definition. An example of this type of interview is the one that presents the life path of teacher Danica, titled *"Danica Kocavska from Vlasotince: In a time when Serbian education is at its lowest, the example of this teacher shines like a guiding star"* (Stanković, 2023)⁹. Additionally, this media outlet uses multimedia content, so several interviews include video materials alongside the text, further enriching the content.

In *Pirotske vesti*, the classic interview format dominates, with four such interviews and one combined interview published in 2023. This media outlet also includes additional content, such as video materials at the end of the textual section. An example of a classic interview with all traditional characteristics was published under the title *"The Serbian Amber Alert, Named 'Find Me,' Begins Operations"* (*Pirotske vesti*, 2023)¹⁰.

Table 2
Types of Interviews in the Analyzed Online Media

The media	Classic interview	Improvised interview	Combined interview
Slobodna reč	8	0	0
Jugmedia	5	1	3
Pirotske vesti	4	0	1
Total	17	1	4

⁷ See: <https://slobodnarec.com/izazov-je-zastititi-neprocnjivo-bilo-bi-lepo-da-nas-je-vise/>, visited on 11.11.2024.

⁸ See: <https://jugmedia.rs/dubocica-pojacana-sa-4-superligasa-i-4-prvoligasa-prva-sezona-bice-teska-u-saveznom-rangu/>, visited on 11.11.2024.

⁹ See: <https://jugmedia.rs/danica-kocavska-iz-vlasotinca-u-vremenu-kada-je-srpska-prosveta-na-dnu-primer-uciteljice-sija-poput-zvezde-vodilje/>, visited on 11.11.2024.

¹⁰ See: <https://www.pirotskevesti.rs/srpski-amber-alert-pod-nazivom-pronadi-me-pocinje-sa-radom/>, visited on 11.11.2024.

The thematic framework of interviews in local online media

From Table 3, it is clear that thematic areas vary across different media, with the dominance of certain topics providing insight into each outlet's focus. *Slobodna reč* primarily covers cultural topics, which make up the majority of its published interviews. This thematic focus reflects an interest in cultural events and developments within the local community. One such interview is titled “*Children See Jokić on TV and are Back on the Playgrounds—The Same Should be Done with Culture*” (Petrov, 2023)¹¹. In addition to culture, politics also appears in several interviews, though to a lesser extent compared to culture-related topics. *Jugmedia* primarily focuses on social issues, with education being the most represented. An example of a social-themed interview is “*Danica Kocevski from Vlasotince: In a Time when Serbian Education is at its Lowest, the Example of a Teacher Shines Like a Guiding Star*” (Stanković, 2023)¹². One interview focuses on health, while *Jugmedia* also covers topics related to sports and culture. This media outlet also features an interview addressing local issues, specifically local politics. *Pirotske vesti* similarly emphasize cultural topics, with less coverage of sports and social issues, each represented by a single interview. An example of a culture-focused interview is titled “*Nemanja Lilić from Pirot Blends Traditional Balkan Music with Irish Folk Music and Dance*” (*Jugmedia*, 2023)¹³. Overall, the analyzed media primarily focus on cultural topics, while political and social issues are covered to a lesser extent.

Table 3

The Thematic Framework of Interviews in Local Online Media

The media	Society	Culture	Politics	Health	Sports
Slobodna reč	0	5	3	0	0
Jugmedia	5	1	1	1	1
Pirotske vesti	1	3	0	0	1
Total	6	9	4	1	2

Interviewees and their fields in interview

Interviewees from the field of culture in the online media outlet *Slobodna Reč* come from various segments of cultural life. Among them are a musician, a young

¹¹ See: <https://slobodnarec.com/deca-vid-jokica-ili-partizan-na-tv-u-i-ponovo-su-na-igralistima-isto-uraditi-sa-kulturom/>, visited on 11.11.2024.

¹² See: <https://jugmedia.rs/danica-kocevski-iz-vlasotinca-u-vremenu-kada-je-srpska-prosveta-na-dnu-primer-uciteljice-sija-poput-zvezde-vodilje/>, visited on 11.11.2024.

¹³ See: <https://www.pirotskevesti.rs/pirocanac-nemanja-lilic-spojio-tradicionalnu-muziku-balkana-sa-irskom-tradicionalnom-muzikom-i-plesom/>, visited on 11.11.2024.

writer, an audiovisual artist, the acting director of the National Museum in Vranje, a drama student, a screenwriter, and a director. Conversely, interviews covering political topics feature exclusively political figures. In all three political interviews, the interviewees are politicians. One notable example is an interview with the president of the Freedom and Justice Party, Dragan Đilas, titled *'I called on people from both sides in Vranje to communicate normally because they will be in power'* (Pešić, 2023)¹⁴. Jugmedia predominantly covers social issues, with interviewees on this topic mainly being educators, along with one journalist featured in an interview. The outlet also explores sports-related topics, including an interview with Dejan Čelar, head coach of the GFK Dubočica football club from Leskovac (Ivanović, 2023)¹⁵. Health-related topics are explored through an interview with a particular education specialist, while a distinctive culture-focused interview features the mayor of Pirot. In a discussion on local politics and social inclusion, the interviewee was a municipal president. *Pirotske Vesti* also conducted two interviews on cultural subjects, featuring a writer and a musician. A third interview, centered on a folklore festival, includes a conversation with the director of the Cultural Center, Miško Ćirić (Pirotske Vesti, 2023)¹⁶. In the field of sports, the interviewee was a sports coach, while in the social issues interview, the interviewee was the director of the Center for Missing and Kidnapped Children.

Conclusion

Kljajić predicts that interviews will continue to hold their place in journalism, as audiences remain interested in the format. However, the key challenge lies in how journalists adapt to changes and shape interviews in line with modern media trends (Kljajić, 2009). Based on the conducted analysis, it is evident that interviews remain a relevant journalistic genre in the digital landscape. However, their use in local online media in southern Serbia varies in frequency and thematic focus. The research findings indicate that the number of interviews in the analyzed local online media is relatively low. Over a one-year period, a total of 22 interviews were published across three media outlets, suggesting that this genre is not a dominant feature in the digital local media sphere. However, differences among media outlets were observed—Slobodna Reč and Jugmedia published more interviews compared to Pirotske Vesti. The analysis revealed that the classic interview format is the most common in local online media, while improvised and combined interviews are less frequent. However, there is a clear tendency toward innovation, particularly through

¹⁴ See: <https://slobodnarec.com/pozvao-sam-ljude-iz-obe-kolone-u-vranju-da-komuniciraju-normalno-jer-ce-oni-biti-vlast/>, visited on 11.11.2024.

¹⁵ See: <https://jugmedia.rs/dubocica-pojacana-sa-4-superligasa-i-4-prvoligasa-prva-sezona-bice-teska-u-saveznom-rangu/>, visited on 11.11.2024.

¹⁶ See: <https://www.pirotskevesti.rs/pocinje-medunarodni-folklorni-festival-manifetacija-koja-promovise-druzenje-kulturno-naslede-i-tradiciju/>, visited on 11.11.2024.

the inclusion of multimedia content. This confirms that Dušan Slavković's traditional classification of interviews remains applicable in the digital landscape. In terms of subject matter, the research showed that interviews in the analyzed media are most often focused on culture, with fewer covering social issues and politics. Slobodna Reč and Pirotke Vesti primarily address cultural topics, while Jugmedia features the highest number of interviews related to social issues, particularly in the field of education. In local online media, interviewees generally come from areas that align with the dominant thematic categories of each outlet. Cultural interviews often feature artists, writers, and cultural workers, while education-related interviews typically include professors, school principals, and university faculty. This suggests that local online media tend to engage experts, which boosts the credibility and quality of the content. While interviews are not the most commonly used genre in local online media, their presence highlights the fact that digital platforms continue to value this format. The traditional division of interviews into classic, improvised, and combined types still applies, with the classic interview being the most dominant. The thematic focus varies among the analyzed media, but the selection of interviewees emphasizes a preference for expert sources. These findings offer insights into the transformation of journalistic genres in the digital environment and suggest potential avenues for further research in local digital journalism.

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Karakteristike Intervjua u Lokalnim Onlajn Medijima na Jugu Srbije

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Apstrakt

Intervju, kao novinarski žanr, prema Dušanu Slavkoviću, može biti klasični, improvizovani i kombinovani (Slavković, 1988). Ova klasifikacija intervju nastala je u doba dominantnih štampanih, radijskih i televizijskih medija. U kontekstu sve većeg broja onlajn medija, postavlja se pitanje da li se tradicionalna klasifikacija intervju primenjuje i u digitalnom novinarstvu. U radu se bavimo analizom intervju kao novinarskog žanra u lokalnim onlajn medijima na jugu Srbije, primenom studije više slučajeva. Analiza obuhvata tri medija koja imaju rubriku „Intervju”: Slobodna reč iz Vranja, Jugmedia iz Leskovca i Pirotske vesti iz Pirot. Cilj ovog rada je istražiti koliko često se u lokalnim onlajn medijima objavljuju intervjui, koja vrsta intervju je najzastupljenija, koje su dominantne teme koje se obrađuju u intervjui, kao i ko su najčešći sagovornici i iz kojih oblasti dolaze. Vremenski okvir istraživanja je od 1. januara 2023. godine do 31. decembra 2023. godine. Jedinica analize istraživanja je svaki pojedinačno objavljeni intervju u navedenim lokalnim onlajn medijima. Korpus analiziranih intervju je 22 (Slobodna reč - 8; Jugmedia - 9; Pirotske vesti - 5). Nalazi kvantitativne i kvalitativne analize studije slučaja pokazuju da su u analiziranom periodu lokalni onlajn mediji varirali u učestalosti objavljivanja intervju, kao i da je klasični intervju najzastupljenija vrsta. Dominantne teme u intervjui onlajn medija Slobodna reč i Pirotske vesti su teme o kulturi, dok je u Jugmedii najviše intervju iz obrazovanja. Sagovornici u ovim intervjui uglavnom potiču iz istih oblasti kao i teme koje se obrađuju.

Ključne reči: intervju, lokalni onlajn mediji, Slobodna reč, Jugmedia, Pirotske vesti

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