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Žaneta Trajkoska is Director of the Institute of Communication Studies, Scientific Associate and Senior Lecturer at this research institution.

She studied Journalism, before completing her Masters Degree “Communication and Management for Cultural Policies”, at LUMSA, Rome, Italy in 2004. She holds a PhD in political science from the University of St. “Cyril and Methodius”, Faculty of Law “Iustinianus Primus”, Macedonia. Before her current position, she was director of the School of Journalism and Public Relations since its establishment in 2008, and the managing director of the Macedonian Institute for Media for seven years. Between 1993 and 2001 she worked as a journalist in different media outlets in Macedonia.

Trajkoska’s particular fields of interest are Media, Communication and Politics and their interconnection in the creation of public opinion. She is also interested in the influence of the Public Relations on professional journalism standards and ethics, as well as the relationship between transparency of government institutions, communication and the media. Since June 2011, she has

been taking part in research projects within the UNESCO Chair in Media, Dialogue and Mutual Understanding, focused on diversity reporting and the media’s role in promoting tolerance and social cohesion in Macedonian society.

Her research fields are Media and Journalism Studies, Mass Communication and Media Policy, Media Manipulation and Propaganda, Political communication, Strategic communication.

Who killed the truth - politics, journalism or PR?

While we are talking about fake news and disinformation and how to fight this 21 Century chronic disease, it seems that we forgot to ask about the most important thing: what is the truth, where is it, who kidnaped and who killed it...and most importantly, why the global society was not ready to pay the ransom to free the truth? With the control of media content through different strategies, centers of power are tending to influence opinion of the public and to predict how people will react to different information. With internet and social media this job became much easier than before. Who controls the information, controls the media and with that, controls our life and future personal choices. Political persuasion and lies/fake news are powerful tools when you’ve corrupted mainstream media, engaged trolls for social media and mushroomed numerous web portals to pollute the internet sphere. This is a successful method of convincing people to change their views and opinions within circumstances of them being afforded a “free choice.” Freedom is never absolute and citizens are able to pick only one message among the many to attach to, as well as present their personal views and behaviour as public (Johnson, K. S. - Cartee & Copeland, G. A., 2004).

“Sixty-two thousand four hundred repetitions make one truth”, said Aldous Huxley—author of Brave New World. So the truth is replaced with continues repetition of a lie, as the more frequent the lie is, the more credible it is perceived to be. But who is the biggest liar in the public communication sphere – politicians, media or PR executives? For how long we will not look within our code of conducts, principles of working, professional values and standards, look aside in order not to be able to see the lack of integrity and morals within these public professions? Is this strategy of ignoring viable or is it way to the inferno?