

## **ABSTRACT**

This research is based on the assumption that domestic media has an enormous influence on the transformation, development and construction (reconstruction) of the Montenegrin national identity. Considering that ethnic symbols have been modified from their original form and content, I will conduct this research on several different levels. On one level I will address the transformation and constitution of ethnic symbols based on historical, folkloric and epic foundations. On another level I will assess contemporary national symbols and will investigate how the younger generation appropriates and reacts to them.