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# Occulture, Media, and the Collapse of Yugoslavia: A Study of Tajne Magazine (1987–1994)

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## Résumé

Tajne (“Secrets”) was a Yugoslav magazine published between 1987 and 1994. Emerging during a period of economic instability and ideological transition, it covered esoteric knowledge, spirituality, prophecies, and alternative worldviews; practices within the framework of Occulture. Besides its content, the magazine can also be understood as a cultural artifact reflecting Yugoslavia’s religious and sociopolitical transformations from the late 1980s to the mid-1990s.

From playful explorations of occultism to addressing pressing concerns about the region’s political and economic future, its editorial trajectory serves as a mirror of the shifting priorities of a society coping with war, hyperinflation, and the collapse of socialism.

By promoting figures like Živorad Mihajlović Slavinski, engaging with a wide range of esoteric and spiritual traditions, and resonating with readers seeking meaning during a time of uncertainty, this case study offers insights into the role of media in transitional Yugoslavia and its response to the challenges of the era, while also reflecting on the place of alternative spiritual practices outside traditional religious institutions.

**Biography:** María Pinal Villanueva is an Argentinian anthropologist and PhD candidate at the University of Belgrade. Her research focuses on Živorad Mihajlović Slavinski, a key figure in the development of occultism in the former Yugoslavia, and the impact his proposals had on the religious landscape of the region.

**Mots-Clés:** Occulture, Media, Yugoslavia, New Religious Movements

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