

THE AUDIENCE IN FRONT OF MEDIA MESSAGE IN CASES OF NATURAL DISASTER IN ALBANIA

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Abstract

In 2010, Shkodra got through very difficult period and media played an important role. In written and electronic media the news from Shkodra were breaking news. Media exists because of the audience and we should be concerned about the fact that how does the audience reacts to the media information during this period. As we are concerned about this fact the questions that arise are several: How much has the audience involve in this disastrous situation trusted the media? Was the media a convincing factor for the audience? How did the audience interpret the message of the media? Who persuades the audience: media, government or leaders of opinion? These questions were the impulse that served us to accomplish this study. Our research work is concentrated on theoretical data and direct observations. Firstly we have determined the regions where the study will be carried out. We have concentrated in the regions of: Dajç, Obot and city of Shkodra. In the questionnaires have taken part 300 dwellers, 100 for each region, which have different cultural and educational level. Each of them has been asked the same questions. The results of the questionnaires have served us for the analysis and the reaching of some conclusions.

Keywords: *media, audience, breaking news, natural disaster, interpret.*