

ON SOME ALBANIAN MEDIA PHENOMENON

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Abstract

During the period of pluralism, the Albanian media has seen a rapid development. Today, it is considered as one of the greatest achievements of democracy in Albania. However, along with this development and undeniable contribution, due to the reflection of social reality in the media, a violation of journalistic principles and the non-enforcement of the regulations in the domain of the media, emerged some phenomena, such as politicization, tabloidization, sensationalism, clientelization, uniformity of information, etc. Some of them are typical for the Albanian media in general, while others are specific only for the printed media. Through personal observations, quantitative analysis, interviews with scholars and media workers, this paper aims to highlight and explore these phenomena, trying to explain the causes of their occurrence. The paper is founded on the assumption that these phenomena have harmful consequences for the Albanian media itself, risking its achievements up to the present, but may have also a negative impact on the democracy itself.

Keywords: *press, politicization, uniform information, tabloidization, clientelisation.*