

POLITICAL DISCOURSE IN COMMUNIST ALBANIA DURING THE NATIONAL HOLIDAYS

RomiraMuka

Universiteti Luigj Gurakuqi, Lagjja: Vasil Shanto, Rruga: Studenti, No: 175, Shkoder, Albania.
Email: romimuka@gmail.com

Abstract

To better understand today's political discourse we need to understand and analyze the yesterday's discourse. Nothing in a discourse is said by accident, and nothing happens by random. The language used in media has been analyzed through the critical and historical approach. Methodology used in this paper is Critical Discourse Analyses which is the theory and the method at the same time. Using critical discourse analyses the research was extended in the proper time and context. It was chosen the text that is produced in/by media because in the totalitarian systems media not only manufactures the discourse but also produces ideologies. Given the research questions; which are the elements that media uses to legitimize the power; it was aimed to create category of discourse. Antagonism was seen as one of the key elements where the legitimating of power is based on. National holidays are selected as key dates, because such as dates are important to spread the messages. The text chosen for study will rely on print media because the print media was one of the main tools that served for the construction of ideology, and the distribution of this ideology. Also the press included speeches during different events or gatherings.

Keywords: *political discourse, media discourse, critical discourse analyses, antagonism*