

CREDIBILITY OF KOSOVAR MEDIAS IN THE FUNCTION OF THE DEMOCRACY

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Abstract

The question of the credibility of print media and electronic media in the aftermath of the Kosovo war in relation to new developments and processes after independence, is an interesting issue as well as problematic at the same time. Due to the identification of new needs that must coexist with social circumstances, political, economic, and cultural ones, problematic because of the need of consolidation: the growth of law and accountability, along with accountability and transparency of Kosovar democracy, the issue of Medias accountability is an interesting issue. Field research was conducted during November and December and the beginning of the year 2013. The research was done with quantitative method. The questionnaire contained personal information of the respondent as groupings of age group, gender, education, and social stratification of professional respondents. The questionnaire included basic questions: the role of electronic media and print in a new democratic state, the behavior of these media in relation to a new challenging processes, the responsibilities of these media for quick and accurate information. As focus groups were: adult citizens of all age groups, and all possible social groupings: residents of different ethnic communities in Kosovo (except Serbs who refused to be interviewed): The research was conducted on a sample basis divided in proportion to 50.6 % males and 49.4 % females. Five age groups from 18 to 65 years were the target of our study. However, our largest concentration was in the younger age group of 18 to 45 years, as based on data from the Statistical Office of Kosovo, the population of Kosovo consists of 75 % of this age group. The sample included 601 respondents divided into four focus groups. As research areas were: Pristine (divided into ten urban areas and a sample periphery /Maticani): Prizren (with all areas of the city: Gjakova (divided in three research areas): Gjilan (with an area and with a under area): Mitrovica (divided into two zones): Peja (divided into an area and a sub area).

Keywords: *the after war period, electronic and write media, social circumstances, political, cultural.*