

ISSUES OF DOUBLE ENCODING IN ALBANIAN CONTEMPORARY LITERATURE

Marisa Kërbizi¹, Suela Kastrati²

¹University "Aleksandër Moisiu", Durrës, Albania, Email: marisakerbizi@yahoo.com

²University "Aleksandër Moisiu", Durrës, Albania, Email: suelakastrati@gmail.com

Abstract

The distinction between high culture and low culture is almost extinguished in contemporary literature; postmodernist writers tend to mix together the features of low and high culture through double encoding. In Albanian contemporary literature, this phenomenon can be found in the novels such as: *Goja e botës* (The mouth of the world), *Las varrezas* by Zija Çela, *Dueli* (The duel) by Agron Tufa, *Triumfi i Gjergj Elez Alisë* (Triumph of George Elez Alia), *Triumfi i dytë i Gjergj Elez Alisë* (The second triumph of George Elez Alia), by Ridvan Dibra, *Ëndrra e sandaleve me gurë Swarovski* (The dream of sandals with Swarovski stones) by Met Dervishit, *Yjet nuk vishen kështu* (Stars do not dress like this) by Elvira Dones, etc. The first level of reading (the semantic one) is easier to be analyzed in terms of building structures. This is explained by the fact that textual strategies are most often simple and repetitive. The most common ways of "wandering" the first level of encoding are: a) Enigma that requires solution b) Erotic / pornographic motive, c) Poetics of scandal, d) Folk traits, etc. These features, which usually are intertwined together, bring the book close to the reader.

Keywords: *double encoding, textual strategies, semantic reading level, enigma, Eros, folk.*