

## **JOURNALISM OF PROCESS OR JOURNALISM OF CONTAIN IN PRINTED MEDIA, DURING THE ELECTIONS JUNE 2013**

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### **Abstract**

This study analyzes the content of printed media during the election campaign in year 2013. As one of the most important elements of the media, is the right application of its functions, this study aims to analyze the printed media by dividing it in to main aspects as ; journalism of process and journalism of content. The study is based on the theory of Social Responsibility Press which is based on the principle that; since it is impossible to own a media to express thoughts, opinions, views, it remains the duty of existing media to create the possibility to reflect all the possible perspectives and debates, so that citizens are equipped with the right information. The theoretical model of this paper is based on Hansen (2009) who explains two ways of writings during the election campaign. One of them is journalism of process and the other journalism of content. The journalism of contain is focused in writings that shows, the consequences of political decisions and differences between political and ideological attitudes of the political actors, serving as the monitor of power. While the journalism of process, is based in political strategies, manipulation and wars of power. The methodology followed is the content analysis methodology which serves to understand the content of communication. Texts chosen for analyze are; editorials, opinions, articles related to politic and leading articles. The study was realized by studying the content of articles published during the month of June. The date was chosen because the elections took place during this month.

**Keywords:** *Printed media, election campaign, journalism of process, journalism of content.*