

SOME ASPECTS OF MEDIA PLURALISM IN ALBANIA

Ismet Kallaba

University of Shkodra, Journalism Branch, Albania, E-mail: ismetkallaba@gmail.com

Abstract

Media is valued as one of the highest achievements of Albanian society in the period of pluralism. It played an important role in its democratization. Presently, Albanian media landscape consists of dozens of written daily media, hundreds of radios and TV stations on local or state level, cable and satellite TV, portals etc., positioning Albania among countries with the highest number of media compared to number of population. Yet, a high number of media does not in itself portray the existence of media pluralism, which is a necessary condition for the wellbeing of democracy. This paper aims to research problems of the media pluralism in Albania. Based on different studies and reports on Albanian media, analysis of media market, interviews with media workers and personal study of the situation, the paper addresses the scale of media pluralism in Albania. It answers the research question if media pluralism in Albania is threatened? It answers the question of what poses threat to media pluralism? The paper tends to provide argumentation for the thesis that inadequate legal regulation, nontransparent ownership of media that allows business and political influence in the media, violation of the market economy rules through use of the outside sources of the finances, poses a potential threat for media pluralism in Albania. The pervading experience letting the market solve everything did not prove to be efficient. Although there were no highlighted issues related to media pluralism, owing to the fact that Albanian media faced many other issues, creation of several powerful media groups now can seriously threaten media pluralism in the future. For this reason, it is necessary for Albanian legislation concerning media to clearly regulate media concentration and to implement regulation on transparent financing of the media outlets. Besides this, the state should not stop at regulation of media concentration; it should undertake the subvention policy to ensure media pluralism and independence.

Keywords: *media pluralism, media concentration, media ownership, transparenence of financing, legislation.*