UBT Knowledge Center

International Conference on Journalism, Media And Communication

University for Business and Technology - UBT

Follow this and additional works at: https://knowledgecenter.ubt-uni.net/conference

Part of the Communication Commons

Recommended Citation
University for Business and Technology - UBT, "International Conference on Journalism, Media And Communication" (2020). UBT International Conference. 12.
https://knowledgecenter.ubt-uni.net/conference/2020/2020booksofproceedings/12

This Event is brought to you for free and open access by the Publication and Journals at UBT Knowledge Center. It has been accepted for inclusion in UBT International Conference by an authorized administrator of UBT Knowledge Center. For more information, please contact knowledge.center@ubt-uni.net.
Proceedings of the
9th Annual International Conference

International Conference Journalism, Media
And Communication

Edited by
Edmond Hajrizi

October, 2020
Conference Book of Proceedings

International Conference

Pristina, 30-31 October 2020


© UBT – Higher Education Institution
International Conference on Business, Technology and Innovation
Pristina, Kosovo 30-31 October 2020

Editor: Edmond Hajrizi


Authors themselves are responsible for the integrity of what is being published.
Copyright © 2019 UBT. All rights reserved.

Publisher,
UBT
Editor Speech of IC - BTI 2020

International Conference is the 9th international interdisciplinary peer reviewed conference which publishes works of the scientists as well as practitioners in the area where UBT is active in Education, Research and Development. The UBT aims to implement an integrated strategy to establish itself as an internationally competitive, research-intensive institution, committed to the transfer of knowledge and the provision of a world-class education to the most talented students from all backgrounds. It is delivering different courses in science, management and technology. This year we celebrate the 19th Years Anniversary. The main perspective of the conference is to connect scientists and practitioners from different disciplines in the same place and make them be aware of the recent advancements in different research fields, and provide them with a unique forum to share their experiences. It is also the place to support the new academic staff for doing research and publish their work in international standard level. This conference consists of sub conferences in different fields: - Management, Business and Economics - Humanities and Social Sciences (Law, Political Sciences, Media and Communications) - Computer Science and Information Systems - Mechatronics, Robotics, Energy and Systems Engineering - Architecture, Integrated Design, Spatial Planning, Civil Engineering and Infrastructure - Life Sciences and Technologies (Medicine, Nursing, Pharmaceutical Sciences, Physcology, Dentistry, and Food Science).- Art Disciplines (Integrated Design, Music, Fashion, and Art).

This conference is the major scientific event of the UBT. It is organizing annually and always in cooperation with the partner universities from the region and Europe. In this case as partner universities are: University of Tirana – Faculty of Economics, University of Korca. As professional partners in this conference are: Kosova Association for Control, Automation and Systems Engineering (KA – CASE), Kosova Association for Modeling and Simulation (KA – SIM), Quality Kosova, Kosova Association for Management. This conference is sponsored by EUROSIM - The European Association of Simulation. We have to thank all Authors, partners, sponsors and also the conference organizing team making this event a real international scientific event. This year we have more application, participants and publication than last year.

Congratulations!

Edmond Hajrizi,

Rector of UBT and Chair of IC - BTI 2020
## Contents

- **Photography and Media - Ethical Issues**
  - Anisa Rada
  - 5

- **Television Raporting in Pandemic Times**
  - Edonit Behluli
  - 13

- **New Media and Gender Inequality During Political Campaigns in Kosovo**
  - Dr. Gjylie Rexha
  - 19

- **Media in the Republic of North Macedonia: Between Objectives Information and Fake News**
  - Liljana Siljanovska
  - 27

- **Social Media Ethics in Kosovo**
  - Lirie Aliu
  - 33

- **Reporting in the Age of Pandemic: (the case of COVID-19), Ethics, Techniques, Challenges And Recommendations?**
  - Msc. Musa Sabedini
  - 55

- **Print Media and Their Role in the Preservation of Cultural Heritage Until the ‘305 of the XX Century**
  - Nexhat Cocaj
  - 62

- **Treatment of Common Law in the Print Media**
  - Nexhat Cocaj
  - 71

- **Media As a Challenger of State Genocide**
  - Safet Zejnullahu
  - 80

- **Literary Journalism as a Clash of Genres Between Journalistic Literature and Fiction**
  - Votim Hanoli
  - 88
Abstract. Photography has had and continues to have a great impact on the communication that the media builds with the general audience and it has increased the level of credibility. But the biggest difficulty in maintaining ethics lies in the images that are transmitted in the electronic media by anyone and anytime. In reporting cases of people with special needs, public figures, crimes, accidents, cases of ill-treatment or abuse, the photographed subject loses privacy and the media interferes in the privacy of the person. Taking into account these elements, this paper will be given recommendations on ethics in photojournalism and personal data protection, as well as conclusions that will be presented through the treatment of various cases related to this topic. **Keywords:** Photography, photojournalism, ethics, media, public.

Introduction

Photography has revolutionized a lot since its inception. With the development of chemistry and technology, it got a big boost. As today, 170 years ago, on August 19, 1839, the President of the French Academy, the scientist Arago (Dominique - Françoise Arago, 1786-1853) officially announced the birth of photography in a special session. The decision recognized the inventors Nicefor Nipsa (Niepce, 1765-1833) after his death and Louis Dager (Daguerre, 1787-1851) the patent for the photography. Since then, this date is kept as the birthday of photography and is commemorated everywhere. (Willkins, Patterson 2009)

Truthfulness is the key element in the large number of articles published every day, many of them even fake. Audience needs to be convinced for the reality of events, so photography more than anything else, provides strong evidence and documentation. The impact of photography over the years has been growing and their presence will be appreciated more and more as the time passes.

Meanwhile, the basic task of photography is to report all kinds of new facts that belong to a category of journalism. The development of journalistic photography gained momentum, especially in the late 20s of the last century with the invention of the small camera.

Photojournalism is a photographic image in the form of ongoing events in press coverage. Photojournalism is the main tool of disseminating information, mainly relying on full capture, while its purpose is to explain the event, to spread the word and to create impact. In addition, photojournalism is generally accompanied by a brief text description of the incident in order to introduce background and processes. (Willkins, Patterson 2009)

Besides shooting the photographs, journalists must take into consideration many other factors, since a carelessness can destroy everything. The greatest difficulty in maintaining ethics lies in the images that are transmitted from the media.

Many awards have been given to photographs that have had an impact on the public and most of them are selected photographs or photographs that express violence. It has happened to every photojournalist to interfere in someone's privacy through photo images.

What justifies photojournalists is the fact that they often happen to be under the pressure of time and new media, which spreads the news very quickly and all around. If the pictures make you think about the ethics in such a thing when it happens, if you can miss that photography event. But this does not justify subjectivism and photojournalists. When they choose to photograph from one angle, they have rejected other perspectives. As P. Patterson and L. Wilkins put it, photography makes the subjective recreation of the world, and this thanks to the imagination of photojournalists; this can be done manipulating the light, to save, as well as the subject itself.
What would justify photojournalists is the fact that they are often under the pressure of time and new media, which spread the news very quickly to a large number of viewers. If the photographers would think about ethics in the moment when something important happens, they might miss that specific event. However, this does not justify the subjectivism of photojournalists. When they choose to photograph from one angle, they have rejected other perspectives. As P. Patterson and L. Wilkins say, photography makes the subjective recreation of the world, and this thanks to the imagination of photojournalists; can lead to the manipulation of light, of dimensions, as well as of the subject itself.

It is already accepted that the fundamental rights of the individual are not unrestricted and the limitation lies exactly where the right of the individual is first and foremost in conflict with the concrete right of another individual, or when the scales are significantly skewed by the public interest rather than the interest close to the individual. In this sense, anyone who processes personal data solely for the purposes of journalism, literature or art will in the first place face the right of the individual, subject to these personal data, to protect them.

Maintaining confidentiality as a fundamental right of the individual for the protection of its data should not appear as a secondary obstacle to the right to liberty of the journalist or any other entity provided under this article. It is true that freedom of expression is not subject to prior censorship, but this censorship is not about the individual not having the right to protect its personal data. It should be borne in mind that the right to privacy is in line with the rules governing freedom of expression.

The right to freedom of expression of the journalist is regulated and limited by the law on protection of personal data and the Code of Ethics of the journalist, which will set a standard in the conduct of journalists and will be a protection for the journalist himself.

Purpose of the research

The primary purpose of this paper is to put attention in the importance and role given to the photojournalism profession. Since the biggest difficulty and dilemma in this profession is the application of ethical principles, this paper aims to elaborate on some cases, which helps to expand the knowledge on professional ethics in photojournalism and personal data protection.

Methodology

The following methods used to realize this work are descriptive method, through which the theoretical analysis of this topic is done, the review of the base literature and the observation method, which is used in all the constituent parts of the work.

Presentation and analysis of results

Hundreds of photos are served to the public every day. Photography has had and continues to have a major impact on the communication that media builds with the wider audience and it has increased the level of credibility to the audience. The impact of photography increases especially in the case of crisis-related reporting, not only at the local level, but also in international crises of periods of war, peace, images of poverty and triumph, crime, etc. However, the element that brings a lot of discussion is if these photos respect ethical rules. Media coverage should be in line with general standards of privacy protection, in particular, with the principles of accuracy, proportionality and transparency in the security of personal data.

4.1 Crime and reporting

The public has the right to be informed about the crimes committed. The media should avoid publicly portraying a person as guilty before he/she is convicted by a court. In particular, the report should specify
whether the accused person pleads itself guilty. The photograph or name of a suspect or accused (or any other detail that will enable the identification) can only be published if there is a public interest in the identification. Publication of personal data of suspected, charged or convicted teenagers, unless such a description is necessary for a full and proper reporting of crimes committed or court proceedings. With the exception of public figures, the personal data of the victim of a crime should not be published without the consent of the victim or, if the victim was killed, without the consent of a relative. (For more see: https://www.idp.al/wp-content/uploads/2016/11/manual_per_median_dhe_mbrojtjen_e_te_dhenave_personale.pdf).

Almost every photojournalist has dealt with an issue related to intrusion into someone's privacy. Garyy Bryant (1987), a Salt Lake City Desert News photographer, offers us a list of questions he always asks himself when he is in front of an event and needs to decide as soon as possible: Should this moment be made public? Will it cause trauma to the photographed subjects? Am I at the right distance not to worry? Am I acting compassionately? To this list, Bryant adds this saying: Society needs to understand that photographers act instinctively. We are not journalists gathering facts. We are simply photographers who have to grab images.

![Figure 1. Eddie Adams, Saigon, 1968](attachment:eddie-adams-saigon-execution.png)

Eddie Adams was an Associated Press photojournalist. He photographed the riots in Vietnam and one day met Brigadier General Nguyen Ngoc Loan, Head of the National Police. Adams thought he was watching the interrogation of a bound prisoner. However, as he looked through the eye of his camera, Loan calmly raised his handgun with the pistol fired a bullet into Lem's head. (Read: http://100photos.time.com/photos/eddie-adams-saigon-execution)

The pressure of time, the speed of news in the new media are the elements that are justifying the photojournalists, and if they think about ethics in these moments, it would not be possible to realize the photos which have made history and which have had a great impact to the general public.
Figure 2. ABD DOUMANY/AFP, Getty Images, 2015

A photo taken on August 16, 2015 shows lifeless bodies lined up on the ground after airstrikes by Syrian Government Forces on a market east in Damascus. At least 70 people were killed and 200 were left injured. (Read: https://www.gettyimages.co.nz/photos/syrian-civil-war-bodies?phrase=syrian%20civil%20war%20bodies&sort=mostpopular)

The main purpose of photojournalists is to present only the truth to the public; however, this does not mean that there were no occasional dilemmas as to what should be photographed and what should be selected for publication.

4.1 Children

The media is an important factor in promoting children's rights. The Code of Ethics provides for all the principles confirmed in the CRC for the protection of the rights and dignity of children and the protection of privacy and personal data. According to this Code: journalists may not publish information about a child's private life only if it is a matter of public interest, journalists should not interview children under the age of 14 for personal matters, in the absence or without the consent of the parents, or people responsible for the child.
In the two cases where the pictures are attached, it is clear that the media has violated the codes of ethics, since the publication of these photos of minors has no evidence that has been confirmed by their parents, is not a necessity and is not even in the interest of public their identification. Meanwhile, children should not be portrayed as victims of poverty. They must be protected from discrimination and any kind of harm in the future. The media should not use them to illustrate the stereotypes of the poor and vulnerable.
4.1 Ordinary persons

Photographing and filming people in private places is not allowed without their consent. In public places (for example, on the street, on public transport) individuals can be photographed and filmed without their consent, if these persons are part of a crowd and do not focus specifically on it. At the same time, it is permissible to photograph and film individuals who intentionally attract attention by their actions, appearance or otherwise, as well as those who participate in public events (conferences, protests, etc.), and to distribute such photos and video material. In potentially sensitive locations, such as clinics, hospitals, schools and prisons, the consent of the manager is also required.

Following the publication of the article with the photos of the coronavirus victims, inside the morgue of the capital, a public debate was opened on the ethics of the media, whether or not these photos should be published, whether or not it was ethical to publish these photos.
Supporters of the Socialist Party were against the publication of these photos, and some media did not publish them, the opposite happened with other media, they published the photos.

"It would be an ethical violation if the faces of the victims were published. Nevertheless, the fact that they only put pictures of the morgue, and did not take out individuals, so we can not identify them. A social issue is being raised there, of great importance, the fact that there is no more space in the morgue, and someone must be held accountable for this. These photos help to understand what is happening, at a time when there is no reliable official information about these facts; in this case, I do not consider it an ethical violation.

It is in the public interest, and the interest of public health, but since they are serious images, they should always be marked "Beware of serious images!". This is news that needs to be addressed. ", Emphasized Koloreto Cukali, Head of the Albanian Media

"In the conditions of an unusual event, such as the Pandemic and the response with common instruments such as covid hospitals - PHOTOS of the morgue full of victims are evidence of a lost battle for days. Publishing photos of lifeless citizens, in white shroud, I think that they are within the framework of work ethic in the media as long as they are verified that they are not fake. There are no names of the victims in the photo, no identification numbers, and no photos of the face or limbs. There is a picture of reality that we do not like. For example, for comparison, the issue of photos of prison tortures in Abu Ghraib, Iraq, if it was ethical or unethical to publish the faces of the victims. I think the media appreciated giving the truth. It is inevitable for a journalist to face a factual condition of hospital buildings beyond our capacity. On the other hand, more than the opposition to prove the increase in the number of deaths, from Covid-19, the publication of photos actually "helps" the government to sensitize more, more strongly a part of our society that does not believe that there is a pandemic, or they neglect the most minimal measures, such as keeping masks indoors or respecting the physical distance in gatherings," said Lavdrim Lita, Communication expert.

(For more, see: https://www.faktor.al/2020/11/21/flasin-ekspertet-a-ishte-shkelje-etike-publikimi-i-fotove-te-viktimave-te-covid-19 nga-morgu/? fbclid=IwAR2F6uV0tkh3VsLo4T7wg43axfLVe4-0hjjEVUCnKeAocNFwvRoz4Y_Ufow

Photographs and filmed sequences designed to illustrate a subject but representing people or situations that are not directly related to the people cited in the article or program, must be justified as such. They must be clearly distinguished from photographs and sequences filmed of an informative or documentary nature with a direct impact on the facts reported. Photo and video montages can only be justified when they shed light on an event, illustrate an assumption, offer a critical perspective, or contain a satirical element. However,
these montages must be clearly understood as such that readers and viewers are protected from any risk of confusion. It is also permissible to photograph and film representatives of public authorities (e.g., police officers, civil servants, prosecutors), while they are performing their duties. (See: https://www.idp.al/wp-content/uploads/2016/11/manual_per_median_dhe_mbrojtjen_e_te_dhenave_personale.pdf)

Conclusions

Findings gained through monitoring media reporting and image launches show that ethical issues are still a dilemma we are facing almost every day. Also, during the observation of cases, there has been a significant improvement in reporting, which violates the private and personal right of the individual compared to the previous two years. The media today are more careful in reporting cases of people with special needs, public figures, crimes, accidents, cases of ill-treatment or abuse, in photographing the subject who may lose privacy.

For a long time, even today, the question remains whether photography is a rigorous technical process or an emotional artistic activity. Words can never represent the whole reality of events at the level presented by photographs, so photojournalism in the future is a profession that will serve the broad mass of providing the truth and is a large part of our daily lives. The professionalism of a photojournalist lies when he is in the right place and at the right time, even risking the life to do its precious job. Codes of ethics and laws are regulated in such a way that reporting can be done in the best possible way without violating the rights of any individual. Now the main responsibility remains with the editors who have the duty to take care of what should be published.

References

Lee Wilkins, Philip Patterson; Etika në media. Çështje dhe raste; për-kthyer në shqip nga B. Lani, V. Nathanalil, V. Gjylbegaj; UFO University Press, Tirane 2009

George Eastman House, Rocher, NY, Photography from 1893 to today, Italy.


Television reporting in pandemic times

Edonit Behluli

UBT – Institution of Higher Education, Calabria Neighbourhood, 10000 p.n., Prishtina, Kosovo

edonit.behluli@ubt-uni.net
Abstract. The research will analyze the central news editions during a given month, on four national frequency televisions (RTK, RTV21, KTV and KLAN KOSOVA). This paper will highlight the percentage of news that has been devoted to the pandemic and the percentage of other news that have been broadcast during this time. Also, the research will show whether the structure of an edition with the usual columns has been respected, while specifically addressing the news rankings for the pandemic. 

Keywords: News, televisions, pandemics, structures

Introduction

The COVID-19 virus has changed many things in our lives, including the way media reports about events that occur over time. Throughout human history, many things have changed with the development of technology, especially the media, their reporting has become easier every year. People are aware that technology is advancing fast but also media researchers have realized that technology is evolving and changing them also. Cameras and telecommunications tools have changed and now reporting is differently, in real time thus making the news served much faster. But who would have thought that an epidemic that later turned into a pandemic would change, if not completely, but a large part of television and other media coverage. Our televisions in Kosovo used to report on various events, which focused more on politics, but with the appearance of the first cases of the COVID-19 virus in Kosovo, they began to report on the pandemic. This paper will show how four national frequency televisions report in the central news editions about the COVID-19 pandemic. The main focus of this study is the analysis of the reporting of these televisions, the structuring of the pandemic news that these televisions have given space to the central edition and the percentage of other news that have been broadcast during this period.

1.1 Hypothesis

With the rapid spread of the SARS-CoV-2 virus, the media began to increase the reporting of this disease that has spread throughout the world, including Kosovo. Thus, the coverage of 50%, and maybe even more, of the central news edition, with only news about the pandemic, became more frequent, leaving aside many areas without reporting. Televisions in Kosovo were influenced by the global trend and evolved in reporting, due to COVID-19. Numerous cases in Kosovo, as well as the lack of a vaccine and poor capacity in our hospitals, made the media report more in the central news edition.

1.2 Work samples

Samples of this paper highlight the increased attention given to reporting on four national frequency televisions: RTK, RTV 21, KTV, Klan Kosova

1.3 Methodology

This paper is based on two scientific methodologies, that of observation and comparison.

Literature review

The paper will be realized based on the theoretical aspect and the observational and comparative methodology. The book "Hyrje në gazetari", by prof. ass. dr. Milazim Krasniqi, as well as the book "Raportimi dhe Shkrimi i Lajmeve", by professor and researcher, Melvin Mencher, these books reinforce the findings of this research, which are related to reporting. Media reporting is one of the key elements of a functioning media or journalism. Reporting is perhaps the strongest weapon a media has, and that is where all media compare to each other. It is the reporters who maintain a medium with good reporting, so not everything has to be reported, so the question arises how should they report in different situations?

The COVID-19 pandemic has changed not only people but also the media, especially with the way it is reported. Usually each media, with its editorial policy, have given different spaces to the most important areas of life, starting from politics, economy, justice, sports, culture, and health. However, in the editorial
policies a special field has been introduced in the central news editions, that of the COVID-19 pandemic. Now every time, in the news editions we have to see two or three stories about the pandemic.

There is no definitive literature showing how to report in pandemic situations. Journalists have faced wars and various situations, some have faced epidemics but not such a pandemic, and now with new television technology they have access to numerous opportunities for direct reporting and broadcasting. But in the media and literature for journalism, and journalism schools, only the way of reporting catastrophes and major disasters is explained. Prof. ass. dr. Milazim Krasniqi, in his book “hydrate në gazetari”, discusses how the media should report on these situations, similar to the pandemic. According to Professor Krasniqi, reporting on such situations, catastrophes and major disasters, is one of the most difficult and delicate and dramatic reporting for journalists, but also for news agencies, radio, television and newspapers. And in this conclusion of Professor Krasniqi, he emphasizes that the reports on these situations and such cases are made according to a media ranking, which is led by news agencies, and then switch to radio and television, ending with newspapers, which according to him they report later, somewhere in the time frame that reaches twenty-four hours. Prof. ass. dr. Milazim Krasniqi, estimates that this ranking has recently been broken, because televisions are taking the primacy of reporting, even that of live broadcasts, for catastrophes and major disasters. (Krasniqi, 2008: 105)

On the other hand, professor and researcher of journalism, Melvin Mencher, in disaster situations emphasizes that it is difficult to determine the clear boundaries between disasters and accidents, which according to him the difference can only be in the number of victims. According to Mencher, some define disaster as mass destruction and death, usually related to the action of forces of nature such as floods, earthquakes, hurricanes, storms, and dryness. However, Professor and researcher Mencher defines the term disaster as a great loss of life, which in our case coincides with the COVID-19 virus, which has caused and is causing great loss of life. Contrary to the definitions of catastrophes and major disasters by Professor Milazim Krasniqi, in his book "hydrate në gazetari", the researcher Melvin Mencher mentions the sources in such situations, which based on what he elaborates, journalists do not remain bad. We can get statements from prime ministers, presidents and kings, generals and local and border police, and in our case health workers and health organizations, but according to Mencher, none of the sources is able to fully give the effects of disaster or catastrophe, without once passing the first shock of human loss. (Mencher, 1991: 397,398,399)

However, in situations of disaster when it comes to reporting in figures, as in the specific case of publishing cases of infection with the virus COVID-19, specified in figures, great care must be taken. Since the first case of COVID-19 virus in Kosovo, the National Institute of Public Health of Kosovo has published daily the numbers of those infected with the corona virus, in a term inappropriate for public opinion. Added to this are two reasons, the first being published in the late evening hours and arousing panic among the citizens about this pandemic, and the second reason that these figures were published after the end of the central news informative edition, which conditioned the media to prepare a special news edition. This situation is also described in the book “Raportimi dhe shkrimi i lajmeve” written by the Missouri Group, with journalists: Brian S. Brooks, George Kennedy, Daryl R. Moen, and Don Ranly. It says that many journalists are anxious to work with figures and often create unintentional confusion when they have to work with erratic mixing of figures and words. (Missouri Group 2005: 124)

It is also said that journalists can incite misunderstandings in reporting such cases by describing large increases in numbers or percentages. (Missouri Group 2005: 126)

In order to better understand the reporting on the pandemic, but also on how it was reported earlier, below we will present a chronology about reporting for variola virus and then the findings on reporting on COVID-19.

**Reporting on variola vera**

COVID-19 is not the only infection that has affected Kosovo.

Kosovo has been affected by such a virus before. Variola vera, was an infection that had affected the people of Kosovo in 1972, otherwise known to the people as bad measles, and which was considered more dangerous
than today's coronavirus, since in the statistics of that time it killed three to ten people affected. One of the challenges that time had, was the information and reporting on the disease by the media, ie media coverage, especially in Kosovo, because in that period the technology in the media was not developed, and that communication as opposed to the media that we have nowadays, was almost impossible. One of those who had experienced Variola virus was journalist Nehat Islami, and in an article published by the portal koha.net, he explains the challenges he has faced along with other reporters, about reporting on this virus. "Today, hour by hour, those few radios in Kosovo, as we do not have a local TV with a full program, distribute advice on how to protect people, what to eat and, distribute advice on how to protect people, what to eat and what to drink, to avoid contacts with suspects, but how to know who has been affected by virus, when she is cunning ". Journalist Islami best reflects that even at that time the same panic had started among the people, with the panic that was added by the media reports, at that time the waves of Radio Prishtina. "Frequent announcements were added to the general panic on the waves of Radio Prishtina in the style: Behold! Come on! Who traveled today with bus no. so and so, let them report immediately to the first medical station ". At that time, Rifindja journalist Nehat Islami had stayed in the quarantined hospital of Gjakova and had been shooting all day inside the hospital in Gjakova. "At the exit, at the main quarantine door, some technicians spray us from the heels to the head with the digestion that had arrived from the outside world against this virus. "The cameras and every part of our equipment were" left ".

"Tonight I have to go to the Kosovo Television Editorial Office in Belgrade, because we still do not have broadcasting technique in Pristina. Tomorrow will be broadcast the exclusive TV show from the quarantine of Gjakova ". (khr. https://www.koha.net/arberi/210145/variola-vera-kozove-48-vjet-para-koronavirusit-ne-kine/)

Reporting on COVID-19

The COVID-19 pandemic found Kosovo more prepared in terms of media, as well as in the way it reported. With a more perfect technology than in previous years, and better than the variola time, the media in Kosovo had better opportunities to report on the pandemic, and to avoid increasing cases by reporting in detail on the infected. In real time, the Kosovar media are now reporting on infected people in the twenty-four hour period, thus being transparent with all citizens of Kosovo. Since reporting on various fields such as politics, economics, culture and sports, now the turn has shifted to health, which has rarely happened that all news editions contain at least two or three topics related to health. The COVID-19 pandemic has given space, say, sponsored space to each edition of health news, thus changing the way it is reported during July-September, which is still ongoing.

In the research conducted in two different time periods, on four national frequency televisions: RTK, RTV 21, KTV and Klan Kosova, we see that RTV 21 has reported the most on the COVID-19 pandemic, in both research periods, hence the period July and the period September. In July it reported one hour and 26 minutes and 47 seconds of news about the pandemic, from 4 hours and 44 minutes and 42 seconds that it had for a week in the central edition. Unlike RTK, which is a public television and has a longer airtime than RTV 21, the television that citizens know to be public television, has given more space to politics, which at 19:30, in July when the number of cases had increased, he reported 50 minutes and 4 seconds for the pandemic from 4 hours and 49 minutes and 8 seconds as he had a total of one week of reporting in the central news edition. Kohavision, the other national frequency television, ranks second after RTV 21 for the news reported on the COVID-19 pandemic, thus reporting one hour, 23 minutes and 16 seconds of news on the COVID-19 pandemic, from 3 hours, 45 minutes and 44 second it had in a week reporting in July. Klan Kosova during this period is ranked third of these four television for the airtime given to the pandemic COVID-19 in the central news edition, where from 4 hours and 13 minutes and 22 seconds of news in a week, the space that has given to the pandemic was one hour and 16 minutes and 21 seconds, as the ranking in terms of the number of stories within the week is led by the same television, with 45 stories prepared. The longest storie dedicated to COVID-19, during the month of July, was realized by RTV 21 entitled "119 new cases with COVID-19, 92 cured", with a time of 5 minutes and 55 seconds, a storie dated July 15, 2020 .
Following the decline in cases of COVID-19 infections, television and media in Kosovo began to ban reporting of the deadly virus. With time, politics began to return to our screens furiously as we were used to seeing it, and so did the space given to the pandemic in the central news editions. Only stories that had a great reputation and that caught the attention of the citizens were included in the central editions, while it has become common for infected numbers to be reported in the last 24 hours in the middle or at the end of a news edition. During September, it was again RTV 21 that gave more space to the COVID-19 pandemic, although the space that had been given to this virus two months earlier in our news editions significantly fell. With 31 minutes and 10 seconds to a total of 3 hours and 7 seconds of news coverage over the course of a week, RTV 21 has reported 12 stories about the COVID-19 pandemic. Public Radio Television of Kosovo reported 30 minutes and 21 seconds, out of the 5 hours, 18 minutes and 8 seconds available to report, thus counting 16 prepared stories. On the other hand Kohavision reported 29 minutes and 30 seconds for the pandemic, in a total of 3 hours and 57 minutes and 43 seconds as there was space to broadcast news, preparing the most stories in this period, together with Klan Kosova, a total of 18 stories. Meanwhile, Klan Kosova has reported the least in this period for the COVID-19 pandemic, where from 3 hours and 41 minutes and 11 seconds of news space about the corona virus has given 26 minutes and 27 seconds. The longest report prepared by the editorial staff of RTV 21, entitled “COVID-19 in Kosovo”, with a time of 4 minutes and 56 seconds.

![Figure 1. Reporting table of four national frequency televisions in the period: 10.07.2020 - 17.07.2020](image1)

<table>
<thead>
<tr>
<th>Televisori</th>
<th>Minuta shi për pandemini</th>
<th>Nohagjatja e jetës së ndonjë bronde</th>
<th>Storia/bronoka më e gjet</th>
<th>Rruesi i storieve gjatë gjithë jetës</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTK</td>
<td>0:50:04</td>
<td>4:49:08</td>
<td>0:04:34</td>
<td>29</td>
</tr>
<tr>
<td>RTV 21</td>
<td>1:26:47</td>
<td>4:44:42</td>
<td>0:05:55</td>
<td>51</td>
</tr>
<tr>
<td>KTV</td>
<td>1:23:16</td>
<td>3:45:44</td>
<td>0:09:59</td>
<td>34</td>
</tr>
<tr>
<td>Klan Kosova</td>
<td>1:16:21</td>
<td>4:13:22</td>
<td>0:08:37</td>
<td>45</td>
</tr>
</tbody>
</table>

![Figure 2. Reporting table of four national frequency televisions in the period: 12.09.2020 - 18.09.2020](image2)

<table>
<thead>
<tr>
<th>Televisori</th>
<th>Minuta shi për pandemini</th>
<th>Nohagjatja e jetës së ndonjë bronde</th>
<th>Storia/bronoka më e gjet</th>
<th>Rruesi i storieve gjatë gjithë jetës</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTK</td>
<td>0:30:21</td>
<td>5:18:08</td>
<td>0:03:35</td>
<td>16</td>
</tr>
<tr>
<td>RTV 21</td>
<td>0:31:10</td>
<td>3:07:07</td>
<td>0:04:56</td>
<td>12</td>
</tr>
<tr>
<td>KTV</td>
<td>0:29:30</td>
<td>3:57:43</td>
<td>0:03:37</td>
<td>18</td>
</tr>
<tr>
<td>Klan Kosova</td>
<td>0:26:27</td>
<td>3:41:11</td>
<td>0:02:26</td>
<td>18</td>
</tr>
</tbody>
</table>

![Figure 3. RTK reporting table for the period: 10.07.2020 - 17.07.2020](image3)

<table>
<thead>
<tr>
<th>Televisori</th>
<th>Minuta shi për pandemini</th>
<th>Ditë e Minhaxtshëm më të mëtu</th>
<th>Ditë e Minhaxtshëm më të vogël</th>
<th>Ditë e Minhaxtshëm më të dhëmtë e pandemisë</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTK</td>
<td>0:50:04</td>
<td>11.07.2020/09:11</td>
<td>16.07.2020/02:42</td>
<td>11.07.2020/5 storie/bronika</td>
</tr>
</tbody>
</table>

![Figure 4. RTK reporting table for the period: 12.09.2020 - 18.09.2020](image4)

<table>
<thead>
<tr>
<th>Televisori</th>
<th>Minuta shi për pandemini</th>
<th>Ditë e Minhaxtshëm më të mëtu</th>
<th>Ditë e Minhaxtshëm më të vogël</th>
<th>Ditë e Minhaxtshëm më të dhëmtë e pandemisë</th>
</tr>
</thead>
</table>
Table 1:

<table>
<thead>
<tr>
<th>Television</th>
<th>Minutët për pandeminë</th>
<th>Ditë me minutashin më të madhe</th>
<th>Ditë me minutashin më të vogël</th>
<th>Ditë me më e shumë stori/shkrima më e vogël pandeminë</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTV</td>
<td>0:31:10</td>
<td>12.09.2020/0:09:10</td>
<td>13.09.2020/0:00:42</td>
<td>12.09.2020/4 storie/kronika</td>
</tr>
<tr>
<td>Klan Kosova</td>
<td>0:26:27</td>
<td>14.09.2020/0:10:21</td>
<td>16.09.2020/0:00:54</td>
<td>14.09.2020/5 storie/kronika</td>
</tr>
</tbody>
</table>

Figure 5. Reporting table of RTV 21 for the period: 10.07.2020 - 17.07.2020

Figure 6. RTV 21 reporting table for the period: 12.09.2020 - 18.09.2020

Figure 7. KTV reporting table for the period: 10.07.2020 - 17.07.2020

Figure 8. KTV reporting table for the period: 12.09.2020 - 18.09.2020

Figure 9. Reporting table of Klan Kosova for the period: 10.07.2020 - 17.07.2020

Figure 10. Reporting table of Klan Kosova for the period: 12.09.2020 - 18.09.2020

Conclusion

This paper has once again highlighted that the rapid and great development of technology is changing the media world as well as the way of reporting, providing accurate statistics for various cases, and reporting on events while they were happening in real time. In this case, when we researched COVID-19 pandemic reporting, we were informed 24 hours a day, 7 days a week about real-time infections, such as in Turkey, America, Africa, Asia, Europe, everywhere. From the research done and the statistics released, it turns out that RTV 21, even though it is the medium that has the shortest central news edition, has paid attention to the
pandemic in both research periods, suggesting that maybe one day of reporting on this virus can always remain, at least in one of the daily news editions. Public Radio Television of Kosovo, had throughout the week as researched, most minutes available to report, but in both periods stood out mostly for news in the political field, which can lead us to conclusions that RTK editorial policy has a program to follow political events. While Klan Kosova is the medium that has reported the most on the pandemic in terms of the number of stories throughout the week, where it counts a total of 45 stories.

References

3. Missouri Group: News Reporting and Writing, United States, 2005

New media and gender inequality during political campaigns in Kosovo
Dr. Gjylie Rexha
UBT - Institution of Higher Education, Lagjia Kalabria, 10000 BC, Pristina, Kosovo
gjylije.rexha@ubt-uni.net
Abstract: Political parties in Kosovo randomly adhere to legal obligations to quotas for women in parliament. But, during campaigns, female candidates do not appear as leaders in debates and political activities. This paper focuses the campaign for parliamentary election in 2019. We have monitored the stories about campaign in three online media, presented on their Face book pages. The results obtained from the content analyses argue that women are presented only as integral part of the political parties’ lists and electoral activities. Consequently, during political campaigns, they are under presented within the parties and in media coverage.

Key words: electoral campaigns, women, Kosovo, gender equality, media

Introduction

Women and men are considered equal in the race for seats in the most important institutions in democratic countries. Constitutional and legal provisions equate them, guaranteeing them the right to compete and be represented in the leading institutions of democratic states as well as those aiming democratic standards. These rights stem from the freedom to elect and to be elected, from the right to vote and its equality. But, in the practice of different countries, the realization of these fundamental rights is at different levels. Gender equality still remains a controversial issue and often requires additional incentive mechanisms for its implementation. According to research by well-known international organizations, such as the OSCE, “In the early twenty-first century, the goal of achieving meaningful gender equality in politics continues to remain elusive” (OSCE, 2014: 12).

Even in the most democratic countries, the realization of gender equality, through qualitative and quantitative representation in main state or public institutions still remains the goal of the political system and social ambition. In numbers, the number of women leaders or their achievement to the top of the leadership pyramid is limited. To cross the threshold of limited representation and to offer the goal of achieving gender equality, various countries have adopted norms and requirements arising from documents of international organizations. But even the strictest application of norms, such as quotas for a necessary percentage of representation in parliament, does not imply the immediate realization of quality in representation, nor does it have the chain effect of influence on other actors acting as equal parts in the overall process of political communication, media and citizens / electorate. Studies conducted in different countries show that the presentation of women candidates by the media in competitions for political positions is not the same and equal to male candidates. In one of these studies, authors provide a systematic overview of research on gender differences in the coverage of politicians, using 86 studies in 66 publications and covering over 3,500 women politicians in over 750,000 coded media stories. Authors of the study concluded that: “Male politicians in PR systems have a clear advantage over their female colleagues. Also, the gender bias in the way politicians are covered in the media is beneficial for men: their electability is covered more positively and there is less focus on their personal lives” (Pas, Aaldering, 2020: 134).

According to authors, Pas and Aaldering present-day politics is strongly mediatized and voters rely almost exclusively on the media as their source of political information. “Disadvantageous reporting by the media can hurt the electoral chances of women candidates and threaten the political longevity of sitting women politicians. Aside from affecting the career prospects of women in politics and, as such, directly contributing to the underrepresentation of women in politics, the media images of men and women politicians in the media are likely to strengthen the association people have of politics as a masculine realm” (Pas, Aaldering, 2020: 115).

Media reporting is one of the main and influential elements on the decision of the electorate about political candidates. Studies of the political systems of developed democracies also identify additional problems faced by women candidates. From congressional or presidential election campaigns in the USA, for example, researchers still address the issue of the quality in media coverage of women candidates and, consequently, the impact of reporting on citizens' votes. Women candidates and in special cases the media have highlighted the additional barriers they face. In the 2016 presidential election campaign, for example, the media raised the question: whether the US was ready for a woman president. In the run-up to the 2020 election, most American and other global media outlets made headlines with just one simple sentence by Senator Kamala Harris in the debate with Mike Pence: "Mister Vice President I am speaking.” Indirectly, her request, repeated several times during the televised debate between the candidates for vice-president, conveyed the message that women candidates still need to insist on the realization of the guaranteed right to equal space even at the public appearances as TV debate, where equality has to be guaranteed and mutually respected. In a broader
context, her simple, but fundamental request can be interpreted as part of the cultural approach and mentality towards women who become part of political contests. In one of the studies in the USA, it is found that: “The key to increasing women’s representation, therefore, lies in making sure that potential candidates, journalists, political elites, and the public know that when women do run for office, they won’t face a unique set of additional barriers” (Hayes, Lawless, 2016 :11).

In one newspaper article, authors Hayes and Lawless say that their book “Women on the Run: Gender, Media, and Political Campaigns in a Polarized Era,” show that: “The vast majority of women who run for office are treated — by the media and voters — no differently than men. Women are under-represented not because of what happens on the campaign trail, but because they are much less likely to run in the first place”. (https://www.washingtonpost.com/news/monkey-cage/wp/2016/05/24/how-much-does-gender-bias-affect-u-s-elections).

In the context of political communication in Kosovo, where the research for this paper focuses, it is noticed what researchers in communication theories consider as a need for control. As researchers estimate: “Those who exercise power are resistant to the empowerment of others, the status quo is what suits them” (Griffin, Ledbetter, Sparks, Budini, George, 2015: 471).

Legislation in force guarantees women active participation in political life. They are part of the electoral lists of political parties, based on the provided quotas for years (30 percent of the total list of party / coalition candidates). But the quota system does not guarantee or enable equal action within party structures led by powerful leaders, who realize the “need for control” over the decision-making process within the party and in relation to other political partners. As for the media, during the election campaigns they use and follow the reporting model, according to which the determination of the weight of the news depends on the political weight of the person who communicates with the electorate, within the party or institution.

Methodology

The process for the early elections in 2019 is characterized by the intensified use of social networks, especially Facebook, both by political parties and the media. Political parties have used it as a way to communicate more directly with groups of voters and potential ones. The media in Kosovo have used Facebook to distribute the produced content to as many users of this network. The ecology of the media has undergone changes and “the advent of digital technology is changing the electronic environment” (Griffin, Ledbetter, Sparks, Budini, George, 2015: 317). The trend of using Facebook has been observed since the time of the pre-electoral campaign. Assuming that in the official days of the campaign, this trend will intensify, then data collection for this research is conceived in order to summarize several elements simultaneously. In the last five days of the campaign, which are traditionally the days when political parties carry out their main activities and when the media are focused in covering electoral activities, the official Facebook pages of the four selected media were monitored, based on certain preconditions. Every 24 hours (every day from 07:00 in the morning until 10:00) are collected / copied from the official websites of the selected media, all posts related to the campaign (articles from rallies, live TV and distributed on Facebook, sponsored programs, news that focus on the attitudes of other actors who evaluate the campaign, such as non-governmental organizations, international political factors, etc.) they include: the headline and description of the event, the accompanying photograph or appearance. The selection of media was made based on: the number of followers it has official Facebook page and aspects related to the specifics in categorizing the media into traditional and new. Based on the number of followers, the Express newspaper was selected. Meanwhile, 3 other media have been selected: the Koha.net website because it includes information from television and newspapers belonging to one of the leading media companies in Kosovo, in the last two decades. Blic newspaper has been chosen as an example of media that have developed only on the Internet in recent years, ie as new media without the support platforms of traditional mass media: television or newspaper. RTK is included in the monitoring list based on the determination that it is the only public media in Kosovo and as such has special responsibilities in covering election campaigns. The method used to interpret the data from the above selection is content analysis. This method provides the opportunity quantity in data collection, which serve as a basis for interpreting the media reporting process about important events and processes, such as the campaign for the October 6, 2019 elections. Each of the posts was analyzed based on the initial division: the ratio between the total number of articles focusing on the campaign and those focusing on women candidates in the campaign. In the next phase, only posts / articles focusing on women in the campaign were analyzed, making the distinction between: the only nominee for prime minister and other women candidates for the legislative body. In the third phase the data are categorized for two aspects
of the candidates in the electoral processes deriving from the functional theory of political campaign discourse: issues and character, but only for the female candidates participating in the electoral process.

Finding / Results

The under representation of women in the campaign and in the media

In the elections for the parliament of Kosovo, the principle of a quota of 30 percent of deputies is applied. This requirement has been in place since the election and at the time of the UNMIK administration. The quota was intended to guarantee space for women's representation in parliament, in a social environment dominated by parties where leaders and other key figures were men, and in a mentality where politics was largely seen as an activity for men. As such, it made Kosovo a country where the UN Declaration on the Representation of Women was implemented, despite the fact that Kosovo is not a member of the UN. If only the percentage of representation in parliament is analyzed, then according to the OSCE estimates, Kosovo performs better than many other countries:

“According to OSCE, until 2014 less than a dozen countries have achieved the 30 per cent target for women in decision-making positions set by the 1995 Beijing Declaration and Platform for Action” (OSCE, 2014: 15).

Meanwhile, in 2015, the law on gender equality was adopted in Kosovo, which sets the goal of increasing the level of women's representation to 50%. Article 6, (Special measures) of this law defines as follows:

7. Legislative, executive, judicial bodies at all levels and other public institutions shall be obliged to adopt and implement special measures to increase representation of underrepresented gender, until equal representation of women and men according to this Law is achieved. 8. Equal gender representation in all legislative, executive and judiciary bodies and other public institutions is achieved when ensured a minimum representation of fifty percent (50%) for each gender, including their governing and decision-making bodies” (Law No. 05/L-020: 2015).

In the parliamentary elections of 2019, there were reactions for non-compliance with this law. The court rejected the Ombudsman's lawsuit for a temporary measure against parties that do not respect the provisions of the law in their lists of candidates for MPs. Women's rights organizations challenged the court ruling. “The Kosovo Women's Network once again considers unacceptable the lack of knowledge of the laws of the human rights package in Kosovo and the lack of willingness of justice institutions to react according to legal requirements, endangering the implementation of these laws in practice. KWN also condemns the unwillingness of relevant institutions to further investigate the issue of discrimination against women on voter lists and their unwillingness to contribute to equal gender representation” (https://www.koha.net/zgjedhjet-2019/187133/trgk-per-refuzimin-e-padise-se-avokatit-te-popullit-giyrqesori-deshtoi-ne-mbrojtjen-e-barazise-gjinore/)

In the political reality of Kosovo with a parliamentary system, participation in electoral processes takes place controlled by the party leadership. The initial selection, of the candidates for deputies, is made by the governing bodies of the parties. Each of the candidates runs a collective campaign in parallel as part of the overall party list and an individual campaign. Within the party campaign, the holders of electoral activities are only a small group from the list of candidates. The media attention is generally focused on this small group and depending on the weight they have within the party. Gender equality is not an issue that is treated with priority, during the electoral process, neither by the party nor consequently by the media. The research for this paper shows that the news for the media is the electoral activity, where the main space is usually occupied by the party leadership. Women candidates are focused automatically when the party leadership has appointed them as carriers of electoral activity.

Table 1: Ratio between male-female candidates in the news

<table>
<thead>
<tr>
<th>Date</th>
<th>30/09/2019</th>
<th>01/10/2019</th>
<th>02/10/2019</th>
<th>03/10/2019</th>
<th>04/10/2019</th>
<th>Total/Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total/Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
In this way of functioning of the political structure, women candidates for MPs are under-represented in the media. They are less present than men in electoral activities and in the media news about the campaign. Exceptions to this approach have been found in special cases, when the media have produced news about a particular candidate, outside of daily party activities, in cases where female candidates have presented themselves in media party programs presenters and in the case of the women nominee for Prime Minister from the Democratic League of Kosovo.

**Competition between women for the parliament of Kosovo**

In the race between female candidates participating in the campaign for the 2019 early parliamentary elections, attention has been focused on one woman. For the first time in the history of parliamentary election campaigns, a political party has nominated a woman to lead the government. As a result, the focus of attention has been on the nominee of the Democratic League of Kosovo, Vjosa Osmani. The following statistics confirm this.

Table 2: Media coverage of Osmani and other women candidates

<table>
<thead>
<tr>
<th>Date</th>
<th>30/09/2019</th>
<th>01/10/2019</th>
<th>02/10/2019</th>
<th>03/10/2019</th>
<th>04/10/2019</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Osmani/Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaz. Express</td>
<td>1/2</td>
<td>1/4</td>
<td>3/1</td>
<td>4/3</td>
<td>5/1</td>
<td>14/11</td>
</tr>
<tr>
<td>Koha.net</td>
<td>16/1</td>
<td>4/1</td>
<td>4/4</td>
<td>4/11</td>
<td>3/3</td>
<td>31/20</td>
</tr>
<tr>
<td>Gazeta Blic</td>
<td>4/7</td>
<td>6/3</td>
<td>6/7</td>
<td>9/8</td>
<td>5/6</td>
<td>30/31</td>
</tr>
<tr>
<td>RTK</td>
<td>0/0</td>
<td>0/0</td>
<td>2/2</td>
<td>0/0</td>
<td>3/0</td>
<td>5/2</td>
</tr>
<tr>
<td>Total</td>
<td>21/10</td>
<td>11/8</td>
<td>15/14</td>
<td>17/22</td>
<td>16/10</td>
<td>80/62</td>
</tr>
</tbody>
</table>
In relation to women candidates from other parties, Osmani manages to get the main media attention. But, Vjosa Osmani was in the double race in this campaign: in relation to the nominees for prime minister from other parties and in relation to the women candidates for deputies, regardless of whether they were within the LDK or from other parties. In relation to rivals from other parties, all men, she gets media attention whenever she appears as a party representative. But, the element that comes to the surface in her case is that during the campaign, she does not come out and is not presented as a dominant figure within the party. Unlike the male nominees from other parties or coalitions, she is consistently one of the leading figures in the party’s electoral activities and not the main leading figure in these activities. In public appearances, rallies, visits and media programs during the campaign period, she comes out almost always accompanied by the party leadership and her voice does not prevail. Dominant figures from the party leadership, even when they are not candidates for MPs, occupy its electoral space, maintaining the leading role in the campaign and reducing the space she could have in relation to rivals from other parties. Within the group / party she fails to consolidate herself as a figure around which others gather and as a leader who can convince the electorate that she can achieve the stated goals, which in some cases contradicted the previous policies of the party. As such, her appearances raise dilemmas for the leader who risks becoming a descriptive example for scholars’ assessments that “a leader who deviates too much from group standards can be rejected” (Myers, 2003: 301). The media articles have focused this dilemma, expressing in the headlines, her assessments that “she is the guarantor of the realization of the program with which the party sought votes” including especially controversial issues, which contradicted the previous platforms of party. Her example in the campaign for the 2019 elections proves that the functioning schemes of political parties do not enable the empowerment of women candidates. Even when they are put at the top of the electoral race, they fail to break the restrictive barriers that the party installs. Their credibility and professionalism is used by the party to secure the support of the electorate, and then the party appropriates this support in an attempt to minimize the merit of the figure who has enabled it to achieve this.

**Issues or character?**

Another important issue for the analysis of reporting on women candidates in the political campaign is whether the media has focused on the ideology of the party, on issues that appears as important social topics at the time of the campaign or on the character of women candidates. According to the Functional theory of political campaign discourse: “Candidates establish prefer ability through acclaiming, attacking and defending (candidate may offer claims, statements that stress candidate advantages or benefits; stressing an opponent’s undesirable attributes or policy missteps should reduce that opponent’s desirability, particularly for voters who value the attribute or policy discussed in the attack)” (Benoit, 2007: 36). Reporting on women candidates in the campaign for the October 6, 2019 elections in Kosovo is focused on issues and not on their character. Based on the articles prepared by the monitored media, it turns out that only a symbolic number of articles focus on the private lives of women candidates, or their personality traits.

Table 3: Reporting on issues and character

<table>
<thead>
<tr>
<th>Date</th>
<th>30/09/2019</th>
<th>01/10/2019</th>
<th>02/10/2019</th>
<th>03/10/2019</th>
<th>04/10/2019</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues/Personality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gaz. Express</td>
<td>3/0</td>
<td>4/0</td>
<td>4/0</td>
<td>5/2</td>
<td>4/1</td>
<td>20/3</td>
</tr>
<tr>
<td>Koha.net</td>
<td>17/0</td>
<td>5/0</td>
<td>6/2</td>
<td>14/1</td>
<td>3/0</td>
<td>45/3</td>
</tr>
<tr>
<td>Gazeta Blic</td>
<td>11/0</td>
<td>6/0</td>
<td>11/2</td>
<td>15/2</td>
<td>10/1</td>
<td>53/5</td>
</tr>
</tbody>
</table>
In this case, too, more attention is paid to the party’s political program and party attitudes than to the candidate running for parliament. Women follow party platforms, promote and defend them, they are considered an integral part of ideology and enter into communication with other parties, based on party affiliation. In the case of the candidate for prime minister, in special cases, there are articles that focus aspects of private life such as: about her twin daughters teasing her at the first and last rally of the campaign, or even about her husband, in the context of claims about his ties to Russia. On the last day of the campaign, Kosovo public media on its website published the article which it said was the full article of the American newspaper “Open Source Investigations” in which it was said, among other things:

"Is Russia interfering in the elections in Kosovo?" Putin's congressional ally, Dana Rohrabacher, is Prindon Sadri's mentor. Vjosa Osmani-Sadriu's husband served as Assistant to Congressman Rohrabacher. Both, Vjosa and Prindon Sadriu, have a very close relationship with Dana Rohrabacher. Rohrabacher has advanced Russian interests in Kosovo" (https://www.rtklive.com/sq/news-single.php?ID=381283&fbclid=IwAR01jNiZaeRcZMjaKLHNuag0oUZyzuOhhuLbNvTqrgMz4QbNHb4ZdHX-ZrQ)

This article was quoted by other portals in Kosovo too, but the reaction of the nominee for Prime Minister was focused only on the public media, which Osmani warned that he would sue for defamation. In this case, in fact, comes to the surface the approach of this specific media to certain political entities that were considered favorites in the race for parliament. The candidate for prime minister in this case is not attacked because she is a woman, but because she is from a political party that warned that she would not enter into a coalition with the main political party that has been in power and that continues to occupy the main space in the news of public media. On the other hand, similar writings (allegations of involvement in various affairs, links to circles that are considered hostile to Kosovo, etc.), were common in the days of the campaign even among male candidates.

In the context of promotional reporting for the nominee for Prime Minister in the days of the campaign, the media in Kosovo, follow the articles of foreign media, in which she is favored in the campaign trial full of male candidates. In Kosovo, this approach has been followed by the Express newspaper, which on the last day of the campaign came out with an editorial in which it supports Vjosa Osmani for prime minister. The newspaper's argument was based on the interplay between issues and her character as a successful woman.

"Her political path, her internal struggle, her survival in a completely inappropriate environment, speaks a lot about her political character. Winning the nomination to be the next Prime Minister of Kosovo, in a complicated party such as the Democratic League of Kosovo is a school in itself. The balances within this subject are such that very few have believed that Mrs. Osmani will succeed in this battle. She did not win this battle by having organized gangs behind her, nor did she win by spending millions of euros. She won this battle by putting her personality on the table, putting her CV on the table, her votes. Vjosa Osmani's war and victory within the LDK, her election as the next Prime Minister of the Republic of Kosovo, would be an extraordinary inspiration for hundreds of thousands of girls of our state, who feel unequal, rightly, among men strong and full of muscles" (https://www.gazetaexpress.com/editorial-gazeta-express-ben-thirije-te-votohet-opozita-e-mbeshtet-vjosa-osmanin-per-kryeministre).

Reporting on other women candidates, retained the general characteristics of the model according to which women are an integral part of the campaign and in the case of reporting on them there are usually no elements of denigrating language or reporting that specifically focuses on privacy and character.

Conclusions
Women candidates in the campaign for the early parliamentary elections of 2019 have been under-represented in the media in Kosovo. Under-representation stems from the political system and legal provisions, based on lists of candidates who are controlled by the party leadership. In electoral activities the key word is leadership and the candidates whether men or women act grouped around the leader. The media follow the activities of the party focusing on the statements of the main persons participating in the communication with the electorate. When women are not the main figures within the party then they are not considered a priority for media coverage either.

The media do not have and do not follow a strategy that would provide additional space for women candidates during the election campaign. Media editorial policies do not prioritize gender equality within the overall coverage of the campaign. The space in the news about the campaign is occupied mainly by men who are both a majority as candidates and are the main ones in the party leadership. News about women candidates in election campaigns in Kosovo focuses on issues and not on their character. The media produce news about women candidates who present the programs and stances of the parties on certain issues and do not follow aspects of their private lives. Exceptions are cases when women candidates personally promote and make part of the election campaign, aspects of their private lives. With their approach to women candidates, the media act neither as favoring nor denigrating mechanisms for gender equality during election campaigns for parliamentary elections. They just continue to function as a channel that carries messages from candidates / parties to voters.

References

Griffin Em, Ledbetter Andrew, Sparks Glenn, Budini Belina, Gjergji Bashkim, (2015) Vështrim i parë mbi teorinë e komunikimit, Botimi i nëntë, Educational Centre shpk
David G. Myers (2003), Socialpsikologjia, Shtëpia Botuese Uegen
Handbook on promoting women’s participation in political parties (2014), Published by the OSCE Office for Democratic Institutions and Human Rights (ODIHR)
Media in the Republic of North Macedonia: Between Objective Information and Fake News

Liljana Siljanovska
South East European University, Tetovo, Republic of North Macedonia,
l.siljanovska@seeu.edu.mk

Abstract. Objectivity is a key element in professional journalism as opposed to fake news that increasingly affects the media space in the Republic of North Macedonia. The irresponsible behavior of some media, especially social media, contributes to creating a climate in which the public is misled. The trend of
misinformation suggests exactly that, misuse of the media space in order to lead the audience to wrong conclusions. The misinformation easily won the media space, in a way removing the position of professional media research. Many studies point to the fact that fake news travels faster than the real news. Responsible media must be the link that will strongly influence powerful propaganda attacks. The public must not be misled. The media have a responsibility to accurately research and interpret the facts. The finished product of journalistic analysis must not contain elements of business, personal or political interpretations that will affect the objectivity of presenting the processed information. 

**Keywords:** Informing1, Fake2, News3, Misinformation4

**Introduction**

The multiplicity of media functions expresses the social dimension that they have in society on one hand, while the media reality reflects the degree of democratization of the institutions of the system in a country, on the other. Despite the social conditioning, the media will be able to achieve socio-political, economic and cultural influence through a new quality of information.

-Only then does the communication action achieve its constant goal - understanding the event as well as communicative interaction - active involvement in the social dialogue, the process of public opinion, settlement and cooperation. (Кунчик, Ципфел, 1998:115)

This means that media content should be created based on professional standards and criteria, such as objectivity, accuracy, comprehensibility, complexity and pluralism of interests. The ideology and politicization of professional standards is the most common abuse by the media, but lately the emergence of political power, pressures of various kinds and influences of business and political groups, government and state institutions is becoming more common. The problematization of the media's information function is imposed by the new communication reality which is not only characteristic for the Balkan countries, but also for the media in Europe, as well as the American continent. The global treatment of the issue of fake news within the framework of creating principles for its overcoming is also in the focus of European civic associations and professional media organizations, as well as in the policies of the European Union which most often implements media objectivity and information projects in candidate countries. The focus of European media policy is the integration of the phrase - a well-informed citizen. This means that explaining the media information indicates accumulated knowledge, that is, experiences from similar events, and journalists according to a saying by Schneider (1984) - They are responsible for everything, for very little of it they are educated and they are not authorized with almost anything. (ibid: 162)

**Media pluralism and objective information**

When it comes to the issue of pluralism, that is, the propulsion for different points of view, the media in the Republic of North Macedonia understand it more as the transmission of a quantity of information, than the quality of information processing. This is noticeable through the dominance of the level of information, i.e. the presentation in relation to the level of analytical, i.e. the creation in the news. From the analysis of the daily informative shows on some televisions, it can be concluded that there is a greater representation of informative versus analytical genres. Especially on some televisions, the political coloration in the general and individual announcements of the articles is expressed. By using attributes, emotional expressions and comments, the informative element of the news gets a positive or negative media context instead of a neutral one. As for the analytical creation in the daily news programs, it often comes down to presenting the editorial attitude that reflects the editorial policy of a specific media house. There are no conflicting opinions and additional facts as well as information about the events that will objectively support the comment.

**2.1 Politicization of Media Pluralism**

When reporting socio-political events, some media in Macedonia use very inaccurate and unclear sources of information, unmarked and illustrative materials without clear origins as well as articles of conflicting nature
where only one party is consulted. It is also common for unsigned texts, especially for topics with insufficiently defined sources and factual data. Analyses show that media often use unnamed or generally-defined sources to place unconfirmed information from the domestic scene, but also when informing about events that take place outside Macedonia. The mutual influence of politics and the media is, therefore, great. In today's conditions, the political reality in a society largely depends on the image that the public receives, regarding political events, through the media. On the other hand, the media are focused on political actors and occurrences due to the public interest in politics. As part of the usual journalistic practice and tradition, the media not only convey messages and information from political actors, but also analyze, select, comment, give their opinions and express opinions about them. They also invite and convey opinions and views of other competent persons and groups (experts, former public officials and functions, etc.) Regarding the analytical function, the media put the events and decisions in the political sphere under a constant analytical magnifying glass, which is most often realized as critical and thus contributes to continuous opposition to political factors. From this it can be concluded that political actors and the media are constantly striving for supremacy over the process of shaping public opinion. Such media reality can result in a situation where the media will give in to the pressures of political actors that can be imposed on the media and restrict or completely suppress the freedom of the media.

The process of shaping the media political-informative contents creates the media reality that differs from the true reality. The continuous presence of a certain topic and its media treatment through various forms of media expression grows into Media Advocacy. In media terminology, it is defined as “... strategic utilization of the media for promoting a particular public initiative or position.” (Lorimer, 1998: 67) When the media advocates for a certain issue and presents it to the public, they then transform the specific issue that is being treated, into a public issue. It is especially important to emphasize the issue of the social and humanitarian aspect of the media message, i.e. the new information, its influence on the formation of public opinion and the increase of the cognitive dimension in certain interest groups. The selection of topics and values and questions about the facts determine the dimensions of media influence, and the construction of media reality in daily events contributes to the homogenization of media content. The media influence the determination and structure of the topics. The importance of the media is especially great when creating views on unknown topics, particularly if information on hitherto unknown issues from the social reality is repeated, while reducing the pluralism of information sources or there is an objective inability to follow the content in other media. The ideologically colored news directly influences the creation of attitudes that mean approaching or moving away from a political option as well as in the politicization of decisions, phenomena and processes, especially among neutral recipients or less educated audiences. The instrumentalization of information leads to the manipulation of public opinion. This means that media content is often chosen according to the possibility of their use (instrumental value) in group life. The syndrome of identification and projection with negative news related to the existence, life, personal safety and security of the audience increases the preconditions for their multiplication in reality and contributes to antisocial phenomena and changes in social psychology and in the realization of certain social roles. In addition, objective standards in the creation of media information can lead to an increase in factual information and knowledge without changing attitudes and behavior. - If there is little or no dissonance at all, we could not expect equal types of selectivity when exposing support sources and information sources. In fact, the motivation should be to seek support or new information or to be completely absent when dissonance does not exist.” (Festinger, 1999: 185) Leon Festinger (1957), in general terms, presented the theory of consistency which explains the wide range of phenomena that are a consequence of the influence of society. The emphasis is placed upon the dynamics of overcoming the inconsistency between the cognitive elements that he characterizes as personal opinions of the individual, his knowledge of his own actions and the actions of others, as well as knowledge of the opposite opinions that others have. According to him, people want to overcome the feeling of insecurity, discomfort, frustration or stress by communicating, and he qualifies this phenomenon as cognitive dissonance. Festinger develops several theses within his theory according to which “... (1) there may be a dissonant or inconsistent relationship between cognitive elements; (2) the presence of dissonance causes pressure in order to reduce the dissonance and avoid increasing the dissonance; (3) the phenomena through which the action of those pressures is expressed, include changes in adoption, cognitive changes and careful exposure to new information and new opinions. (ibid: 185)

The statements received through the information function of the media inform and teach the recipients, and thus there may be a disagreement over what is received as a message from the mass media and the recipients' own opinion. This phenomenon in the sociology of mass communication is called cognitive dissonance, which can be discussed on two levels. The first is when the information function influences to reduce (decrease) or increase the dissonance between thinking and behavior. If the information helps to harmonize the attitudes and practical actions of the person, then it is a matter of reducing cognitive dissonance. The second level of cognitive dissonance refers to the dissonance between the contents of the message coming from the mass media and one's own opinion of the recipients of the messages. Any information in the process of mass communication influences to harmonize or reduce this cognitive dissonance. The analysis of media practice shows that if information that originates from the mass media is in the function of a faster social progress, it is accepted very quickly and there
is a reduction of cognitive dissonance. As historically determined, dynamic and deeply integrated category in the structure of a society, social consciousness is the most general framework from which the behavior of individuals derives. This implies that the behavior of the individual is never behavior in itself, but there is always some source in a certain system of values that are operationalized through the norms whose end result is a certain social consciousness. In modern societies, the means of mass communication are used to form, develop and change the contents of a particular worldview. The forms of creating public opinion about current phenomena and processes contribute to changes in the level of requirements, i.e. the criteria of the recipients, which can create a situation of feeling deprived of something, i.e. create a state of relative deprivation. It should be noted that this term indicates the assessment of their own social status according to relative criteria, that is, when comparing incomes, privileges, welfare and the like, with groups or individuals with whom the person is oriented. Given that absolute deprivation means a feeling of deprivation according to objective criteria of opinion, the difference between these two perspectives is significant in the formation of public opinion, especially in the era of cultural globalization, where the absolute is transformed into relative deprivation. Or more precisely, the global media, especially film, are less and less focused on creating productive-oriented values such as austerity, investment, positive valuation of entrepreneurship, and consumer orientations are becoming more widespread.

2.2 Controversies and Criteria of Objectivity

The problem of objectivity is increasingly imposed in the scientific debates within the media sphere, precisely with the political and democratic pluralism of the interests of the citizens. The relationship between media statements and the reality that determines the discourse of objectivity does not provide the answer according to which criteria are decided for the correctness of the presentation.

- Moderation as a criterion in terms of information refers to the overall content of a media, i.e. the interests that exist in a society, which within the same media compete in the struggle for public opinion. In such a struggle for the public, if the media should remain neutral, there is a danger of gaining only a balance of already established interests. (Siljanovska, 2007: 88)

This shows that behind the notion that objective reporting is possible, is the idea that information can be presented so that recipients can form their own opinion. If objective information is free from prejudice and the facts are argued within it, then the question arises whether the term objectivity has the same meaning as honesty and balance. But, on the other hand, honest intentions in informing a media outlet do not mean objectivity if it does not represent facts, relevant sources of information and at least one side of one point of view - those who represent the stated position, opposing views and a neutral position regarding media coverage. In fact, a neutral stance means engaging a third party, that is, exploring the impact that that content has on the audience. Balanced reporting, which is one of the basic criteria in the BBC media work, means balancing the opposing views expressed, without determining the value of the objective, i.e. the truth in the story. If a parallel is made with the notion of objectivity in the scientific-theoretical discussion, it will be seen that it no longer refers to the connection between statement and reality, but objectivity is a feature of scientific action and indicates the intersubjective possibility of verification. Such a notion of objectivity can also be applied in the media, where objectivity is a hallmark of professional research and reporting, when trying to factually, non-partially and non-manipulatively separate news from commentary.

Understandability as a media standard requires that they creatively and professionally translate events and problems into an understandable message accessible to all citizens, regardless of their educational level, occupation or professional competence, economic or political status. But understandability does not mean accuracy, unless 5 plus two questions are answered in one media story and the facts are not recognizable and verifiable. Complexity, on the other hand, is a comprehensive analysis of the conditions, events and problems as well as indicating the complexity and contradiction of the social processes that are informed. Given that society represents a dynamic, contradictory and conflicting whole composed of different social, political, ideological, national, religious and other social groups and communities, information from that aspect should cover all events in society. It must not be limited to certain events, selected contradictions, conflicts or focus only on certain groups or parts of the world. Objectivity in this case is questioned because of the selection of facts and values, i.e. the media framework creates a process of information reduction, the news is processed and due to the modification there is a lack of objectivity.

Misinformation and Fake News

The Media Literacy Index in Europe showed that in 2018 the Balkan countries are characterized by the least resistance to the phenomenon of post-reality, that is, our region is most receptive to fake news. Of the 35 European countries listed in the report, the Nordic countries are at the top, and North Macedonia is at the bottom of the list, i.e. it is the country with the highest "vulnerability" to fake news due to the lowest level of quality education and media freedom. Above it are Turkey, Albania, Bosnia and Herzegovina, Montenegro, Bulgaria and Serbia.
Questions about facts and values in the communication reality impose a global trend of fake news in the media sphere that aims to misinform the public, manipulate public opinion and propagate certain views, opinions and views of political elites, business circles, the government or the opposition. Contrary to objective information, which is based on accuracy, truthfulness and complete presentation of facts with conflicting opinions from competent sources, false news is the product of conscious or deliberate violation of professional standards and norms in order to present a distorted picture of reality, phenomena and processes. This is done by the personal motives of the journalists, but most often, according to the analysis of the media practice in the Republic of North Macedonia, due to financial, economic or political pressures of individuals, groups or institutions, for which there are commissioned texts, media stories and intensified media propaganda, in order to strengthen political and economic power and abuse of party, state and other public functions.

If we start from the fact that everything that the media places in public represents construction, in its essence, then it is consequently followed that a limited number of selected information provide a limited media image regarding reality. Fake news is intended to harm the public, to divert attention, to cause confusion, and to defocus from real situations and problems.

**Analysis of Fake News in the Macedonian Media Practice**

The media sphere is flooded with various forms of fake news and fake information. The following are found in the media:

- **Propaganda** - information or set of information that is not objective and is used to influence the opinion or behavior of people in order to fulfill some agenda (political, corporate, etc.). Propaganda often uses an emotional rather than a rational message. There are many types and sub-types of propaganda, but the division into political, religious and commercial is common.

- **Posttruth** – represents a neologism (posttruth), which the Oxford Dictionary chose as the word of the year. This new term defines the circumstances in which public opinion is mainly shaped by emotions and personal beliefs, and not, as the dictionary says, by objective facts. The truth is especially important in the sphere of public opinion, because until a certain fact is confirmed, it remains only a private matter of the researcher.

- **Twisting** (SPIN) - twisting, i.e. spinning is a propaganda technique, which means presenting the story according to the interest of one of the parties to which it suits.

- **Bias** - in the context of media literacy is an unfair imbalance in the reporting approach in favor of one party against another.

- **Pseudo-events** - these are events that have a marketing or PR function. They are usually organized for political purposes, with which politicians impose their agenda on the media.

- **Pseudo-history** - is a form of fake scientific research, which tries to distort or falsify historical records, often using methods similar to those used in historical research.

In accordance with the recommendations of the Council of Europe for dealing with information manipulations, we should start from their classification according to content and intention. Examples of case analysis are taken from the Media Fact Finding Service

- **Misinformation case analysis**

  **Source** - Title: "Be careful not to take paracetamol P / 500 - it contains a virus" Posted on: Social network "Facebook" (user profiles), date of publication: 29.9.2017.

  **Case** – News spread on the social network "Facebook" that paracetamol tablets are being sold in North Macedonia, which are deadly. A user post said the virus was considered one of the most dangerous in the world, with a high mortality rate. Shortly afterwards, the "news" was taken over without additional verification published in the weekly "Republika" (without denial), as well as on the web portals "Skopje", "24" and "Информакс" (with a statement from an expert, who expresses doubt about the veracity of the statement, but not an official denial from the Ministry of Health). The disinformation that spread through social networks about the deadly
"paracetamol" was denied as false and unverified by the Ministry of Health, which came out on their "Facebook" fanpage, within the following day. "This post contains false and unverified information. You can contact the Drug Agency for additional information by professionals."

**Problem** - None of the leading media in North Macedonia reported the announcement from the Ministry, nor did they apologize for reporting unverified and fake news. The "Facebook" page where the disinformation was originally posted has since been removed and no longer exists. / Case: "Инфомакс" (with a statement from an expert, who expresses doubt about the veracity of the statement, but not an official denial from the Ministry of Health)

- Case analysis for false information, i.e. disinformation

**Source** - Title: "Congratulations. For the 15th anniversary, we are awarding 2 tickets for any destination for only 1 dollar. Retrieved from: Social network "Facebook" (user profiles), date of publication: 18.6.2018.

**Case** - A post was shared on social media with a link to a fraudulent website with a name similar to the low-cost Hungarian airline Wizz Air, which says two airline tickets are being offered for just $ 1 to mark the airline's 15th anniversary. The news resounded among the citizens, who massively announced that they had bought tickets from "Wizz Air" and thanked for the promotion of their Facebook profiles. In the process of "buying" air tickets, citizens simultaneously entered personal data from the cards, thus allowing fraudsters to misuse their data for various purposes.

**Problem** – Those citizens who believed in the scam did not take into account that the airline's official website is wizzair.com, and the news website is wizzair.com fly.net. Within a short amount of time, some of the citizens who bought tickets discovered that it was a scam and a fake website, so they massively informed the banks to block their cards.

- Malinformation case analysis

**Source** - Title: "(Video) KATICA JANEVA ON PILLS IN THE PARLIAMENT: Does Katica Janeva have the capacity to contract in order to perform the function entrusted to her?" Media: Internet portal "Инфомакс", date of publication: 21.9.2016.

**Case** - A photo taken in the parliament was published on the internet portal "Infomax", during the presentation by the special public prosecutor for the report on the six-month work of the SPO. The photo shows Janeva taking a pill. The title and the accompanying text imply doubt in the working ability of Katica Janeva. It is unclear from the article what kind of pill it is (vitamin, antibiotic or something else). There is no answer to this question in the article, nor is an answer requested from the special prosecutor. Instead, speculation is offered to tarnish the reputation and discredit the SPO leadership.

**Problem** - Instead of information of public interest, politically biased messages are served in order to reduce trust in a representative of a state institution.

**Conclusion**

Facts play a major role in media representations of objectivity. The practice within the media profession shows that there are unwritten rules for a correct (objective) description of reality: all public facts should be correct; uncertainties should remain recognizable as such; reliability means completeness and balance; the author does not express his opinion; avoiding phrases; the expression of the opinion as a subject of the notification that should be marked as such, as well as not to use unfounded tendencies or facts for decoration or addition. Media standards enable the creation of critical thinking in order to increase the cognitive dimension of the audience in order to form a public opinion that will enable a participatory role of both the media and citizens in all spheres of socio-political, economic and cultural life. Of particular importance are the freedom of expression and the independence of the media, which also reflect the degree of democratization of a society. On the other hand, a well-informed citizen in no way means only receives a lot of information, but also their proper use, comparing the thematic content with several specific media, detecting facts that are from relevant sources as opposed to fake news, as well as distinguishing the news from the comments, i.e. from the subjective interpretation of the information.

**References**

Abstract. Information is considered the oxygen and barometer of democracy where the fair and correct information is achieved through free media. Freedom of the media is the main pillar for the functioning of a democratic society, and the media is rightly considered as the "fourth power" of a state, after the legislature, executive and judiciary. (Bacaj, 2010) But still, journalistic ethics in our case of shared social media portals and news takes the main focus of the review. Media professionals are solely responsible for drafting the code of ethics. Formal intervention would jeopardize the independence of such a project. (Wilkins, 2009) Journalists have a role to play in conveying information, ideas and opinions, and the right to comment. It is the right and obligation of journalists to try to prevent censorship and distortion of the news (Çausidis 2012). Methodology: quantitative, historical, and descriptive. Survey-based on valid references. (OSCE, 2017), (Progni, 2012), (Zotaj 2014) Samples: 501 citizens from 2/3 of Kosovo municipalities, with two focus groups-sociologists-political scientists and journalists-editors. 53% of respondents had a university degree, and 94% received the news from their smartphones and personal computers. Results and discussion: 16% of respondents perceive online news as effective, 1/3 think that cyber journalism does not have enough time for editing. 77% are disturbed by the news where anyone can be a publisher and 89% believe that politics has an impact on the media. 57% believe in media ethics and 90% of them think that news should have its limit. From the portals and online newspapers, the most read was the Express newspaper with 52.5% followed by Telegrafi 33% and the others, 19-10%.

Conclusions and conclusions: the majority of opinions were that online news is read more because it is easy to access, and free even though very few trusts in efficacy. Focus study groups think the news can be bought or even copied. The data suggest that the government should regulate the status of journalism with criteria, be impartial, and respect the law on the issue of authorship.

Keywords: Social Media, Laws, Codes of Ethics, Professionalism, Credibility, and Access

Introduction

Technology and freedom allow the publisher to deliver the news anywhere and anytime by providing information to portals without being well-edited, just to impress rather than easily trusted information, leaving room for doubt. All of these were provided by the opinions of the citizens of Kosovo and two journalists-editorial focus groups. They will give us information on the achievement of the objectives set in this study to confirm or refute the study thesis. Research should provide and identify some difficulties once you have studied and analyzed the results, at least to promote and protect the values of free, independent, and visible media in Kosovo. Democracy is based on, freedom of speech, and freedom of the media. On the other hand, even though every online newspaper is just a drawing for its articles, only a cyber journalist seeks to protect the intellectual property, leadership and credibility of his information. This service of modernity is characterized by, faster delivery and intervention, and you will provide faster media communication across the globe considering the use of a mediation service an essential feature of society and you can use. Somehow, this technological development of the media has brought many innovations and a revolution in our whole society. The social and professional status of the journalist as a topic that requires a a multidisciplinary approach to identify ways of information and follow-ups. The concept of journalism has different meanings and in terms of professional identity can not be completely defined in freedom of speech and courage for open decision-making for their opinions and attitudes since the journalist as an employee within a media agency is only an employee of the media industry. Often editorial policies are not long-term and are dominated by the day-to-day interests of the businesses that keep them alive. Often before you want to have a faster conversation to look at the real situation, you allow the pressures...
you want from the rulers and you want to take absolute control over. (Bacaj, 2010)²


ART-is the official source of information on the state of telecommunications in Kosovo (including Internet penetration), and serves as the main source of information in this sector for companies and various global and regional institutions (including the future ITU); as a result, more attention has been paid to it. The purpose of this research paper is to identify opportunities to control the news published in the environments where the community operates. For this purpose, I have put one main hypothesis. The citizens of Kosovo do not have a real opportunity to control the news that is published on their premises.

1.1 Portal development and social media journalism

Before everything moved to online newspapers is that the world's first regularly published newspaper was published in the period between years 1605-1609. But Sweden was the first to pass a law in 1766 that protected press freedom. Since then, the roles of the press and media freedom has been considered essential in democratic societies and protected by constitutions or laws guaranteeing freedom of the press. In the U.S., the period between 1890 and 1920 is often referred to as the "Golden Age of print media" when press barons like Joseph Pulitzer build publishing empires.³

Today, giants of social networks seek to take the place of the great portals of past years (Google, Yahoo, and MSN) as the only gateway to the web and are more often used as emails to communicate. As privileged places of immediate information and shared with the audience... and that often beats the media when it comes to delivering important information and trends. After years of trying to position themselves as well as possible against Google searches, traditional media tend to aim for rationalization; namely to do everything to exist where people live. Where information is immediately accessible and commented on in real-time. For the media, real-time is emperor.⁴

An important and inevitable feature of the media is their power and influence on the essence and content of the message they have. So, they decide what will be debated, in what way, and who "will have permission" to take an active part in the public debate. It is important to examine and analyze both of these forces if we want to study the role of the media concerning the public debate."⁵

The history of creating internet-based media in Kosovo is relatively new. Creating informative websites with an impact on public opinion has become popular recently although traditional media was present online even before. Poor financial sustainability has made newspapers develop more slowly at a time when audiences fled with in the digital world. Some of the Kosovar dailies have been closed and some others have been completely switched to the online version. A total of 27 print media are members of the Press Council, a body dedicated to ethics and professionalism in journalism; at the time of writing this article. The largest number of members belongs to online media. Dozens of other portals are not members of the council, but the council also handles complaints against non-member print media.⁶

Kosovo counts over 300 portals, which are not controlled by any institution for broadcasting of fake news. Most online newspapers in Kosovo do not follow the media code, the news they present is not verifiable in terms of the source they come from, the fact and data have been replaced by the conjectures and personal opinions of journalists. News obtained from other portals, in most cases, do not indicate the source, misinform public, and manipulate public. Portals in Kosovo are of two types, daily newspapers that have been turned into portals and newspapers that operate only online, ie as portals. Most either led by political party figures, or openly political.⁷

So the necessity for "installation" of ethics in communication sciences today is more than acute. Numerous boards or press associations of Kosovo (in Kosovo, there are more "independent and apolitical" press boards, than in Germany of 90 million inhabitants?). In their codex, they have formulated "the rules for a pure journalist and "un" respect for "privacy and intimate sphere", but due to the impossibility and lack of application of sanctions this press code of ethics is treated and ridiculed, by many institutions, groups, and individuals, as' toothless wolf". From a legal point of view, Dardanian journalists "navigate" between "freedom of the press", and "the right to the holiness of the individuals". However, a satisfactory study or possibly "an elementary school of journalism" would undoubtedly be important for today's "Dardanian journalist"… Since the word "journalist" is completely unprotected… everyone, ("if he likes") can call
himself a "journalist", and, of course, be hired as such! (Mekuli, 2013)³
Traditional media could not stand as a paradigm to "adjust" online media; on the contrary, it was influenced
by the thirst of readers, in conditions when competition and subsidy is a jungle encounter. Lack of media
ownership remains problematic, concerning some online media. This Joseph Pulitzer, more than a century
ago, said: A cynical, mercenary,

³Sacha Wunsch, Vinseţ at all (OECD), 2010, The report has benefitted from multiple inputs provided by delegations
and external experts as referenced in the "Background" section, OECD,11-Jun-2010, It is published on the responsibility
⁴Scherer, Eric,2011, “A na duhen më gazetarët” përkthimi dhe botimi shqip, Papirus
2012. Tiranë. Fq. 57 ⁵Mekuli, Gezim,2006,"Mediat dhe politika" ,Mekuli Press, Oslo,
fq.15
⁶Berisha,Arta, 2018, https://al.ejo-online.eu/profesionalizmi-ne-media/gazetaria-e-medias/rruga-e-veshtire-drejt-
transformimit-te-mediave-ne-kosove botuar mw 24 gusht,2018
⁸Mekuli,Gzim, 2013, Etika në media dhe përgjegjësia e publikut, artikull botuar ne portalin telegrafi më 01.11.2013,
https://telegrafi.com/etika-ne-media-dhe-përgjegjësia-e-publikut/
demagogic press, over time, will produce a people as weak as itself. Not surprisingly, with the thirst for
readers, we are influencing the destruction of this generation so strongly that there will be no judge to
punish us in the future.⁹ In Mekul's book, "Media and Politics", he wrote: “Some communication
and media science professionals go so far as to call the regulation of the political system of the time
Mediocrity. According to them, we have a society led, processed, and set by the mass media and not by
the people, as others think. Undoubtedly, the media has power over the recipient, so they have the power
and opportunity to influence our thoughts and attitudes. Pressure has put journalists in an unenviable and
unstable position in such environments.¹⁰
Totalitarian journalism has ceased to exist in Kosovo Press due to the change of political circumstances
(although sometimes there are attempts by the government to influence journalists). It can be concluded
that Kosovar journalism should be sought among some other libertarian and authoritarian theories.¹¹
When an issue is to be addressed in the media, the problem arises as to how it will be presented in the text
and image. The choice of viewpoint is not random; it means who will be interviewed, or which images will
be in the foreground and which in the background and that is not resolved by taking the side of one or the
other. Often, the media is not only blamed for using space and time for needless material but also their
popularity, which gives a distorted picture of the social debate. On the other hand, all major media have
opened web pages about important societal issues.¹²
Ethics should be the strongest point of a journalist, starting from the basic information which is rarely given
accurately about a certain event, to the violation of rights of people by the journalists themselves. This is
about flagrant abuses of the print and other electronic media, about reliable data on people, about photos of
various events published without any criteria, up to the appearance on television of people suspected by
police authorities as responsible for crimes. The Code of Ethics represents a set of ethical norms and rules
regarding the most important ethical issues encountered during the practice of journalism, the ethical and
unethical that has faded because the treatment and reporting of each issue is an ethical problem, so
fortunatley had ethics and unethical has become one. The media is guided by the principle of publishing
the latest news as quickly as they can, but without look up on to ethics when reporting. Non implementation
of the code of ethics is due to the lack of self-regulatory mechanisms in the media, the evolution of
technology, professionalism of journalists, etc. (Spahiu, 2016)¹³
Freedom of speech and expression including "the freedom to receive and impart information and ideas to
any medium and regardless of borders" (Article 19 of the 1948 Universal Declaration of Human Rights)
is one of the fundamental political and civic rights, which fully complies with all human rights instruments.
It has its roots in the struggle for individual freedoms of the 18th and 19th centuries when it was included
in US and European constitutions.¹⁴
Concerning any incidents reported against journalists and by journalists, the Kosovo Police completes the
investigation and passes the cases to the prosecution. Journalists are likely to be vulnerable victims for a
variety of reasons, including the subject of threats, as this may be their employer or an individual or public
official about whom they want to report. One of the historic cases that have remained unresolved and a
major challenge for the justice system is its failure to properly investigate, identify and prosecute the
perpetrators of the murders of three post-war journalists. A particularly troubling element of this case is
that the killings of journalists are considered politically motivated.¹⁵
Everything in journalism starts and ends with the news, the fresh information that contains the answers to
the six elementary questions (Who, when, where, what, why, and how) about certain events. (Kipling 1865-1936). Allan Bell says that the news contains the stories and images of our day. (Bell 1991) Do we need journalists anymore? Scherer writes in his book: “The new added value of professional journalists will also be the rapid delivery of context, essential to cope with the excess of information in an increasingly complex world where the simple transmission of “facts” is no longer enough. Journalists working for online media are less pessimistic than their peers in more traditional media platforms. The media is a great power that can have a positive impact on society, as well as a negative one when journalism is biased and not the journalist who reports only the truth.  

11 Rugova, Bardh. 2009. Gjuha e gazetave. Botues KOHA, Prishtinë, fq 21  
13 Spahiu, Alma, 2016, etika në media, artikull ne Media, botuar më 03.05.2016, https://123456procom.wordpress.com/2016/05/03/etika-ne-media/  
14 Neni 19,deklarata universale e të drejtave të njeriut (DUDN), neni 19 konventa ndërkombëtare mbi të drejtat civile dhe politike (KNDCP); Neni 10 konventa evropiane mbi të drejtat e njeriut, Neni 4 Deklarata amerikane e të drejtave dhe detyrimeve të njeriut (daddn), Neni 9 karta afrikane mbi të drejtat e njeriut dhe të drejtat e njerëzve (KADNDN).  

1.2. Laws versus the chaos of information on social media news.

But, it is also unacceptable to have portals without any address, without Impressum, which means without any identified person to take responsibility for the published information. In Kosovo, freedom of speech is a constitutional right, defined following the general principles of the United Nations (UN) and the European Convention for the Protection of Human Rights; it is not an absolute right, which means that human rights cannot be exercised in a way that threatens the rights of another. Regulatory authorities are biased and lack the human and financial capacity to exercise their monitoring authority to control and distract digital media from damaging the reputation of individuals. A nationwide approved code can serve as the primary source for some types of code. A code can define what is a privacy and private place based, where people can complain about press interference in their private lives. What about the role of the government in drafting and adopting the code? They are not active participants. Media professionals are responsible for drafting the code of ethics. Government would jeopardize the freedom of such a code. However, the Code of Ethics in Kosovo-Preamble for the print media exists. This code, derived from existing international standards of journalism practice, aims to serve as the basis for a self-regulatory system that would be considered professionally and morally binding on journalists, reporters, editors, owners, and publishers of newspapers, portals, and news agencies, where journalists and editors will respect the following ethical principles and protect the professional integrity of journalism. Editors and publishers will ensure that all relevant staff is informed of this Code and ensure compliance with all provisions of this Code. In the constitution of Kosovo in Article 40 [Freedom of Expression], it is written that Freedom of expression is guaranteed. Freedom of expression includes the right to express, to distribute, and to receive information, opinions, and other messages without being hindered by anyone. Freedom of expression may be restricted by law in cases where it is necessary to prevent incitement to violence and hostility on the grounds of racial, national, ethnic, or religious hatred. The Supreme Court is the highest, responsible for deciding in the third instance on appeals allowed by law, for adjudicating claims and revisions against final court orders, for determining the principles and remedies that require a single application, and for cases under the scope of the Kosovo Property Agency(KPA) and the Kosovo Trust Agency. Regulators and self-regulatory mechanisms in Kosovo, as a constitutional category, have been established and operate as an Independent Media Commission (IMC). IMC is an independent body that regulates the spectrum of Transmission. The task of the media is like that of a witness in court, who swears that it means “the truth and only the truth.” But in this case, it is not the media that reports, it is not the journalist who writes. It is the reporting institution and the Public
Relations employee who does the journalism! The media in this case turns into a video library that "inserts the tape". The media industry has a very comprehensive nature, so we can never claim that it fulfills only the function of conveying information. On 25.01.2017, a law was adopted for the Independent Media Council (IMC), as a regulation for media service providers, whether audio or audiovisual. The purpose of this regulation defines the rights and obligations for media service providers, regardless of the mode of transmission in the Republic of Kosovo, to guarantee the protection of media pluralism and the public interest. 23

No one can escape critical monitoring and control, especially the persons and public institutions that are financed by the taxes of the people and especially those who abuse, steal and rob public money and betray the national interests. No media can claim to be free, independent and a guardian of democracy unless it was the opposition to power and critical of it and the evils of reality that come because of it. Posting indiscriminate material (usually missing dates and places where the events took place), whether written or multimedia, is not only creating a tasteless and meaningless public but is raising the dividing wall that is greatly helping the normal circulation of influences, values, and reciprocal patterns. 24

The simplicity of setting up an online media, and the ease of transmitting it over the Internet, has undermined the dominance of capital over the media. In the conditions when everyone, without spending any money, can create a profile on Facebook and consequently produce and transmit information in real-time with a very large group of people, the dominance of money over information has finally decreased. On the one hand, no one has enough money to buy all the people who possess a Facebook profile. 25

18 Projekt i financuar nga BE dhe i menaxhuar nga zyra e Bashkimit Evropian në Kosovë, 2017, http://www.digitalrightskosovo.com/file/201706/Mediadigitale-n%C3%AB-Kosov%C3%AB-N%C3%ABkontroll-i%C3%ABbaraspe%C3%ABs-f%C3%ABs-liris%C3%AB-s%C3%ABshprehjes-dhe-reputacionit.pdf
26 Edited images or photos can be accepted as illustrations only if it is clear that we are dealing with a collage. Anonymous text and one signed with a pseudonym are considered editorial texts. Journalists should carefully follow the rules of the Albanian language and avoid the use of foreign words when possible. Old-fashioned journalism feels threatened by this sudden market opening and sometimes tries to equate online news with second-hand, somewhat unbelievable, or Albanian fake news.According to Mekuli in his book where he writes: “Many relevant forces, both political and economic, seek support from the media to strengthen and secure their positions. They often make secret agreements not to "attack" the media. If these media sometimes do not support and faithfully support the ideas and plans of these parties, economic and political forces, the "Treaty of No Media Attack" will be invalid. Sanctions would follow from the ruling politics. This can be in the form of letters, phone calls, fines, and even threats or closure. By focusing only on politics, the media somehow loses its autonomy, because it turns into the manipulation of individuals, thus becomes an instrument of politics.(Murati, 2017) 26

Media Independence and Self-Regulation is a commitment of quality-conscious media professionals to maintain a dialogue with the public. The complaint mechanism is created to address rationally and really justified concerns. This dialogue would of course include only those media channels whose journalists, editors, and owners seek to produce a responsible individual press. Self-regulation can be created at both business and individual levels. Outside the field of media, political institutions and public figures are usually the sources of complaints, as reporting and commenting on their activities is important to work for serious media. (Harastzi, 2008) 27
Debate on ethics, freedom of speech and reforms in online journalism

The ease with which "information" circulates today seems to make journalist’s job easier. Journalism, more than a profession as a complex technique to learn, is a craft that must be practiced with responsibility. As other powers, it is not shown in the damage it cause, but in self-control, and the code of ethics can help a lot to do great journalism! Media ethics encompasses issues and moral principles of human values. One of the most controversial issues in the field of journalism is journalistic ethics. Media ethics is not just a concept that belongs to the modern world. The need for a code of ethics has been one of the earliest concerns of journalism in the world and Albania. The first initiative to design a genuine code of ethics in the world belongs to the last century. Ethics should be the strongest point of a journalist, but it is the component that leaves much to be desired, starting from the basic information which is seldom given accurately about a certain event that has occurred, to the violation of rights by the journalists themselves. In the book by Philip Patterson & Lee Wilkins, translated by Valbona Nathanaili is a beautiful saying where is written, "Since the time of Confucius we have learned that "lighting a candle is better than shedding darkness", or according to the version of Mother Teresa, “the world is fed if all people are fed".

The Code of Ethics represents a set of ethical norms and rules related to the most important ethical issues encountered during the practice of journalism. We simply mention a different code in the respective journalism profiles for example the Code of Investigative Journalism, the Code of Conduct for the Media, the Code of Ethics for the Media, and the Trafficking in Human Beings. The development of media, technological transformations that have created a more prominent public opinion in the selection and variety of information sources, and on the other hand this transformation has become a factor for creating a wide range of ethical dilemmas. The line between ethical and unethical has blurred because the treatment and reporting of each issue is in itself an ethical problem, so unfortunately ethics and non-ethics have become one. In Fonqi’s book, he writes: "According to the codes of ethics of journalism and adopted by the According to Fonqi, the news should always be recent, true, interesting, and important. And to write a piece of news, the journalist uses at least three sources: (1) various documents, (2) interviews and (3) personal observations and howw would such an audience with ethically conscious responsibility be imagined and what would it look like? Commenting on this, Clifford Christians, a professor of communication sciences, writes: "Just as human survival depends on the protection and care of nature, so much the 'ecology of culture' (which includes the media), care and its protection". Christians openly blame and judges public opinion for collective responsibility. Collective responsibility means the moral obligation that the public has to social processes, and to the media in particular, in order to promote the most objective and professional information of society through such an objective and conscious follow-up.

Among the world codes is the Code of Ethics in Kosovar journalism, dated 18 February 2014 and which entered into force in 2015, drafted upon existing international standards of journalistic practice. This is intended as the foundation of the self-regulatory system that will be considered morally and professionally binding on reporters, editors, and owners as well as publishers of various newspapers and periodicals. Editors and publishers should ensure that all relevant staff

27 Haraszti, Miklós, 2008, Përfaqësuesi i OSBE-së për Lirinë e Medias, Redaktuar nga Adeline Hulin dhe Jon Smith, , Zyra e Përfaqësuesit për Lirinë e Medias, Vienë, Udhëzues për vetërregullimin e mediave/pdf
29 Patterson, Philip & Wilkins, Lee 2017, Etika në media – çështje dhe raste December 9, 2017/0 Comments/in Tirana RevieW of Books/by Valbona Nathanaili, https://www.valbonanathanaili.com/6669-2/ is informed of this code. They must ensure that the provisions of this Code are fully complied with in accordance with its general provisions. Self-regulation protects both freedoms of speech and expression, and citizens from the abuse of this freedom, and these two often conflict with each other. It is important to give a clear definition of what is considered as public interest. What should be the role of society in formulating the code? Code drafters should seek legal advice, refer to previous codes, and browse local and international literature. They should take into account the views of the public and informed opinions. Non-governmental organizations, especially those that represent interests that are likely to pose ethical issues when affected by the media, will have their views deserved to be respected and taken into account.

2.1 Kosovo media and freedom of speech

37
Excerpts from the report prepared by the OSCE-June 2014 for the Media in Kosovo (Report prepared with many valid references) where the report base its definition of media freedom on Article 19 of the Universal Declaration of Human Rights (UN) which defines that freedom of thought and expression includes "freedom of thought without interference, as well as the freedom to search for, receive and impart information and ideas, regardless of boundaries". This definition also applies to media freedom, an article used in this report also for freedom of press. In this report, we have added to the freedom of the press the definition of protection from general institutions and other actors that do not belong to the media. As such, media independence includes the absence of direct/indirect pressure from the authorities or any other actor through financial control, intimidation, violence, and other coercive methods against the media. Despite the progress made over the years, overall challenges remain within the framework of freedom of speech and information, the legislative and regulatory framework, as well as independence, security, and transparency. On the one hand, Kosovo provides an adequate legal framework to ensure freedom of speech, information, and media. There is also the freedom to work as a journalist; there is no discrimination that prohibits foreign journalists from doing their job, while the media are free to distribute content in their language(s) of choice. However, within each section of this report, a mass of issues remain and need to be addressed (KMSH&Çohu, 2016).

Defamation is not treated within the criminal code of Kosovo. Most other European countries treat defamation as a criminal offense. In some European countries and countries aspiring to European integration, defamation is punishable by a fine, which in some cases is higher if done through the media. In some other countries, is provided imprisonment for defamation or insult. Kosovo is not included in the ranking of 180 countries in the world in terms of press freedom in the report of Reporters Without Borders, which emphasizes that all the worst symptoms of the Balkans are found in Kosovo. Journalists criticizing the Kosovo authorities are often accused of betraying or sympathizing with Serbia. (Telegrafi, 2016)

2.2 Fake news and the language of hatred.

The public broadcaster cannot be expected to function in the same way as private channels or compete with them for audience levels. It has another function, mainly that of information of local realities. This is potentially a facilitator but should be left free to politicians to develop their ethics of public service, investigation, and accountability. In an article taken from the Journal "EJO", it is written that "In monitoring editorial office and published article 'my story' by the pro-LGBT organization they revealed that the language of hatred and discrimination continues to be present in the Albanian media. Out of 7730 policy, chronicle, and social articles, the monitoring authors identified 974 articles containing hateful and discriminatory language. These data are presented with a figure which reflects where hate speech is most pronounced. (See fig 1. below.)

---

30 Haraszti, Miklós, 2008, Përfaqësuesi i OSBE-së për Lirinë e Medias, Redaktuar nga Adeline Hulin dhe Jon Smith, Zyra e Përfaqësuesit për Lirinë e Medias, Vienë, Udhëzues për vetërregullimin e mediasve/pdf
31 OSCE, 2014, Liria e mediave dhe siguria e gazetarëve në Kosovë-Raport, botuar në Qershor 2014,pdf
When reporting and especially during comments or controversies, journalists are obliged to respect the ethics of public expression and the culture of dialogue. The media should not make public any photo, image, or audio or video arrangement that distorts the ideas or facts of the information source, except in the case of cartoons, or comics. Edited images or photos can only be accepted as illustrations if it is clear that we are dealing with a collage. Anonymous text and the one signed with a pseudonym are considered editorial texts. Journalists should carefully follow the rules of the Albanian language and avoid the use of foreign words when possible.

“Fake news” was not a term many people used two years ago, but is now seen as one of the biggest threats to democracy, open debate, and the western dominance. However, no one can agree on what it is, the extent of the problem, and what needs to be done. "The origins of fake news, governments, and powerful individuals have used the information as a weapon for millennia, to increase their support and to avoid dissent."

False news, or 'fake' news, are present in almost every portal operating in Kosovo, and come in several forms, title manipulation, content manipulation, or partially false news, with the intent of only, attracting the reader's attention to click the news. The primary purpose of this news is to click and satisfy the appetites of political parties. Below we will give some illustrative types of fake news circulating in the online media of Kosovo. According to Orjela Stafani, there are 5 types of fake news circulating in the online media: The first type of news is the one that in the headline warns information, while the content does not match the headline. The second type of news is the one that is built based on the question in the headline and is generally addressed to a naive audience, as the target of these portals is the middle class of the population. The third type of news is one that manipulates the average reader and the elite reader. This title immediately arouses the curiosity of readers, as found in a situation where the media are in crisis, everyone is looking for an answer to this chaos caused. The fourth type of news is the one that presents untrue information from the headline and the source of the content is completely unverifiable. The fifth type of news is the one that, using the inverted pyramid, gives us the information from the headline.

Believing in 'fake news' they promote stress and can be bad for your heart, a new study suggests.

2.3 Political and business defamation-ethical duties of the journalist.

False news can draw inaccurate conclusions about the real state of the world, for example, making it harder for voters to figure out which candidate they prefer by pointing out some non-existent problems. 'Fake News' is fabricated
If the philosopher Descartes once said I think therefore I am, today this saying can be adapt as I have Facebook therefore I am. Many factors contribute to this high level of use of the internet, where some of them are related to the young average age of Kosovars (27.4), then many families have relatives living abroad (diaspora), general culture, the political orientation of the country (western values), geographical position of Kosovo, etc. There is a proven correlation between schooling, income, and internet penetration, but this does not apply to Kosovo due to the reasons discussed in the same study. (See the data below in figure no. 2.)

Some countries have established fine schemes, while others have provided prison sentences for defamation. Defamation and its designation as a criminal offense remain debated issues in Europe between lawmakers on the one hand and journalists’ rights groups on the other. IMC is an independent body that regulates the spectrum of Transmission. In Lundorf’s book is written, “Everything is an argument”, and he thinks he has predicted the future of the mass media and thus writes, “First, we will be everywhere. Entertainment and information will be presented to us in what the industry calls multiple platforms: large screens (home TV), computers, and small screens (mobile and PDA). Newspapers and magazines will be on the web and on mobile. Videos and audios will be viewed on cars, in offices, at
Home, on airplanes, and on racetracks. "Everything everywhere" is the phrase that is currently being spread by the media. Second, we will have everything under control. Digital video recorders (like TiVo) and remote-controlled videos allow us to watch TV whenever we want (and, if we want, we can skip commercials). News processors, like Google,


Marleku, Alfred, 2017, interviuta me shkrim, ekspert ifushes se sociologjisë

Fazliu, Agron, gusht, 2013, SSTIK (Shqata per teknologji te informacionit dhe te komunikimit ne Kosove, Departimi dhe perborimi i internetit ne Kosove.

Digital methods were previously described as a term that seeks to occupy a recent development concerning Internet related research, summarized as Internet access and as a summary of data. Using this as a starting point, this paper sets out digital media methods as a methodological approach that includes web-based data, including other communication and social platforms such as Instagram, Vine, Twitter, Giffy, Periscope, and Facebook, among them. Press Freedom is often very powerful. Many newspapers in many countries have published stories that have revealed political transgression, misguided action, or fraud. Many times this has led to individual and collective resignations, policy changes, or legislative reforms. Many good journalists in Kosovo do just those investigative stories that could harm the public interest or the political interest. (Borchard et Kuçi, 2013) The relationship between the media and politics in the post-communist transition period has been very complex. Albanian institutions and policies in Kosovo have not established a national intelligence agency. It is being replaced by several national and international journalists and "media specialists". Aspirations of these people, these "media specialists" and these journalists, in an unsatisfactory and often manipulative manner, misinform public opinion.

Conclusion According to KMSH & Çohu, freedom of expression, media, and information remain fundamental rights for the development of Kosovar society. Despite the progress made over the years, overall challenges remain within the framework of freedom of expression and information, the legislative and regulatory framework, as of expression, information, and media. There is also the freedom to work as a journalist; there is no discrimination that prevents foreign journalists from doing their job, while the media are free to distribute content in their chosen language(s). However, within each section of this report, a host of issues remain and need to be addressed. (KMSH&Çohu, 2016) The Kosovo Assembly has an important role to play in monitoring how different pieces of legislation are being implemented and in reviewing government actions. About the media, it cannot be said that this has been a priority and thus engagement with this issue, especially at committee level, is necessary. (KMSH&Çohu, 2016) Technology has iced up everyday relations. To see friends in the cafe, where everyone watches on the cell phone, this is unfortunate. It made you realize that we are so addicted to technology. With the use of social networks, the phenomenon of bullying is increasing, it enables contact with all kinds of people, and you are closer to negative phenomena, maybe even their victims. Thinking The US-based Freedom House says only 13% of the world's population lives in countries with a free press. In the report entitled, Freedom of the Press 2017: The Dark Horizon of Press Freedom, the degree of media freedom in 199 countries and territories is classified in the categories "free", "partially free" and "not free", reports that Kosovo ranks as the 96th on the list, while it is classified in the category of "partially free" print countries. (Telegrafi, 2017)

Methodology

After choosing the topic, a questionnaire survey was compiled and it provides enough data for the purposes of the study. The survey is prepared based on valid references. (OSCE, 2017),(PROGNI, 2012),(ZOTAJ 2014). Part I of the questionnaire contains 2 questions that give us demographic data on place, age and education. The second part of the questionnaire contains 12 close-ended questions with 2 options, yes/no
answers and multiple answers. The questions were oriented to measure respondents’ opinions about online media, media credibility, the source of technology-based information, the things that hold back online journalism and their access to influence and ethics in media. The careful selection of the literature, including legal documents, approved media regulations, ethical codes, journalist’s profession,

44Hutchinson, Jonathon, 2016, An introduction to digital media research methods: how to research and the implications of new media data, Journal, Communication Research practice, Volume 2, 2016-issue 1, Pages 1-6 | Published online: 25 Apr 2016, Communication Research and Practice
45Borchardt, Bernd and Kuçi Hajredin . 2013,Liria e Shtypit: Të drejtat, përgjegjësitë dhe intereset publik,
52OSCE, 2014, Liria e mediave dhe siguria e gazetarëve në Kosovë-Raport, botuar në Qershor 2014,pdf
53PROGNI, Luljeta, 2012, Vlerësimi dhe ndikimi i internetit e rrjetave sociale në politikën qëndrime, art. Metropol,12 nëntor 2012, 54ZOTAJ, Elda, 2014, Tranzizioni politik dhe roli i tij në marëdhëniet e Shqipërisë me Bashkimin Evropian, temë doktoranture/pdf different news sources, fake news. Also were found published articles in newspapers and magazines other than authors of the field of journalism about the news impact on political events. The selected material has been adequate to determine the hypotheses of the study, and the orientation. The theoretical background has been the main supporter to formulate questionnaire for survey. The source of the information is written after each printed material and at the end presented in the bibliography. Some parts of the material are listed as they were from the author. A survey is conducted among 368 respondents from more than eight (8) municipalities in Kosovo. (Prishtina, Gjilan, Ferizaj, Peja, Podujeva, Kacanik, Viti, Kamenica etc.), of different sex, ages and backgrounds with an accompanying description of the survey, where it is clearly described what are the goals of this study and anonymity will be respected. Survey was conducted during the December 2017 to February, 2018. The respondents were selected randomly. Structured questionnaire interview was conducted at the respondent occurrence. Each interview was conducted one by one without any influence from others. Respondents were of different professions; teachers, professors, doctors, nurses, economists, students, unemployed etc. There were no delimitations except age. All respondents were over 18 years old. All survey questionnaires were set from 1 to 368, and then inserted into the Excel database. After the counting, results tables were prepared. The survey approach is of a quantitative type. Samples of the study were randomly chosen from more than half of the countries in the territory of Kosovo. The analysis is done with adequate statistical methods while the presentation of results is done with frequency and percentage. Findings are presented in tables, graphical and diagrammatic order. The purpose of this paper was to get citizen opinion of different ages, and compare their opinions regarding the credibility and opinion about online media and social networks. Survey question: What are the opinions of Kosovo citizens regarding ethics in online media and what is their belief about political impact? H1- There is no significant difference between age groups regarding opinions about online media, social networks ethics and political influence. H2- The younger age groups obtain more online information from smart phones, while middle-aged age groups get this information more from work and personal computers. Table 1 shows the age and education of the respondents.

<table>
<thead>
<tr>
<th>Age Groups Total</th>
<th>18-30 46-65</th>
</tr>
</thead>
<tbody>
<tr>
<td>N 255 113 368</td>
<td>69%</td>
</tr>
<tr>
<td>% 31% 100%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Primary</th>
<th>Elementary</th>
<th>Superior</th>
</tr>
</thead>
</table>
Tab 1. Age group and Education

<table>
<thead>
<tr>
<th>Age</th>
<th>18-30</th>
<th>46-65</th>
<th>18-30</th>
<th>46-65</th>
<th>18-30</th>
<th>46-65</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>6</td>
<td>4</td>
<td>166</td>
<td>33</td>
<td>83</td>
<td>76</td>
</tr>
<tr>
<td>%</td>
<td>3%</td>
<td>3%</td>
<td>65%</td>
<td>29%</td>
<td>32%</td>
<td>67.5%</td>
</tr>
</tbody>
</table>

Study results

Online news that is sent to social networks is very fast, though it is a revolution, it is easy to open an online portal, but even more according to the audience this is happening for business benefits as a result of unemployment. Also most of them seem were hasty news as a result of competition, using bombastic headlines, and therefore credibility is low and has a doubtful audience. This is happening due to lack of funding. Most of them think that editing time is not enough, but it also depends on where the journalist works and the criteria set for news sources. It is a practice for every editor to take a good look at the news and give it a critical look and check all the resources that have been used or that have been missing in compiling the news. Unfortunately, very few media or newsrooms apply these criteria in practice.

Even the public opinion through the survey believe that only 1/3 or 30.50% that the cyber journalist has enough time to research the news and edit it, while 1/5 or 20.50% think that it depends on the importance of the news. There is also the freedom to work as a journalist; there is no discrimination that prohibits foreign journalists from doing their job, while the media are free to distribute content in their language(s) of choice. "As for the news with a single click, and also taking into account the above factors, then there is an immediate need to regulate the operation of portals on a legal basis. This is because most of these portals provide fake news and unverified, functioning only as a "click-bait". A good opportunity for the news to reach as many readers as possible.

Graph 1. Shows that 37% rate the news with one click as very fast, a minority of 8% rates it as exceptional, only 16% rate it as efficient, 17% rate it as slightly suspicious, and 22% rate it as...
suspicious as the cost of free information.

Graph 2. Shows that only 1/3 or 30.50% believe that cyber journalist has enough time to research and edit the news, 17.50% think there is no time, 27.50% think they have little time, a minority of 4% think they have no time at all, while 1/5 or 20.50% think it depends on the importance of the news.

Online news are made for business by liking or otherwise known as 'Like', with sensational headlines, not well based on well-argued facts, no first-hand news, not well selected, but simply for financial benefits. Focus groups responded that there is little inconsistency, but currently, the print media has a symbolic circulation. News in print and audio-visual newspapers are more accurate, while in online ones there is a different logic, the news and reality are distorted by who first publishes the opinions of journalists and editors. To the other question, the public opinion reacts in the same way, answering that they show that there have always been and still are different policies and clans in the media, and they do this through blackmail and threats of other forms. According to them, the government uses the media for their interests, the opposition criticizes them, but when they are put in place, the same thing happens, especially the media that are funded by the government and are public. According to them, even in private media, journalists are influenced by the owners of media companies. Almost the same as journalists, sociologists, and political scientists and editors have given their opinions to the respondents of the study or public opinion, where the majority of 89%, answered that political bearers influence the media. Journalists and the other group have responded that there have always been and still are different policies and clans in the media and they do this through blackmail, threats, and other forms. They think that currently there is more awareness of journalists not to be influenced by politics, but to be impartial.

Graph 3. 23%, think there is a big difference between print and online news, 36% of them think it happens sometimes, 26%, believe that it depends on the platform; few believe that there is no difference. 4.5% and 12% simply don’t know. Graph 4. It shows that the majority of 89%, think that there is an influence in the media by political bearers, while only 1/10 or 11%, think that there is no political influence in the media.
This allows me to conclude that almost like journalists, sociologists, and political scientists who insist on the usefulness of laws, public opinion has thought they are very useful and needs such a law most of them or 88% answered YES. In most of the written answers received from the two focus groups, the biggest target is the public persons and especially the female gender, especially of Show-Biz, but often the latter is not hindered because this is more like a personal promotion. They also think there is a difference, but advanced technology has also converged citizens. Often they go with an in-depth approach to privacy. While the group of journalists thinks that there is a difference, but not much, because the main target of the media is politicians and public figures, and often citizens do not understand the information because it seems vague. Also according to them, the female gender is more targeted. Sociology Kosovar society in general has inflation in the debate (even though it is not qualitative, or a lot of words with the premise of the debate). In an attempt to get attention, there is generally unbridled liberalization of thought on social media, but there are no restrictions. Therefore, the treatment of public or political persons does not differ much.

**Graph 5.** The graphic shows that the majority of 77% is very bothered by the fact, where only 2% answered that it does not bother them, to some extent it bothers 3% of them and with the same percentage of 3% consider it disturbing, while 15% think that this is the right of the individual.

**Graph 6.** More than 1/3 of 36%, answered that there is a lot of discrepancy between the news with one click and the news of direct access, 23% believe that there is little difference, only 3%, believe that there is no, 25.50% believe that there is, while 12% answered that they do not know.
Graph 7. The graphic presentation shows that the majority, or 88%, believe that a defamation law can be achieved, while the minority of 12% think not.

Graph 8. The graphic shows that the majority of 76% believe that there is a difference between politicians and public figures in terms of treatment by the media.

Today, the spectacle is the main element of media functioning. The scandal has normalized, while ordinary speculation is taken as a way of working. The level of ethics in social networks is minimal, if not non-existent. News publications in the vast majority of cases are made without verification of appropriate and indispensable sources. If in the past the photo was accompanied by the text in the newspaper or magazine, today the text is marked inside the photo. It's not a trending job. Media reporting affects the private sphere. Comparison between respondents and focus groups with journalists, sociologists, and political scientists and editors, think that there is not always ethics because everyone is against everyone, without argument. Even the respondents of this study conducted with the citizens showed not much faith in the ethics of approaching political issues where their level of trust was slightly above the average level or 57%, while a high percentage of 43% believe that there is not as much ethics pertains to political issues. The same reflection has resulted in the journalist's boundaries with the news. See the graphs below.

Marleku Alfred, 2017, intervista me shkrim, Sociologji (Universiteti UBT, Pr)
From these findings, it can be concluded that journalists, sociologists, and political scientists think that social networks have stifled journalism. Journalists are often lynched when they publish news about a political or religious leader, by people who are admirers of those leaders. Also, the answers received from the respondents of the study have shown that it is sometimes offensive, problematic, inciting debates, and just a media industry. (See graph 12)
Sociologists and political scientists as a focus group think that currently the news is published without criteria, without sufficient researches, and is mainly commercial news. While the other focus group of journalists and editors, think that the government should regulate the status of online media by subjecting it to professional criteria with valid licenses. The government should be impartial and allow journalists access to official documents. They also think that the law on copyright issues should be regulated and applicable. Both focus groups, such as journalists, sociologists, and political scientists, have written that the government should not interfere in the media, but bring the law on authorship appropriately and allow journalists access to official documents. Public opinion has shown that the government should also help maintain the privacy of individuals because the media constantly control us, deviate, etc., endangering our privacy. Gazeta Express online leads with readability, followed by Telegraf and Koha Ditore. Others participate less in audience readability. How much has technology affected online media and social networks, where privacy has been violated, so what should media society do? In the public opinion poll, more than 1/3/38% and 28%, respectively 28%, answered that the media should constantly check the online media and make complaints about deviations, while only 16% or 10% think that the media, in this case, they should be neutral and it would have been good to have sincere government help. From interviews with five political scientists and sociologists, their writings have been analyzed where they have all agreed on one point, online media news is often published without editing, without criteria, and is mostly commercial.

10% think about sincere government control.

Graph 13. It shows that 16% of respondents think that the impact of technology and media society has a neutral impact, 38% think that they need constant control, 28% think there are deviations, 10% think about sincere government assistance.

Graph 14. Of those who answered there were a total of 398 respondents or 80%, while without answers were 103 or 20%.

From the answers received from the respondents of the study, it has been shown that more than half, or 52.5% of them read the Express newspaper online, 33% the Telegraph, 19% Koha.net, 12% the online newspaper Bota Sot, 11% Indexonline, and with a percentage of 4-9% read Zëri.info, Klan Kosova, Lajmi.net and Insajderi, while some others with 10% each. As for access, they mostly get news from smartphones with 66%. In accessing the news, smartphones are always kept close and easily carried. Small and kept in the palm of your hand, people get the news from there very quickly.

Graph 15. Gazeta Express participates with 52.5% in the total of those who read online news, telegraph with 42%, Koha Ditore

Graph 16. Majority of 66% receive the news from their smartphones, 23% Bota Sot, 16%, indexonline 14%, while others have readability with a percentage from 5.5% to 11.5%.
Conclusions and recommendations

The majority of 66% and 25%, receive news from smartphones and personal computers. Only 16% perceive the phenomenon of online news as efficient, while 37% and 22% perceive it as fast and free information with no cost. If we make the connection between the group of sociologists, political scientists, journalists, and editors’ opinions altogether with that of citizens, they match in most points, without any significant differences. Online news readability is happening because it is fast and free information, while very few believe in efficiency and argumentative news, but are mostly seduced by bombastic headlines. Only 1/3, or 30.5% answered, "I think so", that the cyber journalist has enough time for edit and proof. While the group of political scientists, sociologists, journalists, and editors, share the idea that despite the existence of a legal basis, the issue of privacy and human rights remains controversial. They think that the priority remains the speed of publishing the news with bombastic headlines, and not the truth. Mostly they answered that time is not enough, but it still depends a lot on where the journalist works. According to them, there is still a lack of freedom of speech in investigative journalism. They think online newspapers differ a lot from traditional ones because online ones are in competition with each other for the public. How much inconsistency is there between news in print and online newspapers? Only 4.5% think that there is no discrepancy between print and online newspapers, while 86% think that there is a big difference, or it depends on the platform. Opinions from qualitative interviews answered differently by answering that there is no difference between written and online ones, or, there is only a slight discrepancy because almost all written platforms also exist online. So most of the two groups think there is no difference, considering that print media now has a symbolic circulation and the change was made by the limited time and fast publishing of news on digital platforms.

How much does it bother you that anyone can be an online news publisher? The majority or 77% answered that this phenomenon bothers them a lot, although only 2% answered that it does not bother them. The professional competition also helps the advancement of citizens, but if the competition is not fair. How many discrepancies are there between one-click and direct news? 36% answered that there are discrepancies, while only 3.5% think that there is no difference. The group of journalists thinks that it depends on the importance of news. Sociologists and politicians alike think that the rush to broadcast the news also affects, even when you are not present it can change a lot from the news coming directly from the scene. The data show that public opinion has rightly noticed these discrepancies in online news or on other social platforms.

Is there pressure from political bearers in the media? The majority or 89% of respondents believe that there is influence, and from interviews with political scientists, sociologists, journalists, and editors got the answers that there has always been the political influence and various clans in the media. According to them, even in private media, journalists are influenced by the owners of media companies. Can a defamation law promulgate? A majority or 88% think it can be achieved and should be respected. The group of participants of authentic written interviews responded that the Kosovo press requires applicable law, not a law that interferes with freedom of speech because interventions violate professional ethics and democracy. They insist on organizing debates on sensitive ethical issues such as xenophobia, insults, lynching, etc., because the peaks of democracy are reached correctly. Also in their interviews, they insist on the punishment of manipulators.

Do you see any difference between public figures and those in politics and their treatment by the media? The majority 76%, answered that there is a difference. The group of sociologists and political scientists think the same as the survey participants that there is a difference, while journalists and editors believe there is a difference but not much. The biggest targets are public figures, especially women, especially those in show business, but often this does not bother the latter because it looks more like a promotion. Do you think there should be a limit to how far a journalist can go with his news? More than half or 57% of respondents answered that there should be a limit. Sociologists and political scientists of authentic interviews have written that efforts should be made for each journalist to maintain the integrity of others, but, according to them, the financing of journalists would affect to better journalism. The group of journalists and editors think the same as the first two groups but also noting the lack of censorship of journalists. Currently, the journalist is not always impartial because they are dependent on the publisher or his "boss". Is there ethics in online information? More than half of 57% believe that there is an ethic, while the group of political scientists, sociologists, journalists, and editors in their authentic interviews have shown that the main target is political and public figures, but recently the target is also ordinary people. Can a balance be achieved
between the public interest and the right to privacy? More than 90% and 91% respectively think that such a balance can be achieved. The group of journalists, editors, political scientists, and sociologists think that one should be careful in enforcing moral and civil codes.

How do you assess the ethical situation in publishing news on social networks in Kosovo? More than half of them consider it as a media industry with a strong influence and incitement of debates as well as pure competition. The group of sociologists, political scientists, journalists, and editors think that social networks have stifled journalism. In these networks, journalists are often lynched when they publish any unfavorable news for their political leaders. Both groups agree that they are harmful, provocative, compelling, and problematic. How much has technology affected online media and social networks, where privacy has been violated, so what should the media society do? In the public opinion poll, more than 1/3, or 38% and 28%, respectively, answered that the media should constantly check the online media and make complaints about deviations, while only 16% and 10% respectively think that the media, should be neutral and it would be good to get sincere government help. From focus group interviews, their writings were analyzed where they all matched to the point that online media news is often without sufficient resources, without criteria, and is mostly commercial news, but also always alluding to the need for the government to regulate the status of journalists, subject to professional criteria with valid licenses. They wrote that the government should be impartial and journalists should have access to official documents by regulating and enforcing the law on copyright matters. So almost everyone thinks that the government should not intervene, but should help with legal infrastructure. Ethics of news spread on social networks in Kosovo? One third or 32% consider it as a promoter of debates and competition, 25% as a media industry, and with significant influence, while 17% and 13% respectively consider it as problematic, vulnerable, and imposed reality. Both focus groups thought that the news provided more misinformation than information and that the privacy of the individual was affected. They think that very little is researched and discussed. From the answers received from the respondents of the study, it was shown that 52.5% of them read the Express newspaper online, 42% Telegraph, 23% Koha.net, 16% the online newspaper Bota Sot, 14% Indexonline, and with a percentage of 4-11% read Zëri info, Klan Kosova, Lajmi net and Insajderi, and others.

References


Carson, James, 2018, Fake news: “What exactly is it–and how can you spot it”? The telegraph, 17 August 2018 https://www.telegraph.co.uk/technology/0/fake-news-exactly-has-really-had-influence/


Fazliu, Agron, gusht, 2013, “Deperitimi dhe perdorimi i internetit ne Kosove.” SSTIK (Shqogta per teknologji te informacionit dhe te komunikimit ne Kosove,


Harasztí , Mlikös, 2008, Përfaqësuesi i OSBE-së për Lirinë e Medias, Redaktuar nga Adeline Hulin dhe Jon Smith, . Zyra e Përfaqësuesit për Lirinë e Medias, Vienë, Udhezues për vetërregullimin e mediaie/pdf
https://al.ejo-online.eu/etika-dhe-ciesia/sfida-etikes-ne-median-online 15.12.2017. (Postuar si Public ne profilin e Facebook të Eri Muratit


Marleku Alfred, 2017, intervista me shkrim, Shkenca Politike (Universiteti UBT, Pr

Mekuli, Gezim,2006,”Mediat dhe politika”, Mekuli Press, Oslo, fq.15


Murati, Erl, 2017, “Sfida etikes në median online”.- European Journalism Observatory(EJO)

Neni 19, deklarata universale e të drejtave të njeriu (DUDN), nen 19 konventa ndërkombëtare mbi të drejtat civile dhe politike (KNDCP); Neni 10 konventa evropiane mbi të drejtat e njeriu, Neni 4 Deklarata americane e të drejtave dhe detyrimve të njeriu (daddn), Neni 9 karta afrikane mbi të drejtat
e njeriut dhe të drejtat e njerëzve (KADNDN).

Nezaj, Sami, 2013, “Mediat e shkrura, menaxhimi kundër krizës”, Tirane,
http://www.doktoratura.unitir.edu.al/ëp content/uploads/2014/02/Doktoratura-Sami-Neza-Fakulteti-i-
Histori-Filologjise-Departamenti-i-Gazetarise.pdf OSCE, 2014, Liria e mediave dhe siguria e
gazetarëve në Kosovë-Raport, botuar në Qershor 2014,pdf Patterson, Philip & Wilkins, Lee 2017,
“Etika në media-çështje dhe raste “,December 9, 2017/0 Comments/in Tirana RevieW of Books /by

Progni, Luljeta, 2012, “Vlerësimi dhe ndikimi i internetit e rrjeteve sociale në politikën shqiptare,” art,
Metropol, 12 nëntor 2012.

Projekt i financuar nga BE dhe i menaxhuar nga zyra e Bashkimit Evropian në Kosovë, 2017,
http://www.digitalrightskosovo.com/file/2017/06/Mediat-digjitale-n%C3%AB-Kosov%C3%AB-
N%C3%AB-kontroll-t%C3%AB-baraspesh%C3%ABs-mes-liris%C3%AB-s%C3%AB-shprehjes-dhe-
reputacionit.pdf

Rugova, Bardh.2009. “Gjuha e gazetave” Botues KOHA, Prishtinë, fq 21

Sacha Wunsch, Vinsent at all (OECD), 2010, The report has benefitted from multiple inputs provided
by delegations and external experts as referenced in the ‘Background’ section, OECD,11-Jun-2010, It
is published on the responsibility of the Secretary-General of the OECD.

Scherer, Eric,2011, “A na duhen më gazetarët” përkthimi dhe botimi shqip,
Media, botuar më 03.05.2016,
https://123456procom.wordpress.com/2016/05/03/etika-ne-media/


Telegrafi, 2016, Liria e shypit: Simptomat më të këqija të Ballkanit gjenden në Kosovë
gjenden-ne-kosove/


The statistics portAL, 20118, Level of trust in news media in selected countries worldwide as of
marëdhëniet e Shqipërisë me Bashkimin Evropian”, temë doktoranture/pdf
Reporting in the age of pandemics: (the case of COVID-19), ethics, techniques, challenges and recommendations?

Msc. Musa Sabedini
musasabedini@hotmail.com

Abstract: The history of COVID-19 has profoundly affected both, professional and personal aspect of journalists - from psychological trauma and refined investigations, to health risks for their families. When COVID-19 began to spread rapidly, journalists of all sectors didn’t find it easy to report from the field, nor they had easy access to certain areas. All this psychological "terror" unavoidably resulted with consequences and negative effects in daily reporting routines, particularly to online reporting. Reporting for online media seemed a bit easier at first sight, however it was not easy at all to present the findings to the public. There were many slipups, unethical reporting, violation of privacy, pretentious headlines, just as largely unconfirmed information, presentation of statements by people who had no clues about the virus and pandemics. Keeping it short, we confronted a chaotic situation on the ground. Despite this situation, the media are supposed to support a proper and professional reporting. Of course, for most of the journalists reporting about pandemic was not their strength, however as time passed they became more sensitive and more motivated to improve and catch up with the new dynamics. Referring to my experience and the expertise of media professionals, in such and similar situations there should be a planning - an agenda to keep moving by learning the necessary lessons about pandemics and by improving practices of emergency reporting, and finally, finding some time for rest and recuperation. Therefore, in order to cover the emergency situations such as the COVID 19 pandemic, the online media in Kosovo were expected to act relying on sound and ethically challenging reporting practices. The print media, television, radio and online media in particular, have made fundamental mistakes, not to mention information coming from social media accounts, which provide no evidence on who stands behind them.
Sensitive circumstances require high professionalism, maturity, knowledge, and courage to face with unexpected situations and avoid the spread of fake news, which may have extremely negative impact in society.

Unfortunately, there is only a small number of journalists in Kosovo capable of performing such field tasks with integrity and professionalism. Therefore, the attention we should pay towards this phenomenon obliges us to be really good and smart professionals and to calmly face the way Covid-19 is reported. The editorial teams of online media, televisions, radios and newspapers must assign mature journalists with sufficient experience and knowledge about the danger that distorted or inaccurate information pose.

It is not only the journalists who should be at their best, because the statements of the institutionally responsible persons are also vital in this respect.

This topic indeed addresses the reporting differences and nuances in reporting this global pandemic or other crisis situations.

**Pandemic is not a wish list; journalists have professional and historic mission to accomplish when reporting**

The situation with pandemic is not a wish list as it is a really emergency situation, which requires adequate behavior of journalists in respect to accuracy and professional competence.

Since the first detection of pandemic in Kosovo (13 March 2020) we had the opportunity to walk through a large amount of headlines, stories and analysis, which in some cases were professional and in some others were characterized by serious violations of professional ethics.

Headlines like: "Terrible situation", "The situation is getting out of control", "Something is happening in the departments of infections", "The virus is killing all", "The virus will last until 2024" and similar, not only are unethical, but do not meet even the minimum of reporting standard and professionalism.

The media should not dare to behave so comfortably and assign young and inexperienced journalists, let alone those who lack the basic knowledge of the dangers that this virus brings in. I am aware that there are journalists and media giving their best to cover the developments events professionally and trying to play a professional role, but this number is small because there are some others who often tend to report about COVID - 19 as if it were news of "showbiz".

**How was the first COVID-19 case presented**

Mëhill Martini, a 77-years old male from Stublla e Epërme, Municipality of Viti, was the person diagnosed with COVID 19 in Kosovo. All the media, without exception, criticized him and even landed many accusations of being inattentive by asking him embarrassing questions like: "You attended a mass in Italy and did not speak about it", "How was it possible for you to pass the airport without being tested", "How do you feel in these moments when it is certain that you are the person to bring the virus to Kosovo" and many other similar allegations attacking his personal integrity.

This kind of reporting style did not meet even the minimum of professional ethics, as the reporters failed to present the story professionally in the light of accuracy, thus distorting the initial statements of the victim.

**Pictures, footages, recordings, and videos were terrible in the beginning as they stirred confusion, fear, uncertainty, and insecurity**

When the pandemic started to spread, me media started going ‘wild’, too, by competing who is contributing more to the public information. At first, people who were affected by the virus were seen as dangerous, their private lives and lives of their families were attacked unprecedently. Photos from the Infectious Diseases Clinic showing people lying in the corridors, interviews with patients inside the wards and the poor conditions of the health staff, only added to all that insecurity in the public.

It became so obvious that the Kosovar media was facing many shortcomings in regard to reporting practices.

**Videos and news stories with negative effects to public**
Not only online media in Kosovo or the region have often given the wrong direction to pandemic reporting. In the US, many online media and private websites launched videos and stories showing people suffering from COVID-19. These materials were intended to convince the public of the danger posed by the virus, but instead the public was badly affected by this.

“Covid-19 exists. Put that word in your head before you put anything else,” said Clotilde Armellini, 37, who was in poor health after being infected with Covid-19. "I am married and have two children. I am infected with Covid-19 "continued Clotilde, who lives in Pozzolo Formigaro, Alessandria and from her Facebook page appeals to everyone to be careful.

"I am lying here, and I am praying that the nurse will come soon to bring me the medicines because only if I take them can I calm down. My lungs are no longer working, they are filled with water…I would like to tear this mask off my face, but if I do, I will die because I can no longer breathe on my own." Clotilde throughout her video urges all people to be careful and respect all measures imposed by the government.

Faik Hoti, the spokesperson of the [Kosovo] Ministry of Health, shared an article published in the prestigious newspaper "The Wall Street Journal" reporting that the second wave of coronavirus has begun to spread in Europe from youngsters to elderly people.

Using his Facebook account, Hoti warned that the latest findings indicate that infection started to affect elderly people, often transmitted from younger members to older members within the family.

"Do not kill your grandparents by getting infected with Coronavirus and passing it on to them. "The second wave of Coronavirus in Europe has mainly affected young people who have mild symptoms or no symptoms at all”, Hoti wrote. (Source: Daily Express, Pristina)

From the ethical perspective, it is quite debatable whether biased texts or headlines can positively affect the public.

The Global Investigative Reporting Network (GIJN) has provided several free webinars on investigative journalism during the pandemic. In one of these activities, experienced journalists Bruce Shapiro and Maria Teresa spoke to 166 investigative journalists and editors from 53 countries about strategies for staying physically and mentally healthy while covering the crisis.

**Where we are heading to and how are we behaving in this sensitive situation?**

The editorial teams of new media, but also of televisions, radios and newspapers must urgently assign mature, experienced and competent journalists to cover the developments related to pandemic as they are aware of the serious danger that distorted and inaccurate information pose to public.

It is not only the journalists who should do their best, because the statements of the institutionally responsible persons are also vital in this respect.

From the many news that circulated during the pandemic we have encountered biased headlines, unethical headlines, unprofessional stories and reports. In Daily Gazeta Express online edition, for example, I came across a very funny headline: "The 59-year-old who died yesterday from coronavirus was a member of the LDK",

https://www.gazetaexpress.com/59-vjecari-qe-vdiq-dje-by-coronavirus-was-a-member-of-ldkse/

**What we need to know and how to report?**

Psychological preparation of every journalist before he/she goes out in field comes first. Further:

- Don’t panic or spread unverified news
- Your reports should be balanced and with clear messages
- Always stay close to reliable sources
- Don’t ignore the relevant institutions and don’t distort their statements
- Do not put psychological and prejudicial titles
- Respect the privacy of infected people
- Show the highest respect and ethics; follow instructions of the Kosova Press Council
- Stay in touch with the nearest hospital centers at all times
- Follow statement of professionals, epidemiologists and similar experts who provide awareness messages about the current virus
- Focus on protection and prevention measures
Support professional presentations of the white-collar workers and experts
- Take care of your families too and advise them accordingly
- Manage stress or euphoria coming from the assignment or the newsroom
These are only a few advises which you can benefit from. A wrong word or an unprofessional reporting may well kill more than the disease itself.

COVID-19 Tips

Source: Rowan Philp - Global Investigative Journalism Network

Reporters covering disasters on the ground face the same responsibilities: they should not cause additional harm to affected people; they need to take care of their physical and mental health. However, in the case of coronavirus, reporters as well as their audiences and resources are fully involved in the challenges and anxiety associated with the pandemic. They face an additional problem as they need to attempt not to hurt their relatives and families when they return home.

Bruce Shapiro says that studies indicate that the journalists are generally able to cope with the trauma they see at work. The prolonged nature of the pandemic is manifested with challenges and stressful situations that can only be managed with proper planning.

"There will be a period of several months of stress and anxiety combined with a continuous mindset of not knowing how this story will end and thinking about how the people we love will cope with it," Shapiro stated.

"There are domestic stresses that are unique in this age of physical distance, working from home and isolation. The brain needs time to rejuvenate and we need to stay active, plan our days, find some time for personal care through exercises or yoga to reduce our biological stress…We are talking a lot about lowering the infection curve, but we as journalists need to think about lowering the stress curve, too," said Bruce Shapiro, adding that reporters need to distinguish factors they can and cannot control, and rely on colleagues and reliable sources of information.

"We need to gain control over the small elements of this prevailing global crisis by doing our job using a proper plan. This is something that investigative journalists do the best."

Finding the focus

Ronderos says her three strategies for building sustainability include increased focus, collaboration and continuity – so as to show your audience and your mind that the world is bigger than a virus.

"You have to understand what can and cannot be done, and just let go," Ronderos says. "Talk as much as you can with colleagues and editors. Our prevailing instinct is to win by having the news first, but at this point we need for more cooperativeness. Finish those non-virus related stories, prepare them, and whenever you have time, publish non-pandemic related stories. Watch the government and hold them accountable in other areas, too, as it allows people understand that the life will move on. "Many people, even my family and friends, believe they are powerless; that there is nothing they can do about this crisis," Ronderos says, adding that "we, as journalists, need to do certain things about it." "It will make us feel better."

Of course, reporters also carry a special burden as "we dive into images and documents that carry a heavy traumatic burden," Shapiro says.

Family matters

Apart from following the recommended protection measures, such wearing facemasks, gloves, and hand washing, Ronderos states that reporters should actively share the professional instructions with their family members and need to be transparent about their reporting practices.

---

1Rowan Philp is a journalist and winner of several awards. Currently based in Boston, Philip has been editor-in-chief and head of the London office for the South African Sunday Times for 15 years.
"Make sure your families know that you are following the instructions of authorities such as World Health Organization or the Committee for Protection of Journalists and that you are using all these resources to protect yourself," she said.

In order to minimize the risk, Shapiro emphasizes that we should choose to follow the activities deemed necessary during reporting, thus informing the family members of what we are doing.

Let’s be honest here, social interaction and reporting contains risks to personal safety, as we don’t want to become spreaders of the virus. It is important to evaluate when you can report from a certain distance. Ronderos says home-quarantined reporters can learn and practice open source reporting. "You can use this period to learn more about open source investigative journalism."

In a previous interview, Dr. Cait McMahon, director of Dart Asia, believes that reporters face risks of psychological damage in three phases of their work - as witnesses of traumatic events, while interacting with victims, and while transmitting their experiences as they report. McMahon suggests that reporters conducting interviews in the morning are likely to have a higher emotional load as the energy levels are the highest. They should take a break after the interview and, if possible, avoid transcribing them immediately. Also, the reporters need to keep the social distance during the face-to-face interviews, as eye contact can compensate the lack of physical one.

**Recommendation for reporting COVID-19 stories**

Following the outbreak of the Covid-19 pandemic, the Kosova Print Media Council (KPMC) called on all print and online media and broadcasters to adhere to the ethical standards when reporting about the developing stories.

KPMC called for information on the spread of the pandemic to be verified by official sources, so as to avoid spreading panic among the population.

In the cases of inaccurate news, the KPMC called on the media to publish denials and materials which denounce the false information as untrue.

KPMC called for the strict protection of patients' privacy and under no circumstances to reveal the identity of those infected.

In cases when victims wish to make statements, the media should ensure that their identity is not revealed. Photographs and videos illustrating the virus should not expose images of ordinary people.

KPMC called on the media to publish as much as possible information containing professional advices for preventing the spread of the virus.

The KPMC requested from the media to refer only to scientifically credible sources and consequently avoid statements made by non-professional staffers.

In this situation, the KPMC calls on the media to strictly respect the ethical principles of the KPMC code of conduct.

**Reporting the truth**

As stipulated by the Code, the journalist should strive to find the factual truth, and consequently take all necessary steps to reach the truth.

Reference to ‘ghost’ and unreliable sources is in contradiction with the requirements of the Code. As stipulated in the KPMC’s Code of Conducts reporting should be based on identifiable sources of information. Of course, the sources need to be protected when deemed professionally appropriate, however the secondary native information that make a certain information truthful must be provided.

Single source-based information without making no attempt to contact the relevant institutions as a second source of information, is unfair and as such must be avoided. Apart from spreading fear and panic, publication of news containing tips for prevention and protection from COVID-19 with making a single reference to professional authorities poses danger for public health and security.

**Privacy**

During reporting journalists should aim not to interfere or invade the privacy of persons involved in their reports. In the attempts to cover as many cases as possible, journalists must be careful not to disclose
detailed health information about the persons we report on, except in cases when they have no objections of exposing or in cases when there is a public interest depending on the public profile of the subject.

Child protection

Referring to COVID-19 information available to date, it is certain that children are not immune to the virus at all, and that they, too, can be well affected. Beyond the usual attention that journalists should pay when reporting in general, reporting involving children and juveniles should be extremely careful. Journalists should make all efforts to preserve the identity of children and juveniles by avoiding disclosing information that may lead to their identification.

Protection of copyrights

Beyond the reporting circumstances on a daily basis, protection of copyrights in cases when we report on developments that jeopardize public health and that may incite fear and panic, takes other dimensions. Consequently, it is essential that the journalists and the media reveal the source of information they publish by respecting copyright and true authorship, thus giving readers the opportunity to assess the credibility of the published news. The KPMC reminds us of the seriousness of situation the entire globe is facing with and the importance of providing fair and accurate information to public. It is our duty to take all necessary steps to ensure a comprehensive, trustful and accurate reporting. The KPMC called on the responsible institutions, especially on the Ministry of Health and the National Institute of Public Health, to enhance their communication practices, increase their public appearances and statements for media, so as to narrow the rooms for the spread of fake news that may incite fear and panic. The spread of COVID-19 itself is a cause for great public concern, however reporting practices of several media has contributed to intensification of growing concern in a way that has no ethical grounds. Spreading of fake during an epidemiologic emergency may result with serious consequences. On the contrary, refraining from publication of unverified news and prevention tips will certainly reduce the undesired effects.

Don’t allow to be deceived by online disinformation

Check out these issues when searching social media:

**Source.** Think and analyze what lies behind a certain information. Check the origin of the website or social network profile, Check the basic information, such as names and surnames.

**History.** Does a certain source have any agenda? Find out what kind of topics it usually covers and whether it promotes a biased perspective.

**Evidence.** Pat attention to the information details to understand whether it is supported by credible evidence.

**Emotions.** Does the source of information is emotionally related to a certain standpoint? Check for sensational, inflammatory, or divisive rhetoric

**Pictures.** A picture is worth a thousand words. Check out what messages a certain illustration tends to convey and whether the source uses pictures for grabbing readers attention.

The pandemic gave us the opportunity to meet experts, virologists, epidemiologists, microbiologists, chemists, pharmacists, politicians, etc., each assessing of them giving assessments and offering alternatives in own styles. Most of them nearly failed because the epidemiologic situation left no room for any precise predictions.
In this endless tunnel that we are driving on I will bring the recommendations of a senior expert of infectious diseases, Dr. Anthony Fauci. Despite reckless and often hasty statements, the US President Donald Trump and the public believed in his expertise.

**Recommendations of Anthony Fauci: Media should take of public health, too.**

Understanding the sensitivity of statements by competent people in the style: "Autumn begins with the second phase of the pandemic", or "The country is preparing for the second wave" and many similar headlines terrorizing the public, Fauci decided to make a step forward in his public statements. Fauci suggested that the phrase "Second Wave" should be avoided and instead use more active phrase, such: "Are we prepared for the challenges of autumn and winter?"

Fauci's statement really fits in well with the media and their often urgent and disgusting reporting. Online media in particular, must learn and adapt to a reality that has been created for a year now. The media should care about the health of the population more than the doctors and the health sector itself. The public needs some soft news, fair reporting, educative messages, professional advices, and so on, rather than pretentious texts and headlines that negatively affect the psychologic condition of the population.

When reporting about certain developments, the media should carefully choose the language and become extremely careful of what is published and said. It is crucial for the media to have a reporting style and agenda stringent to the professional criteria and standards.

We often think that our experts or those deemed competent to give professional statements are well-prepared and honest in what they say, however some of them have chosen to use an extreme language.

Therefore, the media representatives have the obligation to be responsible, prepared to the highest possible levels, so that the autumn and winter challenge becomes easier and brings a fair and professional reporting. When the media report fairly, accurately, and objectively, it is up to the public to assess what to select and in what to believe.

We've have made different and contrary reports during the pandemic. Citizens often get nervous and react to our contrary reports and they are often forced to choose either untrusted sources, newspapers or TV and Radio as channels of information and communication.

Why? Because some online media have often exceeded the limits of professional ethics. Therefore, become part of professional reporting, become part of healthy and "sweet" and accurate reporting for public and your audience.

**Literature**

Rowan Philp | Global Investigative Journalism Network
Recommendations listed here are based on suggestions provided by international organizations, such as: Poynter, First Draft, Journalist's Resource, Open Notebook, Reframe, World Health Organization (WHO), KPMC Pristina, experienced journalists, scientists, and experts.
PRINT MEDIA AND THEIR ROLE IN THE PRESERVATION OF CULTURAL HERITAGE UNTIL THE ’30S OF THE XX CENTURY
Nexhat Çoçaj
nexhat.cocaj@ubt-uni.net

Introduction

As it is known, the Albanian press took the first steps with the publication of the monthly organ "Fiamuri i Arbërit" which began to be published in Calabria in the years 1883-1887, in the dialect of the Arbëresh of Calabria and in Italian, under the direction of Jeronim de Rada. After this newspaper, the other Albanian language press, which was published outside Albania, had a great importance in the political and cultural life of the country, because the Turkish regime had banned the Albanian language and the Albanian publication of any newspaper or magazine. These press organs, in that period also served for the elaboration and propaganda of the ideas of the national movement, at the beginning of the century, when the Albanians rose up for liberation against the Ottoman occupation². Despite the fact that these newspapers and magazines were not published in Albania, they through various forms spread in the homeland, where they passed hand in hand and were read with great thirst. In this regard, however, the "Albania" of Faik Konica leads, in the pages

² Lutfi Turkishi, Penda për çështjen shqiptare..., “Maluka” Tirana, 2000, p. 4.
of which the newspaper takes place in many issues the spiritual heritage such as songs, tales, interests and
the first studies on the Albanian language, etc. The introduction of the Albanian press in the homeland, in
one way or another made it possible to prepare the staff, that within a short time, respectively immediately
after the declaration of independence of Albania in Albania to start publishing several newspapers and
magazines in the Albanian language. The focus of journalism in Albania was Shkodra for the North and
Korça for the South, and then some magazines and newspapers began to be published in Elbasan, Vlora and
Tirana.
In fact, the first spark of the Albanian press in Albania started when in Shkodra the Ottoman administration
set up a typography for its own needs, although after a year it allowed the Catholic clergy, the Jesuit college,
to also have its own printing house. The arrival of these two printing houses in Shkodra, in the first years did
not have any impact, despite the fact that from 1879 the official organ of the Vilayet of Shkodra began to be
published with the title "Ishkodra" in Turkish and from 1891 began to be published in Albanian. The religious
magazine "The Envoy of the Heart of Jesus Christ"3, it can not be said that in these years the local press was
concerned with the preservation and presentation of cultural heritage. In addition to these printing houses, in
Shkodra in 1909 the printing house "Nikaj" will start working, which has been associated all its life with the
name of the prominent cleric, writer, patriot, tireless renaissance, Dom Ndoc Nikaj. The purpose of bringing
this printing house was "to publish Albanian magazines and books"4. While the other printing house that
made a name in the field of journalism and especially in the presentation of cultural heritage in Shkodra is
the printing house "Franciscan", where in addition to newspapers and magazines of the Franciscan order
published several newspapers such as: "Posta e Shqypnies" were published about 80 issues of the newspaper
"Populli" of Sali Nivica during the years 1919-1920; 328 issues of "Zani i Shna Ndout" (328 issues with
about 8000 pages, from May 1917-October 1944), 10 issues with about 80 pages of the newspaper "Gruaja
Shqiptare" (1920-1921), as well as many books with subjects from religion, literature, history, folklore and
pedagogy.5
Korça, as the place where the first Albanian school was opened, also had a history of press in the Albanian
language. According to the data, after many attempts, on July 10, 1908, Sami bej Pojani published the
newspaper "Korça", the first Albanian newspaper in Albania. The newspaper "Korça" became their voice of
patriots abroad and inside the country. Meanwhile, on February 1, 1911, one of the most important
newspapers in the history of the Albanian press began publishing. "Koha" later remained as "the oldest
newspaper in Albania". From 1911 to 1926, "Koha" was published by Mihal, Mina and Koco Grameno, in
Korça, Bitola and the United States of America. Hundreds of articles were published in both of these
ewspapers, presenting the spiritual and material heritage of the Albanian people. Whereas in Elbasan the
first press organ was published in 1910, the newspaper "Tomorri" which was distinguished for its patriotic
caracter and national spirit. Through this newspaper, the patriots of Elbasan developed a diverse journalistic
activity that is widely reflected in it6. In this newspaper gave a special contribution Lef Nosi, one of the most
prominent personalities of national culture, patriot, politician, publicist, archivist, folklorist, ethnographer
who published his works in the pages of the newspaper "Tomorri". After this newspaper in Elbasan, the
publication of other newspapers such as "Shkumbini", "Ura e Shkumbinit", "Normalisti" etc. started.
The beginning of the publication of press organs in the early twentieth century was a necessity of the time.
The educational and cultural traditions that had prepared the new generations se

3 Luan Zelka, Në mbrojtje të kombit, “Toena”, Tirana, 1999, p. 28, Maksim Gjinaj, from “L’Alananese
d’Italia (1848) to “Jehona e Tiranës” (1944), Tirana, 2003, p. 277.
4 Bendis Kraja, Lëvizja arsimore – kulturore në Shkodër në vitet 1912-1920, Tirana, 2013, p. 50
5 Bendis Kraja, Lëvizja arsimore – kulturore në Shkodër në vitet 1912-1920, Tirana, 2013, p. 54
6 Sokol Gjevori, Elbasan Press, from the end of the 19th century until the middle of the 20th century,
articles. It was published in Albanian in Gegherish, partly in German and Italian. In the press of the post-independence period of Albania, respectively for the press until the 30s, the most common topic has been the national issue. Hundreds of articles have been written on this issue so far, and dozens of books have been published that have addressed this issue. However, in the studies so far, only the contribution of the press of the time for the preservation of cultural heritage has been mentioned.

From 1913 until 1939 in Shkodra were printed 23 titles of newspapers of various kinds, which are preserved in the collections of these newspapers, where in the pages of these newspapers was published a part of the treasure of the cultural heritage of the Albanian people. However, the most popular newspapers that dealt with cultural heritage and that I had the opportunity to browse on this topic, in the library "Marin Barleti" are: "Hylli i Dritës", "Leka", "Afrimi" "Populli", "Posta e Shqypniës", "Taraboshi", "Ora e Maleve", "Besa Shqyptare", "Cirka" and many others. The quality of the writings has been very high even today. However, the media and cultural courage was great, as even today many editorials make an extraordinary difference.

The press of the early twentieth century until the late 1930s, among other issues, played an important role in the preservation and presentation of cultural heritage. Based on the articles of many newspapers and in particular cultural magazines, in this respect it can be said that the articles of this press are divided into two major groups:

a) in articles dealing with intangible or spiritual heritage; and
b) in articles dealing with material inheritance.

Regarding the articles published in the press of the time, we can say that the largest number of articles dealing with cultural heritage are articles that talk about spiritual heritage.

For the realization of this topic, I have browsed a part of the press of the time, in particular that kept in the libraries: "Marin Barleti" in Shkodra, "Thimi Mitko" in Korca and "Qemal Baholli" in Elbasan, for which I am grateful to the staff of these libraries. We, in continuation of the work, are considering only a few newspaper articles that we had in hand, enough to illustrate their contribution to the great role they played in the preservation and presentation of cultural heritage.

### The role of print media in preserving and presenting spiritual heritage

The spiritual heritage of the Albanians, in the entire Albanian space at the beginning of the twentieth century was still unenlightened, even still uncollected, since the first collectors had just started to appear, from the second half of the nineteenth century, and had not managed to collect nor did they present the popular treasure to the local and foreign public as a precious treasure. Therefore, this task belonged to the press of the time, which did not hesitate to devote itself to this issue, where it was very successful. Albanian scholars consider the contribution of the press of the first half of the twentieth century to be a "harvesting machine" of the treasury, collecting and publishing it with great dedication.

Considering the role, work and mission performed by the press in a country that claims to join the civilization of civilization, it must rely on the press of the time, namely the media of the time, which in some way are overseeing the progress and development of humanity in that environment. Therefore, the magazine "Leka" rightly in the article "On the education of the national press" states that "The press is the target of the people", adding that through the press the people are approached culture, knowledge for development, industry, education, justice, etc.

The Albanian press of the second half of the XIX century, in addition to many other topics, also aimed to address the topics of cultural heritage. Among these newspapers we can mention Faik Konica's newspaper "Albania", where more than half of the pages of this newspaper have published folk songs, holidays, language problems and parts of material heritage. But, our focus has been on the press of the post-independence period of Albania until the 1930s, when it can be said that the pages of newspapers and magazines were occupied

---

7 The first issue of the newspaper "Besa shqiptare" was published on May 18, 1913. From issue 9 on June 1, 1913 it was published 4 times a week. From number 62 dated 2. 09. 1913, three times a week; from no. 1 i dt 5. 11. 1913 - twice a week
8 Magazine "Leka" Year IV, no. 6, Shkodër June, 1932, pp.189-191
with materials that presented our cultural heritage of those years, which however by that time it was still uncollected and unorganized. Therefore, we can say that the merits of the systematization, classification and presentation of our heritage, was exactly the press of this flourishing period of the written press in Albania.

The press of the time from the beginning of the twentieth century until the 30s, for the spiritual heritage is mainly engaged in these activities:

- The treatment of Albanian culture in the general sense;
- Publication of folklore, including all genres of folk songs;
- Publication of family ceremony traditions including wedding, death and birth rites;
- Publication of motmot holidays;
- Introducing traditional clothing as a national treasure;
- Publication of linguistic wealth, respectively the lexicon of dialects;
- Beliefs and superstitions as phenomena that have accompanied the life of the people for a long time and other topics.

We are not able to include in the analysis the entire press of this period of time, we will mention only a few examples, which we have considered to be worthy presenters of the purpose of our topic.

In the main article of the newspaper "Posta e Shqipërisë" no. 89, entitled "Shqypnia e kultura", which begins with a story that has a strong message about the time when a group of passengers during a cruise drowned cattle and lost all their property, while they themselves escape and after seeing it that they have escaped they begin to weep for the wealth and cattle they lost. Among them only a scholar does not complain, who when asked why he is not complaining that the property, which they have lost, he tells them that "... it's my capital, which is knowledge, and I am safe and I do not drown in the sea, nor do I stumble on the ground! "

Through this message, the editor of this newspaper has proved that the collection and presentation of heritage is the greatest wealth of a nation, which wealth can survive all storms, only if it is preserved, respectively published, in on the contrary, this legacy will suffer the same as the villagers with their property, who drowned at sea during that voyage. "So, the Albanian people, if they wanted to live for over a century, would not be able to keep it, so that they would not be caught after learning the knowledge of the school. Shqypinia until today has had in Europe as an island in the sea - it completely disappeared. But today the waters of the new life, the treatments of European culture, have included (including) the side of Albania and we will inevitably find ourselves in the struggle with strong people ... "

Dozens of other articles have been published in the newspaper "Posta e Shqypniës" through which the spiritual heritage of the Albanian people has been presented. Of this newspaper we can single out the articles: "The upbringing of the child", "Rules on the orthography of the written Albanian language" and many others.

In the press of the time, which was published in Shkodra, we are highlighting some articles of the magazine "Agimi", where in the pages of

---

12 Newspaper "Posta e Shqypniës", no. 95, Shkodër 3 November 1917, p. 4. In this long article, which will continue in three issues of this newspaper, are given the rules established by the Literary Commission of Shkodra. It is one of the most important articles in the development of the Albanian language in Albanian.
this temporary literary and political, in almost every issue there were important topics for cultural heritage. Dozens of articles on language have been published in the pages of this magazine, most notably the article "Gjuhë e komsi"\textsuperscript{13}, in which the article talks about the importance of language, the way of collecting rare words and the phenomena of language.

One of the magazines that contributed the most in the field of spiritual heritage is the magazine "Hylli i Dritës", which not only published the most Albanian spiritual heritage articles, but also published the most issues and lived longer in time than other magazines. Although this magazine was a religious magazine, it was essentially a national one, in which the most prominent collectors of popular literature published their works. The Franciscan magazine "Hylli i Dritës" began to be published in 1913 and with some interruptions was published until 1944. In the pages of this magazine was published for the first time the most valuable subject of spiritual heritage, for customary law, but not There were also works on rich Albanian folklore.

One of the magazines, where in its pages the topics for the spiritual heritage have taken place is the temporary "Leka" which in connection with this issue has opened permanent rubrics such as: "The mouth of our people", through which columns have been published with hundreds of pages of songs, proverbs, Albanian mythology, etc. In the 30's, through this magazine, dozens of articles were published about traditional food, about the rich clothes of the Albanian people, etc\textsuperscript{14}. In some issues of this magazine through the section "Directions for the collection of folklore", the necessary and professional explanations are given on how to collect Albanian folklore in different areas of the country. We must emphasize that these guidelines have greatly helped the educated, interested in our cultural heritage, to get involved in the collection of folklore. At the same time, through this section, which has continued in several issues, the foundations of Albanian folklore have been laid and secondly, these guidelines can be applicable even today, as they are presented with consistent standards of European schools. Superstitions, congratulations and greetings have also occupied an important place in this magazine.\textsuperscript{15}

Equally important is the prestigious magazine "Përlindja shqiptare" led by the most prominent thinker of Albanian journalism of the '30s Branko Merxhani. Thus, in the pages of this periodical, which began to be published in Tirana, the most prominent names of Albanian scholars have paraded. This magazine talks about customs and traditions, the history of the Albanian people, historical figures and above all the new thought and the new philosophy of thinking. In short, this magazine was at the forefront of thought in the Albanian press of the 1930s.

\textit{Facsimile of cover of newspaper"Leka"nr, 1, viti II, 1930.}

\textsuperscript{13} The temporary "Agaimi" Nr. 2, June 1920, p. 1.
\textsuperscript{14} Magazine "Leka" Nr. 1, january, 1934, p. 25-27
\textsuperscript{15} Magazine "Leka" Nr. 1, january, 1934, p. 25-27
“Kopështi Letrar” aimed to reflect in its pages the rich literary and cultural heritage of the Albanian people. “The literary garden, qi is coming out today with something else that will not be caught except with works of Albanian language and literature. Just as in a garden there are all kinds of flowers and plants with different beauties and colors, so the “Kopështi Letrar” will have all kinds of lands, which have to do with the dough and the beauty of our language; in a word, in this temporary only writings of the art of letters and not of politics will wander”.

The magazine "Literary Garden" during its short life played an important role, with materials published on its pages, in presenting the latest achievements of the time, in various fields of knowledge. But this magazine has given a special contribution in the field of linguistics through the scientific study materials of Aleksandër Xhuvani, as well as for the delivery of some literary genres that found the necessary space to be published in any of its issues by Albanian or foreign authors, among whom we mention: Ethem Haxhiademi, Josif Haxhimima, Shefqet Daiu, Arif Hoxholli, G. Mazzini, Zhyl Verni etc.

"The song of the war that took place in the field of Kosovo" was one of the epic-lyrical poems collected by Lef Nosi and published, some parts of it, in the second, third and fourth issue of "Kopeshti Letrar". It can be considered part of the Albanian historical epic that had remained in the memory of our people and that was collected and published without distortion in some parts of it by Lef Nosi. On this occasion we should mention the fact that the patriot Lef Nosi collected these songs in Kosovo, some of which in Has of Gjakova, Prizren, Peja and Drenica, which can be said to be the first research expedition by an Albanian scholar in Kosovo, for the collection of folklore. In its content this poem was no different from the historical truth, except the fact of the use of fantastic and legendary elements. "The kanka of the war that took place in the field of Kosovo" was in itself a song with historical and legendary content in terms of storytelling. In it are present the historical figures participating in this battle. Lef Nosi through a tireless work traced, collected and published these stories inherited from generation to generation and that have remained in the visages of the Albanian nation. The Battle of Kosovo in 1389 was a key problem in the history of the Balkan peoples in the face of the Ottoman Empire. Ottoman military formations led by Sultan Murat I invaded the Balkans with the main aim of conquering it, at the same time ending the resistance of the Balkans.

The magazine "Literary Garden" through research publications in the field of language and literature gave a valuable contribution to Albanian culture, especially in linguistics aiming at:
• orthography of the Albanian language,
• Extensive use of the dialect of Elbasan,

16 “Kopështi letrar”, nr.1, Elbasan, August, 1918.
17 Sokol Gjevori, Elbasan Press, from the end of the century. XIX to the middle of the century. XX, (doctoral thesis) UT - Faculty. of History, Tirana, 2015, p. 61.
18 “Kopështi letrar”, nr.2, Elbasan, autumn, 1918
In Elbasan, after the magazine "Literary Garden" from 1921, the newspaper "Shkumbini" and later "Normalisti" began to be published, which from time to time published parts of the folklore tradition.

"Gazeta e Korçës" is a newspaper which was published in Korçë, in its article entitled "Carnivals", it talks about the tradition of organizing carnivals in Korçë, which according to the writing is an ancient tradition and dates back to the time of Illyrians. On the other hand, through this article on a pagan celebration, he is strongly opposed by the Orthodox Church, which with its anti-Albanian stance, does not want the people to commemorate their descent from the Illyrians. Thus, among other things, it is said that "The Church Fathers tried in vain to oppose this custom, the world needed from time to time to have fun and laugh with all its heart. "Popes and synods have banned carnival dances and masks many times, but to no avail."20

However, there are a number of newspapers and magazines, which addressed the spiritual heritage in their pages, but which we were not able to elaborate and analyze in this short paper.

**The role of print media in preserving and presenting material heritage**

The press of the time paid great attention to the antiquities, as the authors of the press called the cultural heritage of the 30s. "A. Shtjefën Gjeçov, who is the greatest collector of antiquities, the canon of the mountains, and the docks of our people." 21 In this way, Patër Gjeçovi, in the newspaper "Populli", which was published under the direction of Sali Novica and later Bedri Pejani, began to publish the study "Thracian-Illlyrian heritage" in several issues. In this paper, the founder of Albanian archeology published the first works on the material heritage of Albania.

Gjeçov's attitudes towards archeology have been published mainly in the magazine "Zani i Shna Ndout". Thus, in the article entitled: "An archeological entertainment", among other things, he states: It is always pleasant to the archaeologist, and the more diligently it is given after this life, the deeper it deepens in my marrow. 22
Shtjefën Gjeçovi in the newspaper “Zani i Shna Ndout” has shown the reasons why Albanian intellectuals should deal with archeology and material heritage in general and adds: "... our visar, our history are found hidden under and who knows how I saw ’a bullet, and we do not fall behind. Or in this article it is stated that if we do not fulfill this obligation, when foreigners will start to hunt, with the things of our land they can leave us forever in the darkness of history.

In a long article of the magazine "Agimi" by Kristo Floqi entitled "Temple of Dodona" it is about one of the assets of material heritage. This material wealth of Albanian lands is located in old Epirus, respectively in the areas where Ali Pasha Tepelena used to live. Kristofloqi through this article shows that the Temple of Dodona is a temple of Albanian antiquity. "When they climb to the top of Gardhiqi hill where the temple is located, the south side is crowned with a large steam with pelasgian or cektopic walls." Material heritage, such as archeological sites, Illyrian tombs, temples, ancient cemeteries, forts, which have survived the teeth of the time, occupy a deserved place in the pages of the press of the time, respectively of the ’30s.

23 “Zani i Shna Ndout”, Year VIII, no.6, Shkodër 1920, p. 158
The article "Kërkimet Arkeologjike në Shqipëri" published in the magazine "Përpjekja shqipëtare" talks about archaeological finds in Albania. This authorial article by Leon Rey, director of the Frank Archaeological Mission in Albania, talks about the immovable heritage of Albanian lands, where the number of these finds is quite large and testify to the antiquity of the lands. "Archaeological assets that Albania has, no country in Europe has, so we must continue with the work of excavations, because archaeological findings are the language of Albanian antiquity."

In the newspaper "Posta e Shqipnisë" in an article entitled "Shqypnia e roadët" talks about the material heritage, respectively the old roads, such as Via Egnatia and Via de Zente, which connected Albania with the whole world with the West and the

---

East. The article provides interesting information about these trade routes from the time of the Illyrians, parts of which roads today remain only traces. Then the article continues with the new roads that are starting to adapt to the new conditions, respectively in accordance with the development of the country.

**Conclusions**

The Albanian press of the '30s, through the treatment of topics on spiritual and material cultural heritage, in addition to the importance in publishing the collected material, signaling scholars to deal with these areas, has also influenced the sensitization of the media and scholars of foreigners for the rich heritage of Albanians. The publication of a part of the heritage in the press of the time, gave reason to many scholars to change their scientific views in relation to Slavic studies, which until then had raised numerous hypotheses that Albanian folklore is part of Greek folklore, or Slav. Also, the press of the '30s, has served as a basis for the establishment of cultural heritage institutions and the establishment of albanological sciences such as archeology, folklore, ethnology and many other sciences, that the first days of their life in Albanian science i made through the pages of newspapers and magazines of these years.

Therefore, this topic should be deepened with a more comprehensive study, because the first steps of the masters - journalists, who reflected the other side of the coin, which had reflected the media and Slavic science until then. The press of the 1930s will remain a school of many sciences, otherwise known as the school of educating the people for a brighter and more equal future with the civilized world.
TREATMENT OF COMMON LAW IN THE PRINT MEDIA

Nexhat Çoçaj
UBT - Institution of Higher Education, Lagjja Kalabria, 10000 p.n., Prishtinë, Kosovë,
nexhat.cocaj@ubt-uni.net

Introduction

Albanian customary law is one of the oldest legal institutions inherited by our people. According to many scholars, its origins date back to the early Middle Ages. "In Albania, besides the Byzantine feudal canon, a customary law was in force, a popular law with interesting archaic features, which was not recognized by Byzantine law or which was in contradiction with it. "These customary rules are at the same time an expression of the process of conservation, even of the regeneration and expansion of the ancient forms of social legal organization gentil with fraternities, tribes, blood, assemblies of free men and other forms of ancient culture."

While in the form of a well-organized "Code", it began to be known at least in the period of the XIV-XV centuries. This period of time is known in history as the time when the local Arberian nobility began to conceive. At this time, in which some large families began to own some lands, or territories, that in one form or another the Albanians began to have a kind of independence from the Byzantine authority of Constantinople. The need of these nobles, to be closer to the people, led to the implementation of customary law, which in fact did not comply with the laws of the invaders. Therefore, the customary law of the Albanian people in general and the Kanun of Lekë Dukagjini in particular, are a proof of national conscience, that in the absence of state authority, during the occupation, it was necessary to regulate social relations between people in the fields of various of life, morals, religion and social relations.

Although no precise opinion has yet been given on the time of the "birth" of the canon, in the sense of how it is used today, for which problem neither the press of the time was able to deal either before the declaration or after the declaration of independence. On the other hand, the initial interests for the canon, as a norm of popular customs, were started by foreign scholars, so besides the basic knowledge of the Kanun of Lekë Dukagjini in the Northern Highlands, Johann Georg von Hahn, 1811-1869 in the footsteps of the Kanun of Skanderbeg 1863 during the expedition he made to the Drini Valley.

In customary law in the northern areas of Albania for a long time the name Kanun i Maleve has been used for a long time, but for

this issue the press of the time has not been taken, just as the codifier of the Kanun, Father Shtjefën Gjeçovi, has not been taken later.

Customary law is a social phenomenon of great historical importance, because through this right the voice of a people has been heard coming from antiquity. And in order for him to be as present as possible, everywhere in the Albanian space, it was necessary for the press of the time to publish and publish parts of this customary right.

The publication of customary law in the press of the time, was not only important for domestic opinion, because after all, the number of those who could read and write in the entire Albanian space was very limited, but more for foreign opinion, which as will be seen, after the commencement of the publication of some parts of the canon will launch a greater interest from foreign scholars. From this point of view, it can be said that the opinions given on customary law in the press of the time are divided into two groups:

a) in the press that published parts of the Kanun of Lekë Dukagjini and

b) in the press that writes about the Kanun and its features.

The first beginnings of the publication of customary law in the press of the past time

Although the Albanian language press had started abroad before the declaration of independence of Albania, parts of the Kanun of Lekë Dukagjini, began to be published only in 1913 in the magazine "Hylli i Dritës", but indirectly it was written earlier, for some phenomena, which had to do with customary law. Thus, the word "kanun" in the press of the time will be found on the issue of the rules of elections of people in leading positions, since the time of the Ottoman Empire. Thus, with the notion of canon, the people understood the totality of rules, whether written or unwritten, but which were applied as human norms. Also with the notion of kanun until after the publication of the Kanun of Lekë Dukagjini by Shtjefën Gjeçovi, the Albanian public understood the laws, which were approved by state institutions.

An important role in spreading the echo of customary law has been played by the press of the time, at home and abroad, and in particular to prove the ancient tradition with which the Albanian people organized their lives. The first beginnings of the Albanian press, which has started to deal with the topic of the Kanun, is the newspaper "Albania" which in no. 9 of 1898 published a short article entitled "Kanun i Malcisë"27. And as far as we know, this is the first article in the Albanian press, which is written about the rules of the Kanun, although it is mentioned as a notion even earlier. This article in the newspaper "Albania" provides general information about the role and influence of the Kanun in the highlands of Albania. In this issue of Albania, the author of the article, L. Mjeda, emphasizes that the Kanun over the centuries until now has preserved its features, or has remained the same as it was28. N. Ashta has the same opinion, who has come to the conclusion that despite the long time of implementation of the canon, it has not changed much, in terms of implementation in practice.29 While in the press within Albania the canon and canonical norms began to be mentioned and written about only after the declaration of independence.

The Kanun of Lekë Dukagjini, in the Albanian press in Albania in a more complete way, started to be published in the first issue of the magazine "Hylli i Dritës" organ of the Franciscan clergy in Albania. In this newspaper, four nodes of the first book are published, respectively four nodes for the church 30. Also in 1913, 27 Kanun i Malcisë, "Albania" no. 9, 1898, Brussels, p. 150, quoted by Kahraman Ulqini, in his study on popular law, published in "Shkodra ne shekuj" Volume I, Shkodra, 1998, p. 239.
28 Kanun i Malcisë, "Albania" Volume A, no. 9, 30 called 1898, p. 150,
29 Kanun of Bajrakëve te Dukagjinit, "Albania" Volume B, no. 1, June 15, 1898, p. 13
30 "Hylli i Dritës" Date I, October 1913 no. 1. p. 15 - 18, the first part of the first book "Church" is published. F.15-18.
in "Hylli i Dritës" by Father Shtjefën Gjeçovi, the Kanun of Lekë Dukagjini was published in two other issues of this magazine, which will be published in 1913.\footnote{Hylli i Dritës “ Date I, November 1913 no. 2. p. 53 - 57, the second part of the first book "Church"}

Not wanting to talk about the content of the published parts of the canon, in this magazine, it should be emphasized that the beginning of the publication of the Kanun of Lekë Dukagjini, as codified norms, listed in the form of laws, is the first edition, for which the author, as well as the editorial office, seeks the opinion of the general public and in particular of the intellectuals of the time. This is best seen when the editorial office in issue 2 of the magazine and the continuation of the publication has asked in the first place from the priests, that ... “...to compare them with the laws and doctrines of our Kanun and their own laws, pointing out the complications that may occur between those laws and those that are published by us. These observations, then, could be sent to P. Shtjefen Gjeçov in Gomsiqe, or to the Directorate”.\footnote{“Hylli i Dritës” no. 2, Shkodër, 1 November 1913, p. 57}

After these calls, Gjeçovi will continue to ask for help from teachers, who worked in remote areas of Albania, to read the "Hylli Dritës" to the elders of those areas and ask for their opinions.

“Dear Mr. Sh. Gjeçov O.F.M. Shkoder
Thank you for the kindness you had Mr. Woe to sending the Star of Light, and by this I testify that wherever I read the part of the laws as in the castle of Doda near Mr. Osman Lita, Mulla Osmani and in Bicaj Mr. Sheh Xhemali, Islam Salihu, who deal with these laws, confirm that the law they use is one by one as presented by Mr. Uej, but remained in some changes depending on the place where it was read.”\footnote{AQSH, Fondi 58, Dosja 100, fl. 37. Letter from Kel Vila, inspector of Education of the Prefecture "Kosova" quoted by Nexhat Çoçaj, Untold Stories for Gjeçov, UBT, Prishtina, 2019, p. 134}
After the publication of the Kanun of Lekë Dukagjini, in 9 consecutive sequences until July 1914, the magazine "Hylli i Dritës" will not be published until 1921, and also until this time Gjeçov will not continue publishing in magazines others. However, the publication of these parts of the canon aroused great interest in the public and in especially in external opinion.
Thus, the newspaper "Përlindja e Shqipënisë" after having on November 22, 1913 had published this newspaper "The Current Kanun of the Civil Administration of Albania" which defined the division of the administration and the duties of the administration, as well as the electoral system."Përlindja e Shqipënisë" in issue 14 on its pages talks about the Kanun of the Elders, where among other things it is said "ugliness is judged according to the customs of Albania, by the elders who are sworn in, therefore it is called zhuri." Regarding the Kanun of the Elders, scholars think that "... he is wearing a new garment, which includes the bourgeois jury institute, which distinguishes it from the symbiotic acts of law - the kanun of the Montenegrin vlads."

The newspaper "Posta e Shqypnis" in an article "A wise law which would have been very good for Albania", sharply criticizes those intellectuals who try to trample on the customary right of the people, which right has protected the people whenever there has been a need from foreigners. While the newspaper "Populli" in an article, has emphasized that the citizens of Albania can not be judged by foreign laws, much less by the laws of Turkey or France, but has requested, as stated in the article, that until it is organized The Albanian state is strengthened, the laws of the Kanun of Lekë Dukagjini must be accepted to ensure internal order and peace. In this way, the Albanian press in Albania, despite the fact that for a period of time, the publication of the Kanun of Lekë Dukagjini was stopped, the interest never stopped for this popular "condition", which has survived the time and is now being re-updated through press and especially from the digital one.

---

34 "Përlindja e Shipëniës" Nr. 14, Year II, Vlona, Saturday 15/28 February 1914, p. 3.
35 Koço Nova, introduction to "Albanian customary law", Academy of Sciences of RSSH, Tirana, 1989, p. 41
37 On 18.01.1919 in Shkodra was published the first number of the political-social newspaper in Albanian and French with the title: "People" led by Sali Nivica and later by Bedri Pejani, after the murder of Nivica. This newspaper appeared in 77 issues until January 1920. The newspaper 'Populli' aimed to expose the anti-Albanian tactics of some European countries that denied the Albanian national life. Although the article does not directly mention the name of the National Defense Committee of Kosovo. Father Shtjefën Gjeçovi had a good cooperation with this newspaper, in which he published several articles.
38 Newspaper "Populli", Shkodra, November 7, 1919, p. 2
Another magazine, which in its pages was occasionally written about customary law is "Agimi", a group of the "Vëllaznija" Society, headed by Kristo Floqi. Thus, this newspaper, in the article entitled "Law of Freedom" by Karl Gurakuqi, talks extensively about customary law and its positive and negative sides. He writes, among other things, that "... the etymology of the word law derives from the Latin word "ligare" with connect, and it is what connects us and compels us to perform our duties to the god and this law is called divine laws, it gives us rules on how to brought to our work. Among our territories instead of mentioning the word laws they use the word kanun, which means said rule has the look and power of the word laws. From this article it is worth mentioning the opinion that “The city is not made by the union of people, but by the law (kanun) which directs the actions of citizens after a common goal and puts an end to private violence and at the same time helps them for their freedom." 

Kanun of Lekë Dukagjini, basis for ethnological studies in the press pages of that time

---

39 "Agimi" Nr. 6, Years. I, Shkodër, October 1919, p. 81.
40 "Agimi" Nr. 6, Years. I, Shkodër, October 1919, p. 82.
After the cancelation of the publication of the Kanun of Lekë Dukagjini and before the publication of the remaining parts in "Hylli i Dritës" started, the Albanian press had started publishing some study articles related to the Kanun. In addition to a number of newspapers that were published in the territory of Albania, there were also many newspapers and magazines that were published abroad and were led by the layer of Albanian intellectuals who were studying abroad. Such was the magazine "Djalëria"41, which in several sequels has published a long article by the albanologist Franz Nopçë.

Nopçë, since he does not find in the canon of Lekë Dukagjini, traces of Roman law, emphasizes that "Apart from the completely primitive law of all Indo-Germanic nations, the Kanun is similar in many points to the 'leges barbarorum', that means with the popular rights of the old Germans, who in the early Middle Ages also reigned in Italy. Taking blood, frequent previous convictions, paying for living of their life..."42 Nopçë, in addition to comparing the Kanun of Lekë Dukagjini with the popular customary rights of other nations, especially with the German one, he also talks about the phenomenon of homicides in particular, which is not considered common death. In fact, this long work of Nopçë, published in the magazine of Albanian students in Vienna, which for the time being is the most in-depth analysis of the canon and the longest, since it is published in several sequels.

Later, in this prestigious magazine of the time, Kristë Maloku will publish the article "Besa, honor burnija", through which the article called on Albanians to unite and respect the centuries-old tradition, to unite for the cause of Albanians through faith and honor. "Faith, honor, manhood - these three fundamental qualities therefore constitute the same ideas. For thousands of centuries, the Albanian has kept that idea in his heart. Besa, honor and manliness has made the Albanian a warrior and a hero, has made him deny the comforts of life."43

A few months after the publication of Nopçë's work in the main article of the newspaper "Shkumbini" it is stated that "When a people lacks the unity of rights as well as that of duties, of course it lacks social unity and social progress lags behind. "The quarrels, the confusions and the struggles between the Vedas, increase, multiply and cause anarchy, which brings back, in itself, the foreign yoke."44

In 1921, the magazine “Hylli i Dritës” again started publishing the Kanun of Lekë Dukagjini, collected and codified by Father Shtjefën Gjeçovi. Although the first issue after the cessation of „Hylli i Dritës“ will be published in May 1921, Gjeçov will start publishing only in issue 6, respectively in October, when he will probably return to Albania, as for a while , after taking part in the Vlora war, he settled in Zadar, as he left the Franciscan church due to his participation in the war against Italy. And in this way from October 1921 (in three issues), in 1922 (in 11 issues he published parts of the canon), in 1923 (in 6 issues) until issue 12 of 1924, but only in four issues of this year parts of the Kanun of Lekë Dukagjini are published. (1-2, 3-4, 9 and

---

41 “Djalëria” magazine was a monthly cultural, literary and social magazine founded in 1920 by the Albanian Students' Association in Vienna, of which it was a body. This magazine continued intermittently until 1929. It aimed at spreading knowledge, economic and social development of the country, according to the model of developed western countries. He addressed problems from the life of Albanian students and published literary pieces. In this magazine, which in a way was the voice of the future of Albania, since in this newspaper their works were published by many well-known names, who later not only continued journalism, but also the science of European dimensions and schools.

42 Faranz Baron Nopcsa, "The source of the Kanun of Lekë Dukagjini", in "Djalëria", no.4. First year, July 1920.

43 Kristo Maloku, Besa, honor, manhood, in "Djalëria" Volume II, no. 7, January 1929.

44 "Shkumini", no.1, Elbasan, January 14, 1921, p.2.
12). After the publication of the first version collected and codified by Gjeçovi, for a while, respectively for several years, the Albanian press will not take a look on this problem, because for a while the Kanun together with the press was fought by the Albanian state.

After the assassination of Father Shtjefën Gjeçov, the Albanian press became even more interested in writing about the topic of the Kanuni i Leke Dukagjinit. Among the first newspapers to write about the value of the Kanun of Lekë Dukagjini, after the death of the codifier was the newspaper "Dielli", in which the friend of the codifier of the Kanun, Faik Konica, wrote, among other things: "Nobody can approached Father Gjeçov in the knowledge of this Kanun. Show us a manuscript of two thousand pages, a tireless and thin study where he had collected, listed and illuminated all that is left of the legal thoughts of Albania in the Middle Ages, thoughts which seem to have roots far beyond Medieval." Konica, who in fact was the first to open the way, in his newspaper to write about the Kanun, to give assessments and to make the Kanun of Dekagjini all known as much as possible.

In the newspaper "Leka" no. 1, of 1931, in the article: "Miku nër malet e Veriut" it is widely written about one of the most important segments of the Kanun. However, in this article, no information is given in the form of articles, but a description of the friend's reception habits is made. This article begins with the statement that “Among the mountains of the North or the ancient docks, I say it is very sacred, that the friend, both from the rich and from the poor, should be received with great honor.

"The wayfarer, as you know them, is unknown here, when it starts to get dark, you can not be afraid, why did you remember well the words of the first 'Leadership of God and friends', take the direction to an inn there near..." According to this writing, as soon as the friend enters the house, he hands over the weapons, the horse according to custom. Regardless of the fact that the friend is known or not, the reception is done according to the canonical norms, which in fact is similar as defined in the Kanun of Lekë Dukagjini, in the eighth book from article (nye) 96 to 100. In this long note, many parts of the canon are given, such as escorting the friend, out of the territory and an interesting description of the arrival of a guest in an unknown guest house, which can also be the guest house of the enemy. The note says that the owner of the house,

---

45 "Hylli i Dritës" Year II, October 1921 no. 6. p. 271 - 273, the continuation of the seventh chapter of the third book is published.
46 Faik Konica, “Some memories about Father Gjeçov” in the newspaper "Dielli" March 18, 1930 no. 5156, f. 2.
according to customary law, must take care of the newcomer even from the middle of the enemy's family, as if he were a friend of that house and for no moment should he think that he is facing the enemy of the family. At the end of this article, the author, whose name is not given, tries to make a comparison with the works of world literature, which mention the virtues of their peoples, but do not resemble the values of Albanian traditions, respectively Albanian customary law.

Customary law, since in one way or another it has dealt with the organization of the life of the people, of social relations, of the moral world that formed the national and historical dimension of the Albanian people, the press of the time has paid special attention to this topic. On the other hand, the non-functioning of the Albanian state in the legal aspect even after the declaration of independence of Albania, the role of customary law as a code of customary laws that maintained social order and peace among Albanians, was seen by the press of the time as a necessity to Many newspapers and magazines deal with this topic.

Conclusion

At the end of this paper, which is only an initiative in this direction, because during the browsing of the collections of newspapers of the time, I was approached with the opportunity to expand this topic to other perspectives, for which today's press, and why not digital media, as if they do not seem to be interested in addressing issues of this nature. Also, I can say that the most favorite topics of the press of the time, related to the issue of customary law, have taken place in raising individual and collective awareness. Thus, the treatment of trust, honor and hospitality, influenced the strengthening of relations between the Albanians themselves and their unification around a common goal.

For the Albanian highlander, honor was above all. Honor, was the embodiment of life, given the fact that a man dishonored in the social and legal sense was dead. Therefore, it is not by chance that the highlanders in many cases even swore "By the night!" In this way honor, as an institution of conscience, including personal, family and tribal honor, was the guarantee for the realization of national aspirations.

According to customary law we have two forms of violation of honor:
a) violation;
b) defilement of honor.

And hence depending on who violated these norms they became wilder or softer. In cases when the norm of honor was violated by foreigners, respectively by the occupiers, then on behalf of this institution all gathered to oppose the occupier and to help the person, the environment that had faced the violation of honor. But, in cases when this institution was violated by the locals then, the punishments became very severe.

The topic of the Kanun, continued to be treated in the Albanian press even during the Second World War, but in general forms. Thus, F. Seiner in the article "Bajaraqet e Shqipërisë" indirectly spoke about the rules and power of the Kanun of Lekë Dukagjini in many bajraks of Albania. But, the topics for the canon in general and in particular, for the historical and legal weight, have started to be published in the newspapers even in the years after the LNC and are continuing to address the issue of canonical norms. Thus, in many newspapers, published in Albania, the Albanian customary tradition has been mentioned several times, sometimes it has been mentioned in a negative context, but there are also cases when some norms of customary law are mentioned for good and in order to improve relations, human.

On the topic of the Kanun of Lekë Dukagjini, the press is still dealing with it today, as it has not yet been decomposed to the proper extent, as it needs to be clarified to many readers and intellectuals that the canon only did not work for evil, not that it incited fratricide, but that he acted precisely to prevent fratricide.

49 Newspaper “Leka” Year III, N.1, January 1931, p. 16-21
5027 “Bota shqiptare” Tirane, 1943, f. 327.
Media as a challenger of state genocide
Safet Zejnullahu
UBT – Institution of Higher Education, Kalabria, 10000, Prishtina, Kosovo
safet.zejnullahu@ubt-uni.net

Abstract. The media and state leadership have a strong and inseparable link in the history of the media. In totalitarian regimes, the government finances and controls the media, in regimes with apartheid elements the government closes the media that does not like, persecutes and kills journalists. In democratic societies, state leadership and the media have a financial connection in most of the cases. This paper will address a
very specific media situation, that of Montenegro in 1999. Montenegro was part of the former Yugoslavia, which was committing genocide against Kosovo Albanians. But the main media in Montenegro, starting with the public broadcaster, the radio as part of it, and the main newspapers, marked a rare case when the media does not obey the government but takes the side of people in need - Kosovar refugees who, fleeing extermination, sought refuge in Montenegro.

**Keywords:** media, state leadership, Montenegro, refugees

**RESEARCH METHODOLOGY**

1.1 Purpose of the research

The purpose of this paper is to elaborate the complex relationship between the media and government. Emphasis on the fact that, since the time when the activities of humanity are documented in an organized form, its communication with citizens / public is a specificity to which every government has paid attention. The media, with its development, has taken its place, being between the rules and the pressure of the government and the efforts to serve the public and to maintain professionalism.

Research hypothesis
Based on the developments in the regions of the former Yugoslavia in the nineties of the last century, we can see a range of patterns of media behavior. In our specific case of media behavior in Montenegro, we can hypothesize that:

- Professional media, in a very difficult time, can even challenge the state apparatus, to take the side of the victims, facing the direct danger when documenting the fate of people faced with a genocide campaign.

Research questions
Has the news / media managed to challenge power and maintain professionalism?

Was a ‘sui generis’ case in the history of media in the region created by the Montenegrin media in 1999?

1.2 Research Samples
Sample of this paper are the following newspapers: Montenegro state television reports in the period autumn 1998-spring 1999; statements of news characters of this time, given 20 years later.

**Media and ongoing development**

2.1 The holiness of the messenger

In the tradition of many nations, the messenger is a chosen and respected man. The reporter of the past, the journalist of today, therefore, must respect the rules and principles of fair, accurate, prompt reporting without distorting the facts and without being deceived. Among Albanians, the Kanun of Lekë Dukagjini devotes two nodes (chapters) to the news. The work of journalists today is regulated by regulations but relies mostly on ethics and professionalism. Sanctioned by law.
I.2. Media through time - From the cave to the invisible signal

The messenger-public relationship has started initially with the public need to learn something new. Subsequently, development has been unstoppable - the public has made new demands and the messenger / media has discovered new and ongoing ways to keep this relationship alive and make itself irreplaceable in the history of communication.

The roots of conveying the message can be found in drawings in caves, in fire and smoke as a form of communication, in the special rhythms of drums or ball shooting to announce the various holidays or the time for performing religious rituals, in certain shootings with weapons to inform other settlements of a new event - mainly deaths or childbirth, to tellalls (kasnecs) heralds mainly of government decisions. The invention of the telegraph (late ninth century) changed many things. He made the old forms of message conveying unnecessary. But if the telegraph enabled the transmission of the wire-less signal over long distances, radio made another revolution in communication, followed by television, which, in addition to sound, brought the "magic boxes" of appearance. The print media was there, the slowest but safest source of information, which experienced extraordinary development, but also experienced fluctuations and crises, as a result of technological developments.

As the internet changed everything. With the multidimensionality / convergence of the media, the future will bring us the fading of the desire to listen to the radio in the car, the necessary requirement to have the television set in our home connected to an internet network anyway. As for the newspapers with daily information, with the magic of browsing their pages, we will read them less and less.

How different the world of communication was, tells us the case of the news of the assassination of the President of the United States of America Abraham Lincoln in 1865. It took 12 days for the news to cross the Atlantic. (Lincoln assassinated, https://www.thebaron.info/archives/lincoln-assassinated)

Today, a press conference of the US President can be attended in real time, with less than a second delay, not only in Europe, but also in the farthest reaches of the world.

So, the media recognized forms of transformation, of transition from one model to another, always related to developments in society, technological developments, which influenced both the growth and change of public demand for information.

I.3. Media and Government
The relationship between the media and the government is always important, for every time and for every society that aims to have a free media, in function of a free society. It is more than important that the government creates the ground for free media, not to influence it and not to put pressure on it, as it is very important that the media, firstly, does not abuse this freedom and, secondly, opposing the government, helping it to get better.

"The media can alarm governments and open the eyes to the public about crises or neglected issues, and perhaps manage to elicit a constructive response," said researcher Philip Sieb. (Sieb, 33)

In difficult times, times of crisis or times of war, it has been proven that the media can play an irreplaceable role in exposing the atrocities that these situations bring.

"Finding evidence of war crimes is one of the tasks of the media. Speaking about this issue in May 2000, US Secretary of State Madeleine Albright said that "journalists have an indisputable role in exposing the atrocities and criminal behavior that caused them." Journalists, she added, are "truth-tellers whose news is our daily challenge." (Sieb, 33)

But, it is not uncommon for the media to try to get away with it, dealing with topics that are more accessible to the public. Bypassing politics. Leaving aside sometimes the mission of discovering the truth, no matter how far this is from its audience. No matter how risky it is to deal with serious topics. Important world politicians have also remarked on such an approach.

"The ubiquitous and sensational media is turning the foreign politics into a section of public entertainment. The intense competition to come out on top produces an obsession related to the crisis of the moment, generally presented as a moral game between good and evil and with a specific outcome, and very rarely in relation to the long-term challenges of history. As the wave of interest passes, the media shifts to another sensation.

But even when it shifts, journalists often do so in a hurry. "While the issue still needs to be reported, because the underground flow continues, and some of them the longer they remain unresolved the more difficult they become to manage," said Henry Kissinger. (Kissinger, 27)

Kissinger also notes the politics response to a news story, which could have an impact on the public.

"The reaction of the public to a news item is likely to influence, to some extent, the attitude of the policy-maker towards that news item. However, this is not a simple cause-and-effect formula; the issue is much more complex than that. The very carefully crafted and solidly constructed policy is resistant to the tide and ebb of the emotions of the moment. "While there is no impenetrable wall between news reporting and public policy." (Kissinger, 37)

On the other hand, Philip Gourevitch also notes the way in which the media broadcasts a news item and its impact on the public, correlated with the way it is presented / read.

"Images of disasters have become commonplace in the daily television fare, sensitizing the audience on the one hand and numbing it on the other, which, in part, depends on the way the news is presented. The speaker of a television network can exercise considerable power by carefully selecting the words and the tone of their transmission, which indirectly encourages the audience to pay attention and react. Or, on the other hand, the speaker may treat the event as ordinary news from the ever-increasing pile of daily news. (Gourevitch, 38)

Writing about the 1994 war in Rwanda, Philip Gourevitch remarked: "The pile of the dead of political violence is the generic subject of today's information diet, and according to generic reports all massacres are alike: the dead are innocent, the killers are monstrous, the politicians around are either minded or non-existent. With the exception of the names and the landscape, it seems as if it is the same story from any place in the world ... Stories seem to arise from nothing and, just as rapidly, they return to where they came from. (Gourevitch, 38)

"Despite budget constraints, TV stations may view news from around the world as attractive because of the visual appeal they create, even when it comes to creepy images. Humanitarian aid official Adrew Natsios noted that: the television medium is naturally drawn to events that have a striking photographic potential, characteristic of complex emergencies only when they enter the final and deadly stages of the event ... At the time the scene such are too dramatic to attract attention, the time to intervene is normally over. (Natsios, 39)

Under normal circumstances, the media is the one who helps the government, stands up to it, detects in time the abuse of power in any possible form - protects the public interest. But the circumstances of the period and space taken into consideration in this paper were quite different - a different power and a media also quite different and completely unprofessional.
The media was widely used by the government to wage special warfare since the beginning of the war in Slovenia, Croatia and, to a large extent, Bosnia and Herzegovina. But the peak of media misuse occurred in Kosovo where, in addition to the army, police and paramilitary groups, Serbia used the media as a very powerful weapon to achieve its goals.

Qualifications as terrorists for all those who were protected from Serbian aggression, such as in Slovenia, Croatia, Bosnia and Herzegovina and especially in Kosovo, were part of the daily life of the Serbian media. But to that, they produced news to the point of incredible, speaking from the professionalism perspective.

On July 27, 1998, almost all Serbian media presented the murder of an Albanian in the municipality of Istok as an act in which a father had killed his son, because he had joined the UÇK war, against his father’s will.

“M. A. from the village of Lubove near Istok, last night in his house killed his son R., who returned home, after two months in the Albanian terrorist units in Drenica. R. returned home and hid his rifle, after destroying the terrorist unit around the Mitrovica-Peja road. He responded to his father's request to report to the police with slaps in the face, threatening to report him to terrorists for 'collaborating with the Serbian police'. "Immediately went to the other room, took the rifle he had with a permit as a security guard in the cooperative" Dubrava "in Vrella and then, in front of the family, killed the boy and immediately presented himself to the police", writes the Belgrade newspaper "Politika" , one day after this case.

(www.politika.com)

This newspaper and most of the Serbian media, at this time, ran to give publicity to any news that went to the Serbian state and everything that is against Albanians and their international supporters.

At a time when tens of thousands of Albanians were being persecuted from their homes and were living as refugees or living in the mountains in very difficult conditions, these media gave a very big echo to a news distributed by the Russian media, regarding the departure of a part of Circassians from Kosovo.

"Russian media reported that 76 members of the Circassian minority left Kosovo and returned to the Republic of Adygea, their homeland in southern Russia. "Their ancestors moved to Kosovo in the 19th century, when it was occupied by the Turks, and lived in two villages near Pristina," wrote the newspaper "Politika", specifying that the Russian authorities would take care of them, giving them even land.

(www.politika.com)

Radio and Television of Serbia, in its broadcasts, until June 10, 1999, published the image of the Serbian army barracks in Koshare, with the Serbian state flag raised near it.

But this barracks was first taken up by UÇK soldiers in early April 1999, and a few days later was bombed and destroyed by NATO aircraft. The reality was completely different, while the citizens who trusted the Serbian state television saw a completely opposite picture.

The inability of the media to work in the Albanian language and the access of the international media served the media to continue the propaganda in the open field and protected by state forces.

The time of the NATO bombing, March-June 1999, was ideal for such news.

"Serbs are distributing a poster calling on Albanians to leave Kosovo. The poster above has the seal of the Kosovo Liberation Army, and below the signature of Dr. Ibrahim Rugova … The poster is blue. "In the old part of the city today, a” Mercedes” car was seen distributing such posters”, noted the spokesman of President Rugova, Xhemal Mustafa. (Mustafa, 22)

The content of the poster was incredible, but the opportunities of reaction and denial were difficult.

Although it seemed unnecessary, through telephone contacts, the Rugova Office was consulted about this news and was denied in the TVSh news on the same night, March 27, 1999.

The impossibility of verifying the news created confusion even among international organizations. Thus, the frenzy of fake news became even greater and had a direct effect on the people who still remained inside Kosovo.

"On the way back from the funeral of Bajram Kelmendi and his two sons, Serbian paramilitaries executed Dr. Fehmi Agani and journalist Baton Haxhiu. There is also talk of executing others and arresting others. The name of Agani and Baton is even mentioned by the NATO spokesman, Jamie Shea. Other names also mention other names: Idriz Ajeti, Din Mehmeti and Teki Dervishi, as well as Alush Gashi and Adnan Merovci”. (Mustafa, 33)

This is news spread by unverified sources. Referring to the situation in Kosovo, the news should not be believed. Even greater crimes and horrors were happening. Thankfully the news turned out to be false. Unfortunately, weeks later, Dr. Fehmi Agani was executed by Serbian forces.

"The seven-year-old hero from Knin drove for ten full hours, all the way to Belgrade.” This news was repeated by the Serbian state television for several days in a row. The news came as the Serbian army
suffered a landslide and was driven out of eastern Croatia for 72 hours after bloody wars. The news about
the "hero boy" was repeated when endless convoys of Serbs were coming to Belgrade. (Zogiani, 79)
The news of the signing of the capitulation agreement of the Serbian army, after 78 days of NATO
bombing, was similar.
"In Kumanovo, Serbia reached an agreement to stop NATO bombing." (Zogiani, 79)
Serbian media are known for propaganda, but propaganda does not start or end with them. Wars and
conflicts are a very fertile ground for propaganda. Such were the world wars of the last century.
World War I marked a turning point for scientific research in the field of communication. All because of
intensified propaganda.
"For the first time in the history of mankind, propaganda was used in a condensed and systematic way. The
use of this new method of communication had in itself two basic reasons. "In the beginning, the attempt of
some political and economic groups to enable the outbreak of war and in a second phase (and in a much
more pronounced way) the use of propaganda as a form of support for the war." (Mari, 30)
What impressed me most in the research of this time was the tremendous effectiveness of the propaganda,
aimed at achieving the set goals, mostly without ever choosing the means.
"Lies of all kinds were used by all warring parties to achieve their goals. "The truth, at least when it was
present, was manipulated in these messages in such a way that almost the entire flow of communication in
this period was conditioned by the interests of different political parties." (Mari, 30)
Researchers studied the effects of propaganda in World War I, between the pros and cons of its use.
Both sides agreed that these effects “proved the theory that the media was an extremely powerful
persuasive tool; people or rather the masses were considered vulnerable and powerless against the effects
of large-scale communication. ”These measures were passively subject to propaganda messages." (Mari, 30)
According to researchers, the strength of these messages was seen as unbearable. Based on this, as a
theoretical model it was named as "cartridge theory" or "needle theory under the skin".

This theory was based on the following premises:

- The media audience is made up of an indeterminate mass of individuals;
- Messages are persuasive factors with immediate direct and very powerful capabilities;
- People are completely unprotected from the messages addressed to them. (Mari, 30)

Hiding true information, even for a while, does not belong only to countries with totalitarian systems. In
times of war, armies and governments allow only information that suits them to be accessible to the public -
glorifying results and minimizing losses.
One of the most popular cases is the news spread to the public during the Vietnam War.
Lindon Johnson succeeded the assassinated President John F. Kennedy. Once in power, he wanted to
substantiate his suspicions about what was happening in the Vietnam War, where the U.S. military was
involved. Sent there the Secretary of Defense, Robert McNamara. At a news conference at Tan Son Nhut
Airport, he "expressed great optimism" and recounted the successes of the US military and its South
Vietnam allies. (Kovač, 46) "When he landed at Andrews Air Force Base the next day, he held another
conference, where he repeated the same things. "Then he flew by helicopter to the White House ... and the
world did not hear anything about his reporting to the President." (Kovač, 46)
The New York Times and the Washington Post, eight years later, published secret documents known as the
Pentagon Papers, which presented the truth that the American leadership knew about the Vietnam War. It
was the opposite of what McNamara had said at press conferences. "What would have happened if the truth
had come to light in 1963 and not in 1971,” asked Benjamin Bradlle, executive director of the Washington
Post, twenty years later. (Kovač, 46)

Montenegro sui-generis media and refugees from Kosovo

In 1998, and especially in 1999, when genocide was committed in Kosovo by Milosevic forces, around one
million Kosovo residents were forced to flee the country and seek refuge in neighboring countries. Over
100,000 of them found shelter and rescue in Montenegro.
In addition to the political specifics, this case is one of the most special cases of the way the Montenegrin
media treated these refugees. Montenegro was part of the former Yugoslavia, whose state media were
entirely at the service of genocidal policy, also a special case but to be dealt with in another case.
The Montenegrin media, with very few exceptions, maintained their professionalism in reporting on the plight of refugees. Simple but for the time being it was a very bold and dangerous move for the media executives and for the journalists and cameramen of these media.

Former Editor-in-Chief of Montenegrin Television Velibor Covic demonstrates the approach taken by Montenegrin state television in the refugee case.

Journalists and filmmakers of my television stayed every day in the border municipalities (Rozhaja, Plava, Berane, Ulcinj, Tuz), where the convoys of refugees continued to arrive. Newcomers from Kosovo brought authentic stories of terror and crime. The stories of ordinary citizens illustrated the situation in Kosovo much better than all the communications coming from the offices of military and political bodies. "All the refugees, whether Albanians, Serbs, Montenegrins, Roma ..., after arriving in Montenegro, without fear showed their views on the situation in Kosovo", says Covic. (Covic, 144)

In addition, all footage of refugee testimonies was broadcast on international television. Covic shows the new orientation of television, but also coping with pressure.

For the first time after the wars in Slovenia, Croatia and Bosnia and Herzegovina, during the war in Kosovo, Montenegrin Television took a decisive step away from the so-called "war-mongering journalist" and respected professional standards. "All the efforts of Milosevic's military intelligence staffs to spread ethnic intolerance, primarily against Albanians, through the Montenegrin television program, did not reach the Montenegrin national television screen," he said. (Covic, 144)

The special and professional approach is evidenced by the general care in the news and in conveying messages to the public.

"During the war in Kosovo, through the screen of Montenegro Television, no message of hatred was transmitted against minority peoples or religions in Montenegro. This was possible, even in an environment; when Montenegro, as part of Yugoslavia, was selectively bombed; when about 24,000 superiors and soldiers loyal to Milosevic were stationed on its territory; "When about 100 thousand refugees from Kosovo were staying in Montenegro", emphasizes Covic. (Covic, 144)

And indeed, if Belgrade television was fully put at the service of politics and propagated that “Albanians are fleeing the Kosovo Liberation Army and NATO, Montenegro television, in a completely professional approach, went one step further.

"In these conditions", - says the former editor Covic, - "on my initiative, the new informative show “Lajmet” was promoted, which had correspondents in Prishtina, Skopje, Tirana and in all cities in Montenegro where Albanians lived. ".

In the same media background, in the same media mission, in addition to the Montenegro Television, were also the Montenegro daily newspapers: "Vijesti", "Pobjeda", the weekly "Monitor" and "Književni list", as well as the radio “Antena M”. Only a few titles from these media, which we publish in the Monograph, best illustrate both the professionalism and the editorial attitude of these media.

The media scene in Montenegro at the time had another side. In this media space, two channels of Radio Television of Serbia also broadcasted programs, with all the inherited characteristics of inciting war. The war hysteria against the Albanians, and against the Montenegro government, which refused to get involved in ethnic cleansing operations, was strongly promoted by “YU Info” television, founded by Mirjana Markovic. On the side of Milosevic's propaganda machine were several daily newspapers in Montenegro.

3.1. An unusual content

Newspapers in Montenegro echoed the statements of the political leadership of this country, which did not submit to the dictates of Belgrade.

Montenegro's state television and major newspapers carried messages from Montenegrin President Milo Djukanovic for several days, creating a welcoming climate for Kosovar refugees.

"I call on all Montenegrin citizens to preserve dignity and peace in these difficult times… reason, peace and harmony are our greatest protection and promise for the future," said Djukanovic a day after NATO started bombing. (TV Montenegro, 26 mars 1999)

A day later, the media reported his statement: "The international community's confrontation with Milosevic does not justify an innocent life lost." (“Press”, 27 mars 1999)
Statements about refugees also appeared in the media.

"Kosovo is on fire and if it continues to expand, I am afraid that refugees will have no place to return," he said. (TV Montenegro, 27 mars 1999)

In a statement to US television station CNN, Djukanovic said that "Montenegro will take care of every unfortunate person who seeks refuge from the war in Montenegro". (CNN, 28 mars 1999)

"Albanians are leaving Kosovo because of the violence that is taking place there. Today in Montenegro we have about 100 thousand refugees. "Montenegrin state authorities will maintain peace and provide security for refugees," he added on March 29. (TV Montenegro, 29 mars 1999)

At the start of the bombing week, the media issued a statement reinforcing Montenegro's intention to come to the aid of refugees at all costs.

"Even if someone were to endanger the peace, there would be no army or paramilitary force that could defeat the people's desire to preserve tradition and honor." (Associated Pres, 30.03.1999)

At the end of the war in Kosovo, Djukanovic praised the work of the state he led.

"The way Montenegro coped with this difficult time, in which the state and its people found themselves, is an unprecedented example in the sensational Balkan history." (“Press”, 9 june 1999)

The media in Montenegro also covered the statements of international state leaders, which were related to the refugees and the situation in Montenegro in general, during the NATO bombing.

"We must commend Montenegro's commitment to refugees. Montenegro should not enter in a conflict. I assured President Djukanovic that NATO would adhere militarily to its relationship with Montenegro. "I also conveyed this to the Secretary General of NATO, Mr. Solana", declared the German Chancellor, Gerhard Schroeder, during the meeting with the President of Montenegro, Milo Djukanovic, in Bonn. (RTV Montenegro, 12 may 1999)

US Secretary of State Madeleine Albright also spoke about the report that NATO had kept on Montenegro.

"We have limited the bombings in Montenegro because we appreciate the Montenegrin president's commitment to maintaining peace and the lives of tens of thousands of refugees," Albright said. (RTV Montenegro, 15 may 1999)

"We have acted a little in Montenegro, out of respect for President Djukanovic and what he is doing. This is respect for the people of Montenegro. "Montenegro has refused to get involved in ethnic cleansing in Kosovo and this is a capital for the future of Montenegro", said meanwhile the British Prime Minister, Tony Blair. (RTV Montenegro, 3 april 1999)

Meanwhile, the foreign ministers of the United States, Germany, Italy, Great Britain and France, in a joint statement, stated: "We support the efforts of the President of Montenegro, who received a large number of refugees from Kosovo and who helped when they needed to. "At the same time, we warn Belgrade not to try to weaken the democratic government in Montenegro, because that would have very serious consequences." (RTV Montenegro)

Almost all the content of the written press, but also the visual one, is related to the fate of the refugees who came from Kosovo.

A combination of titles with political messages and those with a reflection of the refugee situation creates a mosaic of the general situation in Montenegro, created by the arrival in this country of over 100 thousand persecuted Albanians.

These are some of the headlines in the media, which deal directly with the fate of refugees, but also with developments in Kosovo:

"Montenegro needs more help for refugees"; "The international community must help Montenegro"; "All food reserves for refugees have been used up"; "Tragic balance of the war: for six weeks 1200 dead and 875 thousand refugees"; "Over 1200 refugees from Kosovo arrived in Berane"; "UNHCR for refugees from Kosovo: about 905 thousand people have left"; "Four thousand five hundred people are settled in the 'Neptune' camp"; "Ulcinj - donors are hard to find"; "Empty Red Cross depots - on the verge of disaster"; "Bodies in water wells in Drenica, 13 bodies in Gjilan"; "Refugees forced to flee by rail, between the minefield"; "From the shooting in the refugee column in Rozhaja - six dead"; "We still do not know why the reservists shot at the refugee column"; "Dragisha Burzan: This is a crime, the Army must hand over the perpetrators of the murders"; "Commander of the Second Army: We shot at terrorists"; "Residents opened the doors of houses"; "Former neighbors meet in Rozhaje"; "There are no more seats in the factory halls"; "The army allows only children and women to cross the border"; "Refugees will return to NATO escort"; "All refugees will return" ...

Likewise, a number of political headlines from political developments clearly show the orientation of the Montenegrin media on the right side of the war in Kosovo:
More and more people in Serbia are becoming aware of the futility of this war; "From hour to hour we fight with those who want to endanger Montenegro"; "We will defend Montenegro"; "The army is blocking Montenegro from all sides"; "This is not the time for a referendum"; "NATO is preparing a ground intervention in Kosovo"; "Milosevic responsible for army and police crimes in Kosovo"; "NATO will probably enter Kosovo even without Milosevic's permission"; "Police forces ready to defend Montenegro"; "The army is trying to impose itself as a parallel form of power" ...

**Conclusions: Professionalism versus genocide**

The media, in different periods of its development, has maintained an inseparable relationship with the government. Has received and given, in a relationship loses subtle. But what is remembered and has taken place in the history books of journalism are the cases when the media has been put in the service of the truth. She has often kept her eyes open when politics, for one reason or another, pretends not to see what is happening on the ground and has only reacted when the media has publicly exposed the situation on the ground, forcing the government to react. The lives saved from that moment must certainly be attributed to the media.

The paper brings many such cases.

In conclusion, analyzing the professional approach of the media in Montenegro, during the war in Kosovo, we can conclude that the appropriate answers were given to the research questions and that: the news / media has managed to challenge the government and maintain it professionalism; and that the Montenegrin media in 1999 created a sui generis case in the history of the media in the region and beyond.

**Literature:**

3. Associated Press, 30.03.1999, marrë nga RTV i Malit të Zi
7. Gazeta “Press”, Podgoricë
8. Henry Kissinger, Does America Need a Foreign Policy (New York: Simon and Schuster, 2001)
9. Philip Gourevitch, We Wish to Inform You That Tomorrow, We will Killed with Pur Families, 186, cituar nga Philip Sieb, “Gazetari global”
10. Kanuni i Lekë Dukagjinit, Shtypshkronja Frençeskane në Shkodër,
12. Radiotelevizioni i Malit të Zi

**Literary journalism as a clash of genres between journalistic literature and fiction**

Votim Hanoli  
UBT - Institution of Higher Education, Lagjia Kalabria, 10000 BC, Pristina, Kosovo  
[mailto: votim.hanoli@ubt.uni.net](mailto: votim.hanoli@ubt.uni.net)

**Abstract:** We talk about online journalism, media on social networks, virtual communication, etc., but we have neglected and forgotten the essence of all this: writing, through which the text and communication are outlined. "If you are going to write, write!" - it is said in a "theorem" of the methodology of classical writing. But the question arises: How and for what to write? The purpose of this paper is to show that the main and most essential point of commonality is the fact that both of these areas have at their center the art and
perfection of the way of writing by selecting genres. In this case we will definitely have to shape the idea of outlining the written material. Everyone in the foreground, in his field is a journalist or writer, because seeing and living the reality everyone is able to convey the truth in any way. It is known that the path to truth is not flat and to reflect this, the person engaged in its research must use all possible genres to bring it before the public.

**Keywords:** journalism, journalistic literature, fiction, genre, style.

**Introduction**

Literary journalism is the creative form of fiction that approaches the writing of newspapers and magazines. It is driven by facts and requires research and, often, interviews. Literary journalism is sometimes called “diving journalism” because it seeks a closer and more active relationship with the topic and the people the literary journalist is exploring. Like journalistic writing, the part of literary journalism needs to be well researched, focused on a short period of time, and focused on what is happening outside the small circle of the writer’s personal experience and feelings. Remaining in this line we need to address what else connects journalism with literature, what are those key points that make the union between them. If in fiction the role of conveying the truth (even if it is a “fabricated” truth) is taken by the writer, in journalistic literature the unique and inalienable role of transmitting the truth belongs indisputably to the journalist (remember here the norms of principles of ethics and ethics of journalism) where the fanatical treatment and transmission of truth constitutes the basic law.

During the work of the journalist, the latter is always an observer of the event, but importance is given to the fact who and how narrates it (the news). From this comes the idea that for observation to take place there is no need for the conditioning or consent of others (ignorance of public tastes). From the philosophy of literature we know that the narrative needs the public, and thus this public should be served this truth as it deserves to have it.

So, observation does not need a public (this only interests the journalist) while narration on the other hand (observation and narration as phenomena that belong to both), as a phenomenon that arises at the moment when observation should be made public, needs reflection in front of an audience. In case we do not have differentiation of information given by the one who writes the text, news or article, whether journalistic or artistic, we have objectification as a sign of agreement between the narrator and the public. And, mostly this happens in both journalistic literature and fiction. It was this fact that made Oriana Falaci famous, who became a journalist and writer with the motto that “The written word must be like a scalpel that ruthlessly waits for wounds filled with pus”. It was her artistic and journalistic writings that outlined in this way which are sometimes met with harsh criticism and heated controversy. But not everything should be seen with the eye that Falaci saw reality as her radical criticism was often seen as a game with fire. Anyone who deals with writing, be it journalistic literature or fiction, should first and foremost respect and appreciate the moral norms of ethics, which to some extent do not take place in fiction but which are nevertheless the basis from which to start writing on your desktop. "Going to the newsroom, sitting at my desk and working on a news story”, says Marquez, “was almost (maybe a little more) like introducing a new novel, because the lines through which it (the news) would pass were just as interesting”. (Marquez).

Are journalists and writers born or made? So is the journalist born first who becomes a writer or vice versa, the writer becomes a journalist?

There can never be a knife-wielding separation for this but to emphasize is the fact that in certain persons at certain times the desire arises to deal with one or the other. Thus, if we have said that in a way the first journalists were wandering writers or those of medieval feudal courts, here arises the problem of being the first journalist or writer (of course not in the real professional plan). It is no coincidence that from antiquity to the early Middle Ages not only the first journalists but also the first correspondents existed. The question arises "Was not the ancient Greek marathoner a kind of war correspondent, who sacrificed his life to give the news of victory"? (unconsciously applied one of the principles of journalism).

Given the fact that no illiterate can write, we say that writers become; but the geniuses of the art of writing, of writing are innate geniuses. Thus, the literary personality of Dino Buxati is similar to that of Marquez,
Hemingway and many other lesser known writers as his work as a journalist left deep traces and impressions on their artistic creativity. Journalism sharpened their view of life phenomena. It enabled them to select the facts that have the most weight, to accurately describe the environments. Journalism informed them about the good and the bad of life. He taught them to express themselves accurately and concisely, to write clearly with a lot of sparing (basic rules of journalism) and to choose artistic figuration as comprehensible and communicative as required by journalism, which helped these writers to have persuasive art and tangible, laconic and with a condensed brand where the meaning acquires a primary role.

The excerpt from George Orwell is a good example of literary journalism. Orwell wrote about the colonial regime in Marrakech, and since his father was a colonial officer, Orwell was confronted with the reality of the empire from an early age, and this experience is reflected in his part of literary journalism, Marrakech: “Just because of this the hungry countries of Asia and Africa are accepted as tourist resorts. No one would think of making cheap trips to distressed areas. But where human beings have brown skin, their poverty is simply not noticed. What does Morocco mean to a Frenchman? An orange grove or a job in the service of the government”. It seems that Orwell is not writing a personal, reflective essay on his travels through Marrakech. Nor is he writing a memoir about what it was like to be the son of a colony officer, nor how that experience shaped his adult life. He writes in a descriptive way about the Jewish quarters in Marrakech, about the invisibility of the “natives” and about how citizenship does not ensure equality under a colonial regime. Equally prosaic is the case of Petro Marko, Ismail Kadare, Dritëro Agolli, etc., who, although they did not study journalism, took their first steps there. They were not born journalists or writers, but nature endowed them with the gift of talent and skill, which influenced them and was used by them to know how to position themselves very well in both. Thus, when Alessandro Barrico was asked when he decided to become a writer, he replied: “I have always written… never stories… I was a journalist… and at some point I wanted to write stories (fiction)”. In accordance with this conceptual framework, Bakhtin elaborated a classification that includes two categories of genres: first, the genres of oral communication (hall conversations, family conversations, philosophical dialogue, socio-political dialogue, etc.); and second, genres belonging to the written universe of Communication (literary, scientific, journalistic, etc.). By integrating the “secondary” group, journalistic genres also belong to a broader context, ”media genres“, the configuration of which is determined by the technological supports (media) that condition the use of language expression codes. "If they do not change significantly due to the different substrates that release the content embedded in them, ensuring their reception by the scattered, heterogeneous and anonymous audience." (Wright, 1968: 16). Genres of fiction show that they are similar to media genres.

Writers but also journalists born and belonging to the future are devoured by what only they see and hear and by what will later be seen and heard by all and unfortunately this innovation will be imitated later so many times by other writers and journalists. Since this thesis is being presented to us, we should first ask: "Talented or original writers and journalists"? because anyone can write, but not everyone invents new forms of writing. So did Hemingway e.g. has created his own form of writing that distinguishes and sets him apart from many others.

The criterion for distinguishing a (professional) talent from a (born) genius in this world of superinformation, the rationality of diagrams is uncertain but we have an infallible certainty when a genius (born) writer or journalist surprises us with explosions of his (journalistic writings or poetry and prose).

To be born or to become a writer or a journalist has nothing predicted or predicted but as Jack Kerouac says "... it does not matter what is written but how it is written" and this is in itself the pragmatic definition of both the journalist and the writer. At one point, what unfortunately connects journalism and literature badly is the indiscriminate introduction and use of the internet. Since its introduction and mass use, art literature and masterpieces of world literature have been set aside. If for literature this happened, for journalism a kind of personal death occurred where the news in most cases does not come from the source in the field and consequently be accompanied by the fact (s), but is served ready and dry as it comes from computer technology.

However, what strongly remains to be emphasized is the fact that, both literature and journalism at the center of all their cognitive and creative activity have writing, the way of writing and ordering facts but each respecting its laws and rules classics on which to rely to be such and to ultimately constitute the “constitution” of each.

How is fact treated in journalistic literature and how is it treated in fiction?
Every creative process that has to do with writing, has as its basis the facts, their collection and processing. Since fiction is fiction, the fact but also other facts related to it can be fabricated. This is an exclusive competence of the writer who can use these fabricated facts whenever he needs them in the performance of the subject of his work. He can refer to the genuine and unspoken fact according to the genre he selects, only in the case of a life biography or a monograph of a personality.

Quite the opposite happens in journalistic literature where the fact (possibly real, virgin, unadulterated) is not only the starting point of a news story or writing but is considered extraordinary no matter how small, scanty or truncated it may be. Since in journalism the fact can only be when you are sure that you are the only one, it means that it should be taken as the "sacred stone" on which a good news or writing is built.

There is an idea that in journalism it is not necessary to use all the facts, but one of them is enough and so you have built the channel through which information flows, from the source to the public. The overuse of facts in fiction not only brings about a re-dimensioning of the event but leads it to a variety of genres or subject line variations. This is why the journalist is not interested in this kind of variation, but it is important for him to follow the news while respecting the truth.

The work or writing without the fact is miserable and as Dino Buxati says "misery arises only in the mind of the one who creates it", since the fact is outlined in the creation, it must be preserved from this boomerang (of the misery of the fact).

BBC policy editor Andrew Marr, in his book “A short history of british journalism”, offers some suggestions on how facts can be read and believed, such as:

1. **Learn what you are buying.** The reader needs to know who owns the newspaper and who publishes it, before creating an idea of what is going on.
2. **Follow the names, go after them.** Signatories, authors are often the only signal that gold is found beneath them.
3. **Fix the opinion.** Be aware that today’s reporters are already less shy in creating opinion shows.
4. **Read the second paragraph and ask for quotes.** The key fact is not always in the first paragraph, but it should be strongly sought in the following paragraphs.
5. **If the title asks a question, answer no.** The question marks and quotations in the title are mainly a warning sign with the tendentious meaning pretending to continue writing.
6. **Read the passage on the first page, hurry to the second page.** The importance of the front page tale is stripped by the night editor in the morning hours to find the way of something.
7. **Doubt in research.** If something is an observation, ask to find out how many people have been observed and when?
8. **Verify the calendar!** Not to fix a certain date but to thicken the cycle of this thin news list.
9. **Doubt financial superlatives.** An informal writing rather than a sensational one could tell e.g. that if the inflation rate is modest, prices will rise like never before.
10. **Capture the cruel news.** Acts of kindness, generosity, mercy, and friendship are more powerful than the news itself. (Marr. 2004: 156).

Well, since Andrew Marr listed these suggestions for journalistic writing, for artistic writing not all of these have value but some of them play an important role in shaping from fact to artistic creation. Fact has value and suggestive effect in both fields but in literature it is precisely the artistic elements that give it emotional and expressive connotation. Thus, it is noticed that the literary work, unlike journalism, appears through the shaping of simple imaginations, of genres such as descriptions, impressions and impressions, which with their combinations open completely new possibilities to understand a fact of life.

**Is it necessary to use figuration and artistic skills in a journalistic article?**

**What is the mass of this figuration?**

“As long as language is the raw material with which artistic literature is raised, as long as it is a reality of thought (according to Karl Marx), the more communicative it is, the richer, purer and more powerful it is created, the more communicative and strong will be the style in journalism.” The language of a writer or a journalist is distinguished not only by the language of common communication and literary norms but also by the language of other writers and journalists. The linguistic unit of style and figuration should not be taken
as something static. These move according to the historical-social circumstances, but also the way of use and the functional side of the writer (user).

Thus we can say that language and figuration are treated and used differently today in the literary-artistic style where figurative means of expression are widely used and differently it is treated and used in the journalistic style where energetic expressions are used that are as close as possible to speech, the flow of communication, etc. It is not normal in journalistic writing to use literary and artistic figuration in an economic or political writing. The very subject matter of the facts contained in this news would not be appropriate for such references. There is no need for literary figuration a news on the visit of the President of the Republic in Zagreb for business purposes, or a news on the increase of the budget deficit and the decrease of interest in banks, given by the Bank of Albania. These news in themselves are an artistic and literary figuration that does not touch the consumer's ear but the economic and political way of its existence.

However, in addition to all these, there are special cases in journalistic literature where artistic and literary figuration finds use such as genres such as description, reportage or portrait dedicated to a personality, etc. Here necessarily the artistic element tends to be more present than anywhere. It should be noted that from time to time there is a kind of chaos in different journalists, who in their writings tend to be quite artistic in terms of news coverage, and these in most cases are journalists out of literature. And the truth is, in many cases the journalists have managed to make good news but have also made a name for themselves.

As a newspaper correspondent, Hemingway experienced the events of the Greek-Turkish war (1922) and in one of his articles we read: "6 ministers were shot at 6:30 in front of the hospital. The yard was covered with water, with yellow leaves floating in it. The rain kept falling. The hospital windows had been kissed with shutters. One of the ministers was sick with typhus, two soldiers were holding him by the arm. They tried to make him stand behind the wall. Finally, the officer told the soldiers that it was not worth raising. After the volley, he continued to sit in the water with his head released on his lap ". Is not this writing in the form of artistic narrative? But here Hemingway hit the mark. So, a certain moment and a certain place must be found where the literary figuration gives the suggestive and affective effect. And yet, this writing made Hemingway great because the effect he brought on war crimes would not be given even by revolts and protests.

There must be a measure to measure the use of literary figuration and artistic habits in a note, and this must be such that "the writing or the news story - as Frrok Cupi says - is not like a novel but not very different". Essential is the fact that both literature and journalism have to do with the style of writing but with the only difference that in literature, style has value and taste only if treated accompanied by the presence of the necessary elements and artistic figuration, in journalism these elements are overlooked and even happen to be despised.

Thus, a good writer is called such if his work has a considerable number of artistic means of expression such as metaphors, comparisons, epithets, hyperbole, the way of organizing the verse, etc., but these elements serve the journalist in his writing almost not at all. It is important for him to give the news as quickly as possible and in a few words, in other words he needs the use of language economics more than ever. It should not be thought that this way of writing constitutes a lack of professionalism and consequently a deficiency in obtaining information. On the contrary, it makes the public acquainted in real time with the event or phenomenon that worries a certain part of society.

We remain in this line and try to define the professional mastery of the journalist and writer in their creativity and profession.

Both, as a journalist, as a writer remain faithful to the principle of writing, but in each there are elements that differ from the others in the way and style of writing, in distinguishing the latter from each other, with the treatment of topics, in the ranking of compromising facts and details in the profession, in the language, in the vocabulary used and finally in the talent and ability of each in the respective field.

Thus, it is no coincidence that Hemingway, World War I, served not only as a publicist, the field where he covered all the events and battlefields, but also served to write some of his best masterpieces. The mastery of each (journalist and writer) lies in the critical use of the laws and rules of each profession, the mastery in
finding the source, resolving and dealing with the fact, the mastery in limiting long distances to the public, etc.

Professionalism and craftsmanship should definitely be everyone's weapon, to be the means that have as their sole purpose, the achievement of a certain goal.

**Conclusions**

First, whether we like it or not, journalism and literature manifest a secret and not a casual connection with each other. Literature helps us to understand and perceive the literary work through the education, laws and experience that this work offers us. Of course these are also the principle of the journalist in journalistic writing.

Some of the main literary theories of the twentieth century. XX, starting from structuralism, formalism, deconstructivism, etc. have had a direct impact on the field of journalism and the perception of journalistic material. As we mentioned during the treatment of our work, public literature and fiction each have their own area of influence, which affects people who deal with both, and possibly both.

Genres of fiction show that they are similar to media genres. Fiction is an important material for journalism; it serves it as the object of analysis and evidence of the occurrence of various phenomena in the course of time. The writer through the literary work, and the journalist through his writing is integrated or not in the system of values and from this relationship depends their impact on the society.

So, as it is known, fiction and journalistic literature continue to live in this line, under this secret agreement and as long as this agreement exists, as a writer, as a journalist they will enjoy knowing the breadth and depth of their life. society, aiding in the elaboration of the laconic, accurate style and giving way to the modernist conception of life phenomena and their dynamic re-creation.

Already, over time literature and journalism have created a symbiosis which will lose its thread at the moment where one party will feel weakness in the way of treatment in relation to the other party. And how far this report will go, nothing is known for sure.

**Bibliography**

4. Fleda Brown Jackson, W. David Sloan and James R. Bennett, JOURNALISM AS ART: A selective annotated Bibliography. Vol. 16, No. 4, Newspaper Writing as Art (Fall 1982), Published By: Penn State University Press

Masmedia-- Konferencat -- 2020 – Prishtinë (Kosovë)

Hajrizi, Edmond


Aleph [000098092]
INTERNATIONAL CONFERENCE ON BUSINESS, TECHNOLOGY AND INNOVATION

CHAPTERS:
- Computer Science and Communication Engineering
- Management, Business and Economics
- Mechatronics, System Engineering and Robotics
- Energy Efficiency Engineering
- Information Systems and Security
- Architecture - Spatial Planning
- Civil Engineering, Infrastructure and Environment
- Law
- Political Science
- Journalism, Media and Communication
- Food Science and Technology
- Pharmaceutical and Natural Sciences
- Design
- Psychology
- Education and Development
- Fashion
- Music
- Art and Digital Media
- Dentistry
- Medicine & Nursing
- Sports, Health and Society
- Security Studies
- Language and Culture