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Independence and credibility of the media - with special emphasis on the Kosovo media

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Abstrakt. In Kosovo, from 1999 and onwards, are published twelve printed daily newspapers, only four of which, still exist. Regarding the audiovisual media, there are three national television stations, among them, one is a public television station with four channels and four of them are private television stations (KTV, RTV 21, Klan Kosova, and TV7). Besides these televisions, there are also local television stations, a Public Radio (RTK with two programs) and many other local radios. From a survey of over 350 respondents from all regions of Kosovo, aged 19-35 years, regarding to the question "What do they consider media?", it came out that 256 of them or 70% answered "everything that informs", while 63 or 17% answered that they "consider only television as media that informs". 15 or 4% said that they consider newspapers as media. 30 or 8% consider portals as media and only 1% consider radio as media. In this context, credibility in the media is this: 280 or 76.6% responded that they trust radio televisions. 48 or 13% responded that they trust the print journalism, newspapers and magazines. Other part responded that they trust portals. When it comes to selecting one media, respondents said that they receive information from almost all media, but there lead portals with 236 respondents, followed by TV stations with 100 respondents and others are informed by newspapers and other media.

Key words: information, media, the public, citizens, respondents

Purpose of the paper

The paper examines the independence and reliability of print newspapers in Kosovo from 1999-2020. In fact, in Kosovo from June 1999 to 2020, a total of twelve daily newspapers were published, of which, until 2019, only four daily newspapers remained in print, while with an order from the Government of the Republic of Kosovo from March 2020, stop printing these four newspapers. In terms of audiovisual media, there are three national televisions, one of them a public television with four channels and six others private (KTV, RTV 21, RTV Dukagjini, Kanal 10, Klan Kosova and T7) that are watched by the Kosovar public and beyond and that are on cable platforms. In addition to these televisions there is also a local TV, a Public Radio (RTK with two programs) and many other local ones.

Objectives of the paper

1. Independence of the selection of topics covered and published in newspapers.
2. Credibility as a view of understanding the work done in the media. and,
3. In the research are discussed the phenomena of influence from top to bottom, respectively from daily politics. Therefore, the task of the research was to decompose: Whether or not there was a mix from outside the media on the topics covered and how they were handled. How far have readers / listeners / viewers come to show their independence and how credible are they?

Hypothesis

Given the fact that since 1999 in Kosovo was a new reality, when Kosovo was liberated from a foreign power was placed under the supervision of UNMIK and then from 2008 when it became independent as a state, the media and other institutions as if independent, but that their independence in publishing news and other information.

Research Questions

In order to reflect as accurately as possible the independence of the media in Kosovo, I have tried to answer the questions.

How is news and other information presented in the Albanian media in Kosovo? and
How dependent on finances and politics are the Albanian media in Kosovo?

Introduction

Information media in Kosovo in the quality of institutions, which deal with the collection and processing of information, and which, then distribute that processed information to citizens, are an integral part of society, which are part of a whole or perform a function, which in this case, inform about the situation or activity in one or more certain areas of life. Information overload or lack of information or lack of information can have consequences, underlines journalism researcher Stephan Russ-Mohl. "Most information results in a new bottleneck" (Russ-Mohl, 2010) that would limit attention, and that the main purpose - to inform the public about the latest developments in the country, the region and the world, will may be incomplete or overcrowded. This means that overflowing with information would load the attention so much as to distract him from that event.

Who informs whom and who deceives whom

Newspapers, magazines, television, radio, and other institutions that in one way or another inform citizens about various events and citizens as individuals, who produce and collect information, which, as they produce, they throw in the network of tools of information, to get them back processed by the latter do a job of helping and informing each other. Just by informing each other and receiving and giving information, it goes without saying that "information is that part of communication that keeps us informed of events, issues and characters that change in the outside world" (Kovach & Rosenstiel, 2009) and that leads to questions: Who, who informs and who, who manipulates, and, Who, who deceives. Are the citizens' fraudsters who produce and serve that information to the media or are the media the ones who deceive, serving the processed information to the citizens? The media in relation to the citizens (society) and the government behave in the form of a bow, because they follow the work of the state and the government and inform the society and the population and at the same time follow the work of the society (population) and inform the state and the government. The media in the foreground have the release and dissemination of news, but not always to make sensational news one must first see the black spot and its description in the space of the white letter. News and other journalistic articles are written professionally, without anime, without tendencies, and without pressure from inside and outside the media.

Literature review

There are no daily newspapers in Kosovo. They have all been transformed into electronic print media. There are three national televisions, of which a public television with four channels. In addition to these televisions there are also local TVs, a Public Radio (RTK with two programs) and many other local ones. The electronic print media, which are over 300, claim to inform the citizens of the Republic of Kosovo from time to time, but in one way or another that all of them depend financially, therefore, based on financial dependence, it can be said that the media independent does not. That all media are dependent. (Fuga, etj.)

Based on the fact that all media are founded and financed by a certain interest group, then, whether we like it or not, they are economically and politically dependent on the same interest group as well as other interest groups, because they are financially dependent. and politically. Hence, the conclusion arises, that they are under the orders, under the power or under the dependence of the founder, the financier, and the power that keeps that media alive. Therefore, they cannot be called independent. Independent is only that institution, which stands on its own, which does not depend on something else, which is done, appears or expresses itself. There are three main elements that define Media to be public. Public media is that media, which is established (or transformed from state to public) by the public, financed by the public and controlled by the public. Researchers mention three other elements, but these three elements, which I mentioned are the main elements. To understand if it is public media, we ask simple questions: Who is the founder? Who is the financier? and Who is the controller? And we try to answer them. If, after studying this question, the result leads us to an answer, which would be the same answer: Public! (Veljanovski, 2005) Then that media is public. Otherwise, if we did not come to the result where we would benefit from this answer, but the founder is the state or municipality; financier: state or municipality; controller: state or municipality, then the media is non-public. The media can be established by the Assembly of a state or a municipality, but never to be a public media, because the financing and control is not done by the public, but by the state or local government. And, since the media established by the state or municipality is mainly financed by a lot of funds allocated from the state or municipal budget, then that media will be controlled by the state or municipality, which has established and finances that media. And, here there is no independence. There is neither editorial nor managerial independence, but we are talking about financial, political, editorial and managerial dependence, because, as I said above, the information media are institutions that deal with the collection and processing of information, and then that information distribute to citizens. But, that all that news and information that is collected went through a sieve to be drained, and that sieve is in the hands of the financiers and controllers of that media. The purpose of the media is clear and noble: to inform the public about the events in the country, the region and the world on the one hand, and on the other hand, by following the activities and work of the society (population) inform the state and the government. But, as long as the media is dependent on a certain interest group and as long as it is monitored and controlled by the same group, there can be no talk of media independence. (Bergstrom, 2012) Given that technology has advanced a lot, every citizen has the opportunity to be informed through various means of information, including relaxing in a park bench, traveling by bus, train or boat and holding only a telephone in hand. "Journalism is a special profession, which differs from other professions, so the dedicated in the field of journalism has a great responsibility" (Kadriu, 2018). Says the perennial journalist and editor, Ibrahim Kadriu.

Results

From a survey conducted with over 350 respondents from all regions of Kosovo aged 19-35, to the question "What do the media consider?" it turned out that 256 of them or 70% answer "everything that informs" and 63 or 17% as media consider television. 15 or 4% say newspapers are media. 30 or 8% as a media consider the portal. Only 1% as media consider radio. In this context, the credibility of the media is this: 280 respondents or 76.6% trust the Radio and Television. 48 respondents or 13% of print journalism, newspapers and magazines. The other percentage trusts portals and social networks. When it comes to media selection, respondents said that they receive information from almost all media, but lead portals with 236 respondents, followed by televisions with 100 respondents. Others are informed by newspapers and other news media. Following are the results from the survey conducted in Prishtina, Prizren, Ferizaj, Lipjan, Suhareka, Gjilan, Mitrovicë, Podujevë, Kamenicë, Gjakovë, Pejë, Deçan.

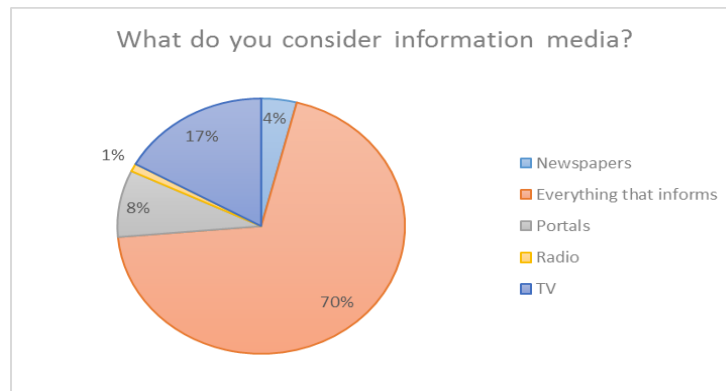


Figure 1: *What do you consider information media*

As seen in Figure 1, respondents provided their answers and indicated what they consider the media. Thus, 70% of them have considered that the media is everything that informs, without dwelling on a special media. 17% of them think that media is television, 8.5% of them think that portals are media, 4% say that newspapers are media and only one percent consider radios as media. These are some interesting answers, because "everything that informs" does not specify what they are or where the information comes from. Regarding which media are most satisfied, the respondents gave these answers:

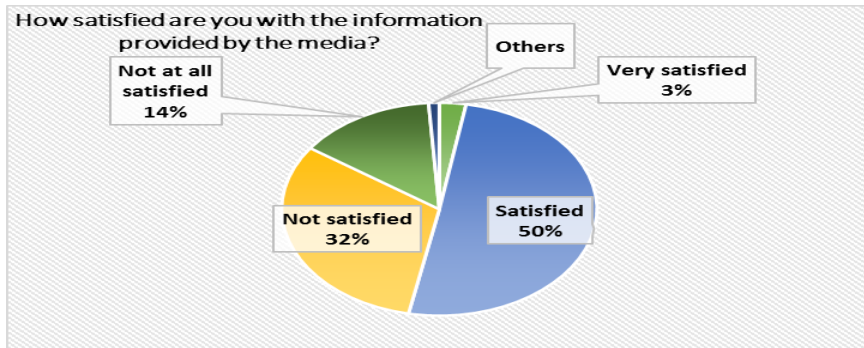


Figure 2: How satisfied are you with the information?

What it means: 50% are satisfied. 30% are not satisfied and 14% are not so satisfied.

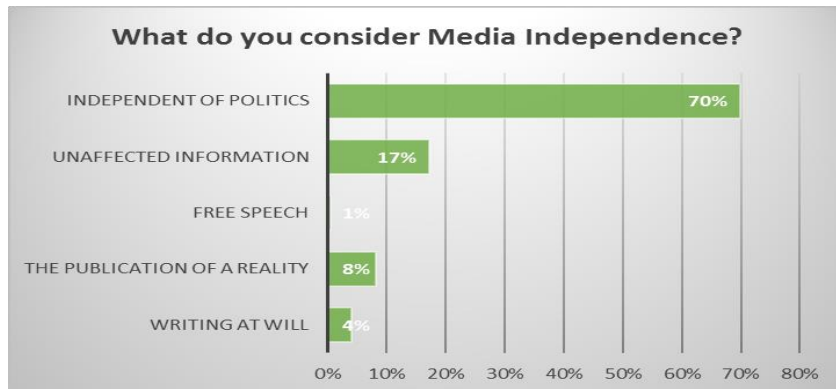


Figure 3: What do you consider Media independence

When asked what they consider media independence, 70% of respondents considered independence to mean, independent of politics. 17% unaffected information. While 8% publication of a reality.

While looking at the answer to the third question, which is below in Figure 2, it can be seen that the respondents are mostly informed by the portals, even 64% of them. 27% are informed by television. While from newspapers and magazines as well as from social networks only by 2% of them.

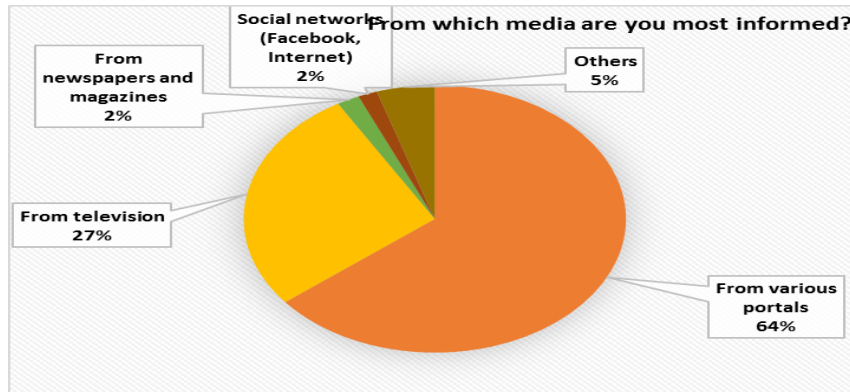


Figure 4: From which media are you most informed?

When it comes to reliability, then the state of the answers more or less changes. In fact, 76% trust the audio-visuals media. Newspapers 13%, while portals only 4%. From this it can be concluded that respondents trust the audio-visuals media more.

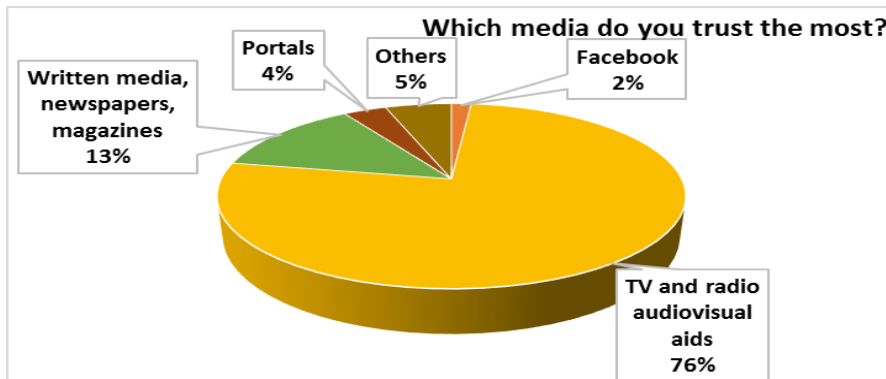


Figure 5: Which media do you trust the most?

Based on these answers, it can be said that respondents responded in different ways, but that they seemed to understand the role and function of the media and their independence of publication.

Conclusion

The media are institutions that deal with the collection and processing of information, which, then, are distributed to citizens, through which they provide data on the state of activities in a certain field or for a certain event, which in order not to have consequences of overcrowding or lack of information and to achieve their purpose - public attention, receive information from citizens and return to them that processed information. Twelve daily newspapers have been published in Kosovo since 1999, of which only four printed daily newspapers have survived. In terms of audio-visuals media there are three national televisions, of which one is a public television with four channels and the other two are private (KTV and RTV 21). In addition to these televisions there are also local TVs, a Public Radio (RTK with two programs) and many other local ones. These media inform the citizens and in relation to them and the government behave in the form of an arch, following their work and informing the society and the population. As such, there is legally no state, but there are public, non-public, commercial, private, all of which are dependent on financiers. Their purpose is and remains clear and noble: to inform the public with the latest developments in the country, the region and the world. Looking at the answers given in the survey conducted with the citizens of Kosovo, especially those aged 20-30, it was clear a variety of answers and opinions of citizens to the media. This variety of answers comes as a result of the dependent work of the information media, which apparently have not yet managed to do their professional and independent work to which they are always referred. As for the independence of the media, as long as they are financially and politically dependent, they do not turn out to be independent as they emphasize, while in terms of credibility, the audio-visuals media seem to be guided by the print ones.

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