

Hate speching and old tipology (folclore) language in social media of politicians.

Suela Musta¹

suela.musta@gmail.com

Is there a language typology in social media communication policy and serves as message tracking interactive with the public; realistically how this information and news are included in this communication? Hate speching, discrimination, stereotyping and verbal conflict in compliance with the best online political communication from the necessity to transmit online. These assumptions and other questions will be raised in this paper to get answers and to come to conclusions that are necessary and lacking in studies on social media, as an important part of mediatization of politics. Just the phrase "mediatization of politics" in social sites will be the starting point of its theoretical approach will be connected to the ethics and norms of online communication. The paper will be discussed during the monitoring and twitter fb pages and blogs politicians some political news portals. Semantic content will be treated on both sides of communication: the message of the politician, therefore content. In status and comments in response to an audience question on the other side of online communication. The reality of political communication in the media, especially social sites is unethical terminology overcrowded and filled with hatred and prejudice, which are of lower standard level of a productive communication -public politician. On the other side in this war Dictionary aggravating, the message is lost and also feedbacku mespalesh required. We will refer to paper and European practice on "hate speching" and the likelihood that the Albanian constituency benefit from this practical reality. Meanwhile Albania has a legal gap and studies on communication ethics of social media as media that are orient us with the public and other science disciplines like politics.

Keywords: *online communication, online audience, hate speching, online mediatizim policy, numerical message*

¹ MA, University of Tirana, Department of Journalism and Communication.