

# *The sophistication of the tactics of PR in the Municipality of Tirana*

Gentiana Skura<sup>\*</sup>

## **Abstract**

This article is tackling the subject of public relation of Tirana Municipality, the techniques which were used for the transmission of messages to the public audience, and the communication channels used by the PR team at this institution as well.

The used methodology was based on the contemporary literature which has to do with public relation, in order to analyse the techniques used for PR.

In this article are used also the data obtained from monitoring of three televisions and online communication, starting from the period February - 1 to June - 1, when in Tirana has been raised the huge debate on the construction of the Games Park at the Tirana lake area.

The televisions which have been monitored are: Top Channel, Klan and Vizion Plus TV in their central editions.

Also, during this period of time has been followed the online-communications used by official sites of the institution and the mayor himself, and the other different social networks as well.

**Keyword:** *PR, Tirana Municipality, Directorate of Information, propaganda, communication strategy.*

---

\*Prof. Assoc. Dr. Gentiana Skura. Department of Journalism and Communication. University of Tirana. Email: [gentskura@gmail.com](mailto:gentskura@gmail.com)