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Editor Speech of IC - BTI 2019

International Conference is the 8th 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 18th 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 2019

CONTENTS

Communication through visual means

Mimoza Hasani Pllana; Ferid Selimi

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n.,
Pristina, Kosovo

Abstract. Communication is a process which is used not only to transmit information and emotions, but also a process that aims to solve and sensitize directly people and transmit given messages and alert them for specific issues that are important for the speaker. The objective of public communication (from the beginning of rhetoric) is the effective influence towards the audience carried out by a person that transmits oral messages by establishing a relationship, whereas the concept public relations became known only in XX century. Since then this concept has been interpreted and transformed by various theoretical models and perspectives. In this article, we will focus on modern theories and models of public communication offered mainly through new forms of message transmission such as: photography, video, graphics, animation, tables, drawings etc. These and other means are used in the function of preserving and strengthening the relationship between the speaker and the audience, especially to incite and keep their interest. In a broader perspective, in this article we will present models and the advantages of communication conducted through visual means (multimedia) compared to the traditional presentation.

Key words: communication, models, concepts, multimedia, visual means.

Introduction

Speaking fairly and beautifully vastly expands the ability to influence on public. Unlike speaking in the family, in society, in official settings and in other situations, speaking beautifully in public must develop through a process of specific rules, just as written communication develops in relevance to adopted standards and rules.

Nevertheless, communication with the public has been the focus of attention by Greek philosophers who created the discipline of rhetoric in order to better express and create a discourse that would delight the mass and influence it. So the need for communication with the public is early. Therefore this paper will primarily focused on modern theories and models of public communication that are offered mainly through new ways of transmitting the message, such as photography, video, graphics, animation, tables, drawings, etc. These and other tools are used to maintain and strengthen the relationship between the speaker and the audience, in particular to awaken and maintain their interest. More broadly, in this paper we will present the patterns and advantages of multimedia communication compared to traditional presentation.

Among others, visual tools create visual rhetoric that is nowadays important to convey valuable messages to interested groups. Presentations with this type of content fall into the multimedia category to make a contribution towards achieving the goals for which the presentation is realized. Their basic contribution relates to the importance of the effect they carry, e.g. In certain presentations photography has several roles, such as: complex message transmission, multidimensional perception and interpretation, emotional load, high memory power, etc.

Literature review

Therefore there have bee carried out efforts to create voice transmitting devices were ongoing, until 1878 when the microphone was discovered. As a consequence, since these year additionally to the basic elements for building the lecture and presenting it to the public, the microphone became one of the indispensable tools of the process. Meanwhile, various studies show that visual media has a great impact on public communication have high persuasive power when used through programs such as PowerPoint.

Furthermore, with the development of verbal rhetoric, beautiful speech and structured discourse were not enough, until the need arose for the possibility of enhancing the speaker's voice. For, "communication, like freedom, is applied to a social relationship, to that of an" actor "in relation to another" actor "(Balle 2011).
Due to the fact, based on research, PowerPoint, creates the possibility of creating a visual rhetoric for presenting speaker information and ideas to the audience. (Stark and Paravel ad). According to researchers of visual rhetoric, the interaction of visual imagery with linguistic and iconic elements creates an anonymity with the repetition effect based on the art of visualization, which is closely linked to rhetoric and organizational memory of discourse. (Jane Davison January 2014) Among others, it is worth emphasizing that thes use of all visual aids in communicating with the public is aimed at enhancing the possibilities of empowering the messages, so that they are accepted by the audience, clearly understood and create the effect of persuasion. to act further. (Pressgroeva, Janoskeb and Haughtb september 2018) Each visual medium, within its role it is necessary to harmonize with the textual part, to be presented in detail to the audience and of this good quality. (Leteinturier and Le Champion 2000) "As the object of observation broadens, .. (Ollivier 2015) and the study of minimum elements is derived from the study of the whole, (Ollivier 2015) every element is likely to be analyzed.

The aim of research

Generally speaking, visual communication or visual communication, is regarded as the most effective way of communicating with the public, as the audience responds more quickly to messages transmitted through photography, graphics, animations, charts, and other tools, the study was conducted to explain the importance of visual communication and comparing verbal communication to provide a panorama of the advantages of visual aids in this process, by explaining the role and function of visual aids in communicating with the public, scrutinizing the Importance of Visual Communication in the 21st Century. The underlying purpose of visual tools is to convey the message effectively to the target group or respective audience. Why are visual aids important to public communication? What is visual communication?

Research Methodology

This research is primarily based on two methods: qualitative and comparative. Data analysis through qualitative method was conducted by observing scientific research on this topic and direct observations / observations of the audience during the presentations. In this perspective, comparative analysis was carried out by interweaving the classical verbal presentation with the

visual presentation. As a result there were compared the audiences' reactions and as matter of a fact there were drawn comparisons and pointed out the common characteristics.

Research samples

The samples are mainly divided into two groups:
1. Audience groups - refers to meetings in the field of education and presentation of topics related to pre-university education, such as: school management, educational staff, municipal officials, students and school psychologists. and
2. Presentations of speakers: trainers, public officials and program facilitators.

Empowering communication with the public through aids

Communication is a process that does not just transmit information and emotions, but a process that aims to directly select and raise awareness of a certain target group of people to convey certain messages to them and to activate them on specific issues of particular importance regarding the speaker. Since the early development of images, listening to the voice lecture, through the microphone, was received with interest by the public. Meanwhile, the development of photography, then video and the last century with the rapid development of advanced information technology, the role of the microphone in communicating with the public has faded. Voice, a photograph or drawing that were once impressed and remembered by the audience are no longer considered sufficient visual aids. The demand for the presence of visual aids in presentations is increasingly growing.

Function of visual aids

The purpose of public communication (from the beginning of rhetoric) is to effectively influence the audience through a person who transmits an oral message and creates a relationship, while the concept of public relations became popular in the 20th century. Since then and to this day, this concept has managed to be interpreted and transformed by various theoretical models and perspectives. Visual aids are important as they perform three essential functions in the field of public relations, namely, public communication. (Selimi 2016) Visual aids help the audience understand the message more easily; help the audience to develop an opinion on the topic being discussed; arouse the interest of the audience by emphasizing key messages; help the audience remember the textual content. (Balle 2011). Consequently, by using visual aids, the audience is given the opportunity to understand the idea; to increase interest and develop memory. The ability to understand the idea of the lecture through visual aids is created by displaying the particular object that the speaker is speaking to the audience. The opportunity to raise the interest of the audience is created when the speaker brings a presentation of photographs, illustrations, charts, sound, sound, videos, etc.The whole range of those means as well as other tools, awaken the audience's attention when verbal communication begins, which aims to follow the familiar process of communication that goes through several stages, such as: speaker▶message▶audience▶ acceptance▶reaction.

Types of visual aids

Therefore, certain tools are needed to realize visual communication. The basic tools to create a presentation according to the structure mentioned are: photographs; sound; videos; drawings; graphics; tables; direct models (different devices) and combined tools. (Stephen E. Lucas 2010,). Based on the function these tools perform, it can be concluded that photographs have the function of displaying different images in the context of a given theme. The core function of videos, is that of empowering speech, but also of explaining certain processes. (Bergstrom 2010) While feature drawings illustrate events, but also help the author express ideas. Whereas charts aim to indicate statistical data, which enables a better understanding of certain research statements and the tables are for displaying useful search data.

Presentation models aided by visual means

First and foremost, the visual presentation model is compiled depending on the method of their use in the lecture structure. The auxiliaries can be used in two models: be embedded in a PowerPoint presentation, or be tangible, real. In the first model, the tool performs its function equally to all audiences set by the standards for its identification and placement, while in the second model the basic function can deviate if the speaker does not have enough attention. Purpose deviates and is not achieved if the tool passes to one part of the audience and excludes the rest. (Rieffel 2001). What does this mean? Communication is not evenly realized and feedback will not be the target. So one part of the audience is excluded from the opportunity to benefit from the visual aids, while the rest lies in the speaker's attention. However, in both models, the speaker is required to shift the audience's attention from themselves to visual aids only when discussing their content. Although these two models facilitate the speaker's performance, they should not draw his attention from the audience. The orientation of the speaker should be towards the audience regardless of the method of discourse.

Findings

Nowadays, for a successful communication with the public it is highly necessary to have verbal communication accompanied by visual aids, which complement the lecture in order to achieve the purpose of the speaker, that is, to persuade the audience. The viewer or reader, through visual aids, can easily access information and understand the content of the presentation. Visual visuals help the speaker keep the target audience active, which through visual presentations will be more effective than just verbal presentations.Visual visualization, ie visual presentation, activates the senses of the audience, so it is considered that this way of communicating with the public is more effective.

Conclusions

Presentations in the field of public relations, by their nature, need to be developed alongside developments in the information technology industry. Communication skills nowadays need to be supplemented by visual aids that have a direct effect on the audience to inform, enhance and

change their beliefs or beliefs. Based on three interviews with three speakers in Tirana, it can be concluded that the word has a key role in communicating with the public, but when combined with visual aids, it increases the power to influence the audience, keeping it interested in information. U.S. too. The speaker's ability to persuade the audience relates to many important areas, from which the speaker can generate a stream of messages and present them creatively and persuasively, which he intends to gain support for his ideas.The task of the speaker in this case is:

-To get the attention of the audience;

> To help clarify their opinion;
> Create moments to be remembered, and
> To persuade them;
> To achieve this goal, the speaker needs to use different methods to transmit the information and convey his ideas further;
> Given the desire to succeed, the speaker should be careful;
> The use of friendly and emotional language;
> Presenting accurate data;
> The non-use of ethical methods, which may be questionable;
> Not using unidentified citations;
> In avoiding manners or behavior which may propably boost the chances of hatred;

Appendix

Interview with Anila Ferizaj (Pllana, Interview with Anila Ferizaj 2019), Head of the Department of Pre-University Education Development Programs at the Ministry of Education, Sport and Youth in the Republic of Albania

Question: Given that it has been a long time since you have created public relations through live presentations, can you tell us how visual aids, such as graphics, charts, photography, illustrations, etc., can convey the message to the audience? and how effective are these tools in communicating with the public?

Answer: Presentations to the public are very important, but the main thing is what is addressed and what is the main purpose.

It is very useful during the presentation when words are supported by other tools, visuals, graphics, etc.,Indeed this is quite necessary, owing to the fact that helps the clarification of different situations, complement communication and facilitate conviction of the audience. Despite that, it is of significant importance that just as words must be selective and persuasive as well as visual means.

Combining them professionally draws the audience's attention, creates more trustworthiness and is everlasting in memory.

Question: As a long-time presenter, who prefers, verbal presentation, or verbal presentation combined with visual aids?

Answer: I prefer combination presentations, where the word takes the lead, but it is attractive and believable illustrated by visual aids.

2.Interview with Merita Bajraktari Jonuzi (Pllana, Interview with Merit Bajraktari 2019), Human Rights Coordinator at the Ministry of Education, Science and Technology in Kosovo

Question: Given that it has been a long time since you have created public relations through live presentations, can you tell us how visual aids, such as graphics, charts, photography, illustrations, etc., can convey the message to the audience? and how effective are these tools in communicating with the public?

Answer: Nowadays, in the digital age, communication with the public cannot be imagined without visual aids. As much as they concretize ideas and thoughts, they also argue. The effect of these tools (such as graphics, photography, illustration, video, etc.) is high because the message transmitted through them remains primarily in the memory of the audience. So simply the illustrated message is kept in mind longer. Then the lecture is more attractive, with more opportunities for stimulating interactive discussions.

Question: As a long-time presenter, who prefers, verbal presentation, or verbal presentation combined with visual aids?

Answer: However, for the reasons outlined above, I prefer and practice the combined presentation (verbal + visual aids).

3.Interview with Fatbardha Gosmishti (Pllana, Interview with Fatbardha Gomsishti 2019), retired teacher, Tirana

Question: Given that it's been a long time since you've created relationships with students through live presentations, can you tell us how visual aids, such as graphics, charts, photography, illustrations, etc., can convey the message to the audience and how effective are these tools in communicating with the public?

Answer: Speech in a presentation is the key to success. The living word has life, the correct word succeeds, the intonation clings to the word emotionally, enhances communication, holds attention and arouses interest in involvement. Meanwhile, visual communication facilitates the transmission of knowledge, but when overused, it loses focus, increases monotony, reduces interest.

The ultimate success in a classroom is achieved when the teacher with the support of information on the reference topic properly combines verbal explanation with effective visual techniques. The word must take its place, as the teacher otherwise turns into a robot. Consequently this would probably shape a passive student incapable of contributing to society.

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DISTRIBUTION OF VILLAGES AND FAMILIES IN HAS ON THE BORDER OF ALBANIA - KOSOVO IN COLLECTIVE CARE

Nexhat Çoçaj

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n., Pristina, Kosovo

Introduction

The issue of the Albanian-Albanian border, in the communist period, is a matter which hasn't been addressed that much by historians in their studies in general and in particular for the inhabitants of the border areas. The consequences of this border have been so great that the suffering of the Albanians here and there has been so severe. It is understood that the suffering of the Albanian people occurred as a result of the wrong political actions and attitudes of the socialist bloc, which decided on the fate of the Albanian lands. The Russian-led socialist bloc was disposed to serve Serbian chauvinistic demands, regardless of the price the Albanian people would pay.

The issue of the Albanian border, from the London Conference until the end of World War II, was never discussed in the European Chancellery, even though 2/3 of the lands were left outside the Albanian State, but at times it was attempted to discuss the possibility of the Serbian Kingdom to go out to the Adriatic Sea.[1] This unrealizable demand from the Serbian side, as our historians have rightly argued, did nothing to actually bring Serbia out of the Adriatic Sea through Durres, but to keep Albanians under constant pressure. Or, as stated in popular jargon, to keep the intentions of the Albanians hostage, to live in a state the entire Albanian community.

The topic that I have chosen is very broad, but this time I will focus only on the border area of Has, which includes the border zone from Deva of Gjakova to Vermica of Prizren, namely Guruzhup. One of the injustices that hit the Malesia of Has in all walks of life is undoubtedly the boundary-breaking wound that divided the Malesia of Has into two parts, namely two states. Has experienced the consequences of this division until the end of the last century, that is, until June 12, 1999, when the Serbian military, police and paramilitary forces, in the face of the heroic war of the most devoted sons and daughters of Kosovo, enlisted in The Kosovo Liberation Army and the support of the KLA NATO allies were forced to leave the area, as well as the entire martyred Kosovo. However, I have also chosen this topic in order for journalism to serve as a hinge-invitation for scholars in the fields of history and ethnology to use collective memory to lay the foundations for a healthy people's history.

The elaboration of this topic, perhaps, requires a larger space, but also more scientific research, which unfortunately there has been little work on this topic so far. In fact there are four or five published articles addressing the issue of boundaries by Albanian authors and a short article by world diplomats, such as the one by the American George Fred Williams after 1914, but so far no book has been written. In those few writings, Hasi's territory has been one of the less spoken

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[1] Dr. Xhyltekin Shehu & Dr. Hakif Bajrami, Çështja e kufirit shqiptaro-shqiptar plagë që kërkon zgjidhje, Vjetar Nr. XXXIII (Arkivi i Kosovës), Prishtinë 2005, f. 155.

territories, perhaps due to a lack of scholars from this area, the bridge of national history. In this short article I do not pretend to say anything great, but I will try to present the consequences of this artificial border, which blocked the life of the villages of the Malesia of Has and neglected this Albanian Malesi, in which the national and patriotic cultural traditions were cultivated.

Hasi residents under UDB pressure

In all historical documents, during the pre-medieval and the Middle Ages, thus during the invasion of the Albanian lands by the Ottoman Empire, Hasi was at all historical stages an inherent geo-ethnographic whole. It was treated as such until 1945, but later this border area was almost completely ignored, despite the fact that it had the worst and most severe consequences of communism.

Mr. George Fred Williams, being an actor of the tragedy of the Albanian people when he left this scene of sins, added: "In the dark halls of European diplomacy for centuries Albania's fate has been closed and defeated. Even now with tears in the eyes and greatly weakened by the captivity and injustice of centuries, I am raising my hands to seek justice for freedom, but in vain. "2

After the end of World War II, when the SNP had not yet recovered from the games being carried out by the Yugoslav Government back then, it was forced, through its people, to cross the border line with much interest, in order to not to disrupt relations with the Yugoslavia. Aleksandar Rankovic, Minister of Internal Affairs in Yugoslavia, writes on January 24, 1946, to Koce Xoxe, for the purpose of specifying agent information. "According to reports that we have former agent of King Zog Muharrem Bajraktari, uniting several tribal chiefs with the help of English officers, leads a work against the government."3 During this period in the mountains of Pashtrik, hundreds of Albanians were dissatisfied with the communist regime, many of which were part of the illegality. There were dissatisfied people within the entire Albanian area, namely the cities of Kosovo, Macedonia, Montenegro and some areas of Albania. These settlements in these mountains occurred, as Has was still considered a neutral area, an area in which local population movements had not yet received a definitive order to cut them off, as they still saw no obstacles. So, in short, he still had the hope that Hasi would never experience separation. The mountains of Pashtrik in two or three years will be the dead of all the unhappy, that is, until a large part of them fled to Greece and thence to other countries and some returned

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2 Geoge Fred Uiliams " Shqiptarët" Tiranë 1999, f. 17.

3 Marrëdhëniet shqiptaro – jugosllave, dokumente, Tiranë, 1996, f. 26.

with parachutes to Albania and Kosovo., in order to destabilize Albania first and then the position of Kosovo captured by Serbia, respectively Yugoslavia.

On the other hand, on the basis of archival evidence, there was an attempt by Yugoslavia to transform Albania into a seventh republic within Yugoslavia, and as a first point should be the unification of the Albanian Army with the Yugoslav Army, a pre-empire, which thankfully it was never achieved. Through the two main points of this premomory 1. Let's move as soon as possible to the unification of the Albanian Army with the Yugoslav Army, including the unification of the system of organization, armament and supply, the method of training, the system of evidence and administration, etc. and 2. Establish direct and continuous contact between the stunts for the entire army system.4 But this memorandum and many other relations did not come to fruition, as in June 1948, relations between Albania and Yugoslavia worsened, as in the first part of June, the border was closed, as the people say, "with glee". stop all movements of the population of the area.

The shutdown of the border so unexpectedly and unannounced was very bad for the residents of the border areas. According to field data collected, (since no exact statistics were officially made at the time) at the border crossing Has, 12 couples have been separated, about 200 engagements have been broken up, and 12 children have been separated from their parents. under the age of 6, and hundreds of families have been separated from their relatives, married women across the border from their families.5 To further deepen the divide, that is, to prevent those families from continuing their quiet lives, the Slavic regime invented a special way of psychological pressure, by appointing some terrainists.6

During my 1991 studies, while working as a journalist in the student newspaper "Bota e Re", I had the opportunity to talk to some 57 terrorists who were forced to cross the Albanian-Albanian border in order to for the Serbian invader to realize their goals against Albanians. These interviews I had published in five sequels in the "Bota e re" and in 18 sequences in "Bota sot" were published in Switzerland, and in 1997 I published the historical novel "Kloni" on that basis.

Although the termination of Kosovo's relations with Albania had occurred shortly after the end of World War II, until June 1948, relations between the inhabitants of the border areas had never stoped. Marriages between residents of Albania and Kosovo and in particular those areas considered to be one province, such as the Has, Luma, Malesia of Gjakova areas, continued. Since the collection of material was done in Has, I will mainly focus on the villages of Has. And the terrorists were precisely appointed by related people, e.g. Uncle had to go to grandchildren, groom to wife's family and so on.

Although the border between Albania and Kosovo divided Has into two parts, by 1948 marital relations had developed normally. In June 1948 the situation deteriorated so that all movements on both sides of the border were stopped. In addition to dividing Has into two parts,

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4 AQSH, Fondi 14. Dosja 40, viti 1947, fl. 14.

5 Me gjerësisht të shihet Nexhat Çoçaj, Fejesat dhe martesat me njerëzit e përtej kufirit, "Bota e re", 1 mars 1991, f. 15.

6 Terrainist - a person who is forced to work in the service of the Serbian regime by abusing the will and desire of the people, respectively, against the people of his tribe. The Terresnist was called a person, appointed by the regime to betray national and family interests. He was called a terrorist because his work was mainly focused on the field. So he went overseas to send messages, letters and other things that endangered the lives of others and whoever these terrorists were attacking, that family would either agree to come to Yugoslavia, or accept to live in exile. in internment prisons. The Albanian terrainists from Kosovo, during the years 1948 - 1952, passing through the villages of the border zone, were forced to go to Durres, Shkodra and Tirana and send messages to the people who wanted to smear them. Their activity was monitored by trustworthy people and almost never allowed a terrorist to go to a particular location, but was accompanied by one or two other friends.

respectively, two villages were split in half. So on June 20, 1948 the village of Guruzhup consisting of nine neighborhoods was divided into two villages: in Guruzhup with neighborhoods: Martinaj, Kërani, Binaj, Jelliqi, Tanaj and Tejeci and village Pogaj in Albania with neighborhoods Pogaj, Nenada and Mariqi. Whereas the second village of Has, which is divided into two states is the village of Zylfaj, one part of which joined Dobruna in Albania and the other remained in Kosovo as a separate village.

On this issue of the border, there was never any mention of the consequences of this border. On the other hand, the communist system, and in particular the Serbian regime, used this division for their own political needs, to blackmail the inhabitants into instruments of the evil of communism, to make life more difficult for the inhabitants and why not impede the lives of the Albanian inhabitants on the other side of Pashtrik and so on.

After the failure of Yugoslavia's attempts to invade the People's Republic of Albania and annex it as the seventh republic of Yugoslavia, the most vicious forms of violence and killing were practiced against Albanian residents throughout Yugoslavia, only to find some people turning to Yugoslav service tools.[7] The Serbian regime in the first place engaged in this issue the most reliable PKK collaborators, who worked with the SNP and specifically with the people of Koce Xoxa, in order to be carriers of terrorist activities, in order to harm Albania in the first place and on the other hand to create territorial border units, or units of cooperation with the Slavic regime.

In this function, as mentioned above, former collaborators of the Albanian Communist Party were pointed out that some of their activities had been carried out in Albania so far and they knew Albanian very well, but that the people did not recognize them as activists. . Among the most active was Dusan Mugosha, whom persons forced to be Yugoslav service tools claim that the people were known by the Albanian name Sali Murati. Dusan Mugosha, who, according to archival evidence, was a close friend of Koce Xoxa, was operating in the border areas as an Albanian immigrant, fleeing violence from Albanian lands. He, along with his associates, police and intelligence officers, compiled lists of who of the Albanians should be in the duty and what tasks they could perform and how far they could go. According to field data collected, over 2000 territories were registered across the Albanian-Yugoslav border, but each area had its own centers and sub-centers, where they were required to report and be supplied with weapons and posters, which required 'scattered them. So, in short, each area, or rather a large area such as Has, had four centers in Prush, Gerqine, Zym and Gjonaj. The same was true in Luma, Gora, Opoja, Peshkopi, respectively Debar, Malesia of Gjakova, Peja, Tuz and Ulcinj.

According to a letter from Alexander Rankovic, sent to Koce Xoxa, on May 15, 1948, a letter sent through Safet Filipovic, a Yugoslav adviser to the Albanian Ministry of Internal Affairs, gives suggestions for reporting on the lists of persons dissatisfied with Albanian power and operating at the border, to establish contact with them.[8] Even in the letter of return of Koce Xoxa, which bears the same date no. 1623/6, it shows his willingness to cooperate in this regard and states, among other things: "So far we only know about a limited number of elements in Kukes ... We think the processing should continue.[9]

As pointed out, Dushan Mugosha after breaking off relations with Albania he settled in Prizren, where he created the Albanian emigrant organization. Apostol Tanjefi, secretary Ramadan Spahi, and a few days later the president of the organization was elected Harullah Ishmi, the husband of Communist Katarina Paternagic – Cica.[10] This association of emigrants was

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[7] Harilla Kola, Gjenocidi serb ndaj shqiptarëve në viset e tyre etnike në Jugosllavi 1941-1967, Tiranë, 2000, f. 132.

[8] Marrëdhëniet shqiptaro – jugosllave, dokumente, Tiranë, 1996, f. 487.

[9] Marrëdhëniet shqiptaro – jugosllave, dokumente, Tiranë, 1996, f. 489.

[10] Nexhat Çoçaj, PKSH-ja ua dha vizat uj(mi)qve serbë për copëtimin e trojeve shqiptare, "Etja" nr. 1, janar 1992, f. 15.

supported by the Serbian regime and mainly engaged in the recruitment of terrorists, who, with certain tasks, crossed the Albanian-Albanian border.

The activity of Albanian in territories of the border areas

According to the memoirs of the terrorists, the Serbian regime collected data on the inhabitants of the border, who was related to people across the border, where their nephews, uncles, cousins were, and selected people with authority who had influence in the villages of Has in Albania. But when he failed to persuade the people by means of authority, he then drafted letters of hostile content and compelled the people to distribute them to the people of Hasani. This was also the case in the villages of Luma and Malesia of Gjakova and across the border with Albania.

Dervish Ukë Halilaj, from Lipovec, stated that he was a member of a large 60-member family. "After being invited to the gendarmerie several times to persuade me to go to Vlahna, where I had my extended family and to persuade them to leave Albania and come to Yugoslavia, I disagreed. Policeman Blagoja, late at night, surrounded my house with gendarmes, and in the middle of the night he drove me into the middle of the yard, shouting at me to hear other family members. Either you will go out or with your own hand will set your people on fire to burn alive at home. While he was talking to me, a gendarmerie took a gas can and started spraying the house around. In the end, gasoline made a line about 15 feet from my house to my feet. Blagoja gave me the trigger to set gasoline on fire and burn my house with the people inside. I didn't, but Blagoja just grabbed my trigger and set it on fire. When the blaze started running toward the house, I removed the stove and dropped it to extinguish the blaze, saying it was coming out.[11] And according to Dervish Uka's confessions, he was forced to go to seven families and leave the letters on the fence, which in fact did not know what their contents were. But, as he recalled, three days later, in the fall of 1949, he accompanied five of these families to move from Albania to Kosovo. There were many such cases in the border area.

S. S from Gercina of Hasi, who was also one of the co-conspirators of the Yugoslav service, recalls that Koce Xoxe in Greece had met with Djokovic, which is also evidenced in the prosecution case in the course of the investigation before the Koce Xoxa was shot.[12] S. S of Gercina, how the Serbian regime had equipped him with ammunition, ammunition and assigned him to be responsible for a group of terrorists crossing the border, to draw many families across the border. Terrainists had no other choice. They were obliged to choose between only three options: either accept death by torture and if they were rescued again accept the job entrusted to them by the security, or accept the killing of close family members or agree to go to Albania and look at the house where they forced him. In order to force someone to be a terrainist, neither age nor intellectual preparation was taken into account, but the authority he had personally and his family in the villages of Albania, on one hand, and on the other, in the villages of Kosovo, which made it easier for other families not to oppose the regime's proposals. As of the end of June 1948, almost every village of Has had 5-10 terrainist groups, but there were times when up to ten such groups were created in one village. This mode of action did not fail the border crossings. Each group had its own signals, in case of danger, either when meeting with the Albanian police or with the Yugoslav police. It was also a rule that no terrainist would be allowed to go alone in one house, but they would go on order two or more.

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[11] Nexhat Çoçaj, Objektivi i verbër i gjarpërinjve, "Etja" nr. 2, mars 1992, f. 10.
[12] Shih më gjerësisht, Marrëdhëniet shqiptaro – jugosllave, dokumente, Tiranë, 1996, f. 541-590.

According to data collected many years ago in the villages of Has that were known and accepted to declare that they were forced to work as terrainists in the service of the Serbian regime, there were 48 men in Gjonaj, 18 in Guruzhup, 27 in Planeja, 27 in Krajk. , in Mazrrek 16, in Zym 13, in Romaja 31, in Lubizhda 30, in Kushnin 34, in Damjan 52, in Gërcine 34, in Lipovec 20, in Dol 4, in Guska 11, in Deva 17, etc. While the outflow of terrainists in Albania depended on the tasks and families that the person knew. There were cases of a terrainist crossing the border only once, but there were up to 100 times in four years.

Sokol Hajdari from Guska, says that he opposed the request of the Serbian police officer Enver Hoxha, and for this reason the police had mistreated him to such an extent that they had disabled him for life. But after two years in bed he had just recovered and was forced to cross the border and perform the task given to him by the gendarmes.13 Even Sherif Muharremi from Gjonaj, said that the police had taken the entire family of 24 members to the police station in Zym and threatened to kill the whole family if they refused to go to Kishaj, Has.14

Consequence of the border on the separation of families

The passage of the terraints beyond the death line in that period 1948 - 52 was not unknown and unexpected even to the inhabitants of the border villages in Albania. They had no other way of accepting internment in Albanian prisons or agreeing to go to Yugoslavia. Shemsije Qarri, daughter of Cahani, recalls that her family fled in the fall of 1949. "As soon as I was escorted by a bride, that night my family was forced to leave Cahani and move to Kosovo. I watched every night as my father would secretly go out at night and meet some strangers on the mountain near the house, but he wouldn't tell us openly. He waited for my marriage to happen and that's how it happened."[15] Shemsija tells that she would not have realized that her family had left for Kosovo, as if she had not asked to go after a few days in the family, and only then did she realize what had happened to her family.

On the other hand, Raba Tejeci, in 1990, stated that "I will never forget until I die the day when the border was closed. I think it was the middle of June 1948, because I was with my parents in Pogaj and within five minutes I was able to cross the border, when large police and military forces had besieged the border. My luck was that I had a handkerchief and a scarf in my hand, and thanks to my scarf it seemed to me to escape the separation from my son Islam, whom I had left at home, because my parents were in the other neighborhood, which remained beyond the border."[16] Similar to Raba Tejeci, the separation was also experienced by Ajshe Meri, also from the village of Guruzhup, which was divided into two states and was married a year earlier in September 1947 in Gjonaj, Has.[17]

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[13] E dhënë gojore më 1994 nga Sokol Hajdari nga Guska, i lindur më 1928.

[14] E dhënë gojore më 1993 nga Sherif Muharremi, i lindur më 1922 në Gjonaj.

[15] E dhënë gojore më 18 maj 2013 e Shemsije Qarri, lindur më 1926 në Cahan Has.

[16] Më gjerësisht në gazetën " Bota e re" të datës 20 mars 1991.

[17] Më gjerësisht në gazetën " Bota e re" të datës 20 mars 1991.

A slightly more interesting story is that of Vogla Çoçaj - Shehu, who had waited 11 years to reunite with her husband, who had been married two years before the closure of the border in Albania's Shalqin, opposite Vermica. She had been at the wedding of her brother Uke Çoçaj, who had married Ajshe Lleshi from Kishaj village on the day the border was closed, the latter being between the villages of Has divided into two states. And after 11 years of trying, she married in Planeja, giving birth to five children. During the last KLA war, in Kukes she met the daughters of the first husband Rrustem Shalqini and thus reconnected the family, as her husband had died in Albania, but also in Kosovo. "When I first saw the girls in Kukes, I knew they were from my ex-husband because they were very similar to my forehead, eyes and eyebrows. I embraced them excitedly and confessed what I had suffered, but now that I am happy with my five children."[18]

Hanife Rexhep Krasniqi, from the village of Damjan, born in 1943, was among the children who separated the border from the family. Hanife as a five-year-old child on the day of closing the border had been a guest in the uncle's family, namely at the house of Adem Sokol from

Vlahna. Hanifa's story of her growing up without a family, that her parents, brothers and sisters kidnapped, is very painful:

"It was June 1948, when my uncle Adem came to visit our house in Damjan, who loved our nieces and nephews very much and took me with him the next day when he wanted to return to Vlahna. After ten days of staying with my uncle, the border was closed, but none of them told me what had happened in reality, while I was too young to understand their conversations about closing the border, I didn't even understand the word boundary. After closing the border for a couple of months my uncles tried to get me out of the border, but they failed. I remember that many times at night I was taken to the Qafe Mulliri, but I saw myself in the morning again in Vlahna. I did the same thing all the time until I left for school, which I thought it was the beginning of a happy life. But it didn't, because the more I grew up, the more I felt the absence of my parents. "

Hanife then got married in a village near the border in order to get a chance to meet her family, but this didn't happen either. In the next post I will talk about this woman, who is still alive and now comes to the brothers and has a normal life. She was lucky enough to meet her mother in 1992 when she secretly went up a mountain in Kosovo.

In the end, this paper will probably be the incentive to begin designing and structuring and publishing boundary-area storytelling, with interviews conducted for nearly 30 years since I began journalism in 1987.

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[18] E dhënë gojore më shtator 2019 e Vogla Shehu, lindur më 1924 në Gjonaj Has.

Fan Noli, the master of oratory and politics

Ardita Dylgjeri, Irgen Xhyra

"Aleksander Xhuvani" University, Elbasan, Albania,
"Mahmud and Ali Cungu" Linguistic High School, Elbasan, Albania

Abstract. Fan S. Noli, one of the most distinguished personalities of the Albanian nation, is defined as the best-known figure of literature, politics, religious activity and culture not only in our country, but even elsewhere, in different international areas in which he had the opportunity to represent Albania as a country and as an entity. He is remembered as a person of alternatives, contradictions, inner conflicts and tensions, as a man of state who sacrificed a lot to reach his goals and ambitions, which were endless. Logos and pathos were to be depicted as some crucial elements of his oratory and skillfulness of spoken word. Other stylistic and rhetorical techniques made his speeches convincing and argumentative, by leading his activity to a peak which had to be reached by anybody who uses words to persuade audiences. Nevertheless, analyzing a speech especially a political one without basing it on present historical context would be nonsense. By knowing and analyzing the historical and political context, one may come to the correct and appropriate discourse analysis, which encompasses in itself multidisciplinary elements of several fields of study.
As a result, this article aims an analysis of Noli`s political speeches, especially those speeches given in international areas, where the impact that they want to create in the audience and the evidences and facts provided should be carefully and masterfully chosen and structured. For this reasons, a linguistic analysis of speeches needs a lot of effort and knowledge to be conducted.

Key words: political speech, analysis, techniques, oratory, history.

Fan Noli, evaluated by time and critics.

One of the best and most inspirational speeches in the history of Albanian politics is undisputedly the speech given by Fan Noli in September 1924 in the League of Nations, in Geneva. From one perspective, it is perceived as an extract of the political, economical and social conditions of the Albanian country of that time. On the other side, it may also ironically show "the blindness" of European political elite when believing that peace could be protected by just giving some fruitless and futile speeches in the Assembly. Noli, as a skillful orator, as a master of the spoken word made use of miscellaneous figures of speech to persuade and convince the audience to reach his main aim.

Historically framed, this speech can be considered as a prediction of a political oracle about the role and the failure of the League of Nations in the nearest future. Noli had understood that the League of Nations was to be considered and to act as an organization that would incarnate the aims and goals of a new generation; such organization could and should not utilize methods that might easily adapt with the politic and/or diplomatic concepts of the XIX-th century.

The bulk of political speeches given in the pulpit of the Albanian Parliament are stored in the fund of this institution. However, the oratory of Fan Noli is not limited to that. He manifested

such qualitative abilities even in higher rank areas of national and international politics. According to professor Arben Puto, the speeches Noli gave in front of the League of Nations had a great impact on the audience of the time, and more than that "as an expression of erudition and incredible oratory, which were melted with the political courage and thought independence, with the originality of the way it was treated, with the feeling of a salient dignity which inspire a right cause" (Puto, 1990, p. 264)

The foreign printing press would classify him as a first class speaker and would also declare that "he defeated his opponents masterfully, but always with an ever ending smile"

Noli was described as "romantic" too. He never hesitated to put some mystifying elements in the grounds of Albanian people and language. (Malcolm, 1999, p. 188; Noli F. , 1988, pp. 306-308). Even though he was e devoted orthodox priest, he still expressed openly a kind of admiration for a profane as Beethoven used to be (Noli F. S., 1939, pp. 53, 54). He also paid careful tribute to Goethe and Nietzsche (Noli F. , 1988, pp. 97, 100).

On the other hand, he was strongly engaged in political life and evaluated the Albanian political reality of the late period of Renaissance and early history of the creation of the Albanian state. In this role, he can be better described as pragmatist, he collaborates with Ahmet Zogu – he flirts with some constitutional principles - he does not hesitate to accept the power taken as a result of an armed movement, he talks about deep agrarian reforms – collaborates with representatives of latifundist families.

The Great War had some impact on Noli`s mental and moral development, it established in him the conviction that the political systems until that time were destined to fail. That`s why he as a liberal had to turn his head towards revolutionary concepts (Noli F. , 1988, p. 104), but when the described situation was impossible to be justified, he immediately sheltered himself in certain suppositions that had to do with "Christ, who in a hurry threw his whip away".

The background of a political speech

The membership of the Albanian nation in the League of Nations should have been a necessity in the moment that its existence was at risk and so was Noli, who in 1920 praised the noble goal of this organization (Milo, 2013, p. 516). In 1924, when the doors of the League were violently closed in front of him, he was in favor of the other part of the coin, he did not search for other opportunities, but only manifested "its unpleasant truths" (Milo, 2013, p. 647), which were hidden after known and unknown agreements. Words used by Noli in that speech came as a result of an aggressive political context, in the inner plan of Albanian people as well as in the outer international plan. In June, he was to direct a government which came as a product of an armed movement, the implication of high rank military exponents gave the impression of coup d'état (Milo, 2013, pp. 612-613; Akademia e Shkencave, 2007, pp. 224-227). The fall of a legal government, the disablement of the Constitutional Assembly and the complication of the relationship between neighboring states and the super powers of the time, made it possible that in the outer plan, Noli`s government remained in the end og the list of priorities of the Assembly. That`s why it was generally stated that Noli used to be in the wrong place, in the wrong time, surrounded by the wrong people. A new state that would move away the old one was as corrupted and disabled as there used to be the previous attempts of Vienna, Berlin or London. (Kissinger, 1999, p. 244; Hobsbawm, 1997, p. 100).

"The march in Rome" was inspiration for the right extremism, fascism was considered as a shelter for the disillusioned left wings. In the East, a bigger risk for the European identity and liberalism was blooming. In Russia, the October Revolution created the fear that that other similar movements would flourish everywhere in Europe. Sulejman Delvina, minister in Noli`s government, completed some legal acts to send signals to the soviet government for the

establishment of bilateral relationships. Was it a not so well thought action? Was it taken in bad conditions?

The soviet government, when communicating with its delegates in Europe stated that in Albania there could be found the proper conditions and personalities to widen their activity (Milo, 2013, pp. 634-635). Such estimations from the soviets and the plan for the Agrarian Reform (following the soviet model), serves as the grounds of a strong amity. In the contrary, Rome and Belgrade seemed not to be interested into intervening in the inner political situation in Albania.

Although Great Britain, France, Yugoslavia, Italy and Greece held some refractory attitudes towards Noli`s requests, in front of him made continuous requests and refusals. (Pastorelli, 1965, pp. 349-350; Milo, 2013, pp. 607,627). The most important refusal was to be considered the refusal of a 100 million loan promised to be given from Italy and later, that of another promised loan from the Assembly of Nations. (Milo, 2013, p. 647).

Noli`s oratory and his special use of Logos and Pathos.

Politicians and other people who deal with politics in general use several linguistic tools and techniques to fulfill the requirements and needs of a good political argumentation. Some of these tools and techniques are: repetition of the same words and phrases so as to be better remembered by the audience; antithesis which develops comparative skills of analyzing both sides of the situation and which creates a feeling of emergency and historical analogy.

Expect from the above mentioned elements, Fan Noli continuously followed a certain escalation, which is kind of mathematical progression and always, after each sums that was proposed; he immediately led his speech to the leadership of the Assembly, by highlighting the fact that there will come a day when this sum would be granted to the Albanian people. The logics, part of logos as a rhetorical device that he used to follow, was the escalation of a realistic person, of somebody who had the intelligence and the trickery of a real politician, who could study the political and historical situation of the time and reach the conclusion that the request of his state was to be certainly achieved. However, he stresses out the fact that peace cannot be bought and sold; it does not have a price and cannot be evaluated in this respect.

Later on, to enforce his logos and pathos, at the same time, he is courageous to reply to the Assembly, by calling the Parliament, as being the beginning of the XX century in Europe, was nothing more or less than just "an autopsy for the living" of the humanity, the place where the social and economical elites produce the warring conditions that could remind us of the Great War.

In a really elegant way, Noli cites Hamlet "Words, words, words" so as to identify and analyze the strange situation different states, especially "the so called liberal democratic one" were experiencing. One of the examples he brings into discussion is the situation of criminality in the United States of America, which after Prohibitionism, only knew progression. He attributes all this increase in power to the fact that the Parliament and the Government passed an Act that enabled contrabandists to have the absolute and sole role in the trade of alcohol. All the bureaucratic system that societies were experiencing produced just some bureaucratic mechanisms with the final product: "hot air", meaning nonsense. In his opinion, the League of Nations, instead of promoting and helping peaceful nations to improve their political, social and economical situation, chose to use non efficient diplomatic mechanisms to impede them from reaching their goals. One of them was the case of Albania, which being represented by Noli, wanted to ensure a certain loan from the League of Nations. Noli stated that this mission would be completed by what he used to call "bubbles of arbitration, bubbles of disarmament, bubbles of security and bubbles of reward". Even though, he knew that the economical empowerment of Albania might be just an illusion, he argued that a strong idea, not a bubble of words

would guarantee peace in the Balkans and would maybe create the opportunity for a Balkan Confederation in the future. Such a loan would enable Albania to be recovered in different aspects and feel equal to any other country. Stylistically and rhetorically speaking, Fan Noli as a master of oratory made use of syllogism. The premise that he took into consideration was the fact that extremism finds itself just in poverty and ignorance. As a result of this premise there comes his logical argumentation that what he, as a man of state believed was the aim of the League of Nations to achieve peace by considering states as being partners to one another, not as rivals. As such, achieving peace in a further level would be the ultimate focus of the League and its Assembly.

The above mentioned syllogism, leads to another system of logics, which remains a crucial element of his speech. He went on by argumenting that the so far activity of the League of Nations was not just to create the necessary conditions so as to solve appropriately all the duties that the League had. By the use of sorites, he made a list of the attempts made by the League to maintain peace by putting in the same logic Dawes plan, the disarmament treaty, the concept of the seats, which in the need were meant to fail. Let`s refer to the actual ideas he used for this argument:

"Peace is not meant to result from treaties, which sooner or later are destined to be casted in the basket".

The Enthymeme used by Noli by his argument that the system created by the League of Nations contradicted the initial ambition of Wilson, who strongly believed in free trade, disarmament, sea liberty, the elimination of hidden agreements, the guarantee for the independence of all Balkan states etc. These elements combined with the activity of the League of Nations would be the core of maintaining peace in the future.

Ethos inn Noli`s speech is to be analyzed together with logos. By carefully choosing words, phrases and sentences and better organizing them, by showing how erudite he is, by citing other important personalities he prefers to mention, he not only enriches his speaking ability, but also aims to persuade his listeners, and make them believe he feels and should be treated equal with the other participants.

Through his broad erudition, he gave expression to phronesis, (Hughes, 2013, p. 224) as a philosophical figure of ancient Greece which is focused in a high scale type of intelligence that shows some practical importance and smartness of the person talking. A lot of passages taken from Noli`s speech, make evident the use of this figure.

Even though we could not be present the moment of this speech, from the written material we have today in our hands, we can easily identify some feelings and emotions, elements of Pathos, as being described by him.

"hence, take into account my request for a loan and put it in your dead files of Secretariat and lock it tight, but be sure to drown it before you bury it in your necropolis as it can be revived from the dead"

This use of words, especially of certain verbs from the speaker was made to directly express his resentment and continuous disappointment towards the way that the League had neglected the requests and the immediate necessities Albania made to them. By using the lexeme necropolis he refers to the Secretariat of the League, whereas to refer to himself he chose the phrase "the begging priest", who was and felt so modest compared with the "gentlemen" he had in front. Another interesting point of Pathos is the way he describes modus operandi, followed by the League until that moment. By using a series of questions, which he replies himself, he constantly uses sarcasm, when referring to the terrible bureaucracy of the League.

"Which is the final result of all these clever and deep conversations about the disarmament and arbitrary treaties? All the cases of discussion were reported to a commission or so, or to a subcommision that again will report them in any conference that is may be going to be held sometime of the future. This conference will again make a report to another commission and so on... The conference will pass it unanimously which will refer it to the Council of the League of Nations which will lately make a common pray to the Holy God in the sky."

Prosopopoeia is also repeatedly expressed in Noli`s speech. He incarnates Moloch within the military tendencies, sarcastically mentioning a pagan God of Middle East, to whom were bestowed in the form of sacrifice some people, even children. He is also mentioned in the sacred Bible as:

"you will tell to the sons of Israel: each of the sons of Israel or the foreigners who inhabit Israel that will sacrifice one of his inheritors for Moloch, will be punished to death, the people of the country will throw stones to him" (Leviticus, 20:2)

Next, referring to Noli, let`s look at the passage which illustrates this particle moment:

"but, before coming at that point, let`s firstly be aware of the fact that we are all savage bajracs as long as we sacrifice innocent people to the tribe of Moloch. Oh! Kill them, hang them! Follow the barbarian and anthropophagi Gods in all corners of the world; they have filled the human history with a lot of sufferings, hatred, destruction, horror, with so much blood and fear".

Noli`s Pathos goes on when he makes use of cold logics and evaluates that the League of Nations itself might be described as:

"... a dream, a king of Utopia which makes the skeptics smile and warp the lips, this (the League of Nations) should stand there as a challenge against the grotesque military glory. This should stand there as a solemn certification of the world desire for peace. This should remain there as long as its beauty, its nobility, its human spirits, the necessary need of its existence should be comprehended by the world".

Noli uses Pathos characteristics when he holds a utopist attitude to time. He estimates that the future could not be found in the overall system of the time, but in the education system in particular. As such, he clearly states that there has come the right time when we should direct our heads towards the values of illuminist idealism.

"but the peace cannot be reached from treaties, they are destined to be casted in the rubbish bins sooner or later. It should come from schools. We should teach our children that massive murders are to be considered as criminal as a particular murder. We should teach our children that our Gods of the bajracs are the source of all evils, which all over centuries are disturbing the human society. We should teach them that there exists only one real God, to whom we must serve, the God of humanity, the God of all tribes".

As a result, in Noli`s speech we may find two different attitudes he tries to hold, one of a dreamer and the other one of an realist. Through this act of speech, real politics and nihilist views are intertwined with one another. The first is to be found the moment when he highlighted the necessity for a change in the manner of organization and the conceptualization of the League of Nations as an institution. The second when he requested the destruction of the structure on which nations and states were founded. In this part, he thinks the same way as Nietzsche, who had a similar way of perceiving politicians. (Nietzsche, 1917, pp. 51-52). In this paragraph, Nietzsche made a concise diffraction of Superman, who by being well educated; there will be a real possibility for his willpower and intellectual space to tear down any obstacles to reach the final destination, which is undoubted liberty.

Conclusions

As a conclusion, Fan Noli, this polypore figure of the Albanian nation and people, is distinguished for a series of undisputable values, contributions and skills. Being multidimensional, sometimes it becomes difficult for critic to properly evaluate and analyze his historical, political, religious and literary character. In his political and literary activity, he is well estimated for his excellent oratory, for his masterful use of words, persuading abilities by even using some irony when referring to the present problematic situation. His oratory reached its peak when he gave the famous speech in front of the Assembly of the League of Nations, on

10 September 1924. The above analysis was just a short and simple attempt to show the linguistic values in the real historical context of the time.

More concretely speaking, we tried to analyze the way he made use of syllogism, argumentation, enthymeme, antithesis, alliteration, metaphors, repetition and a variety of types of sentences being used by the speaker etc. to fulfill his main objective. The new developments in human sciences are leading to multi and interdisciplinary research methods and techniques. As a result, this linguistic analysis has been enriched by some historical evidences and framework which helps and contributes into making the speech analysis more complete and valuable.

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Information online

Dafina Lata

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n.,
Prishtina, Kosovo

Abstract. Given that online information is a main topic in the field of modern media worldwide, it is important to understand the role of this form of information. But the dilemma here is that we really have information in the full sense of the word, and news that really constitutes news ?! On the other hand, has the form of online reporting influenced the true journalist that the journalists of the portals have been passivated, since the statements of state officials were also being served by social networks. So, even the state officials themselves are taking advantage of this opportunity to avoid confronting journalists at press conferences. In this scientific research, based on a survey in Kosovo with respondents aged 15 to 18, from 30 to 40 years old, we will find out how much they trust the portals, while with the older respondents , from 50 to 60 years of age, do they have access to the online form or do they still read print or classic newspapers.

Keywords: news, trustworthiness, Kosovo, online, information

Introduction

This paper aims to tackle the problems that online journalism is facing in the production of news and their publication. But also in this scientific research paper, we will understand the functioning of online media, namely portals, which following the trend of modern information times have become widespread in Kosovo in the region and beyond. And as a result of this we often get unsubstantiated or otherwise false news, even stolen from one portal to another and without using the citation where the news came from, or published information. So looking at all these problems and not only, with this paper we aim to understand: 1) The way or form of journalism made in portals, 2) The reason why we do not have genuine journalism, where the news will be news, and 3) Or do click-only protocols work, which would determine their functionality? On the other hand, seeing the rapid development of technology, print newspapers almost all began to follow online or modern information, but some of them did not even abandon the old form or in other words print newspapers as well. . Therefore, on the basis of this change, which also came to light in Kosovo, we believe that research will be needed to discover the survival forms of these newspapers, and in particular those that continue to be on the market in both forms, both classical and modern. Also, in the context of this paper, it is important to elaborate on the form or ways of enforcing the law, whereby copyright would be respected, while respecting the rule of citation, which would push the justice institutions to deal with it. reviewing cases of lawsuits already made by some media outlets. It is also worth noting that this paper will be divided into chapters, in addition to the methodology, it will be organized into sections, revealing findings, conclusions and references.

Research Questions

RQ 1. Are online media accurate in information?
RQ 2. In which portal do you read more news, and whom do you trust the most?
RQ 3. Are you based on the title or content of the news on the portal?

Methodology

This paper aims to shed light on a problem that builds on three basic issues of the topic:

1. Identify the challenges facing portals since their creation and then their operation. This also includes the form from when a portal was opened, which the owner, editors and other accompanying staff did not know. Then the necessity of discovering what no one deals with checking how they work or not ?!

2. The second issue concerns the question of the applicability of the law, which is considered the best way to investigate or follow the work of these portals, which have become a media space, not to produce genuine news, but copying and not quoting where the news was received. Therefore, we have added as an issue how the law and its enforcement play an important role in solving these problems or not ?!

3. The third issue will cover the theoretical part including the writings of various authors on online information and the different reactions from the writings that address the same topic. So, based on these reactions within this section we will also provide arguments to understand correctly or otherwise identify problems and causes, but why not the benefits of modern day information, or how online information is being recognized.

To research all this data, we used scientific research methods. Including them through surveys, theoretical research as well as interviews.

Findings

From the findings of this paper we can say that portals in Kosovo need strict control to verify their functioning. Keeping in mind that they work without editors, without lecturers and even do not feel the owners and do not register at all. Therefore, we consider that such a control will produce a better result in producing the news and fair information. That we have news published on portals that actually do not contain news, we have even many. Therefore, this makes us realize another finding, and that is publishing news without content, without real or real headline. All this is being done to gain clicks, but not to bring the news in the full sense of the word. Respondents on the survey have found out that because of this, they do not trust online portals and information. If we put it in percentage, more than 60 percent of them have shown that they do not trust online platform news. Another finding, always based on respondents, indicates that portals also do not report in compliance with the code of ethics. In addition to the results of our survey of Kosovars' unreliability of online news, there is also the Independent Media Commission that confirms this result. The institution has said that they have consistently received and are receiving numerous complaints from citizens about fake news. Speaking to Radio Free Europe, IMC spokesman Arsim Dreshaj said complaints were frequent and had to do with some portals. "The Independent Media Commission is working on implementing the Media Education Project for all citizens as an educational and protective measure of fake news." But not all readers are trustworthy. Because of this situation and the

way online journalism works, it is often the case that news is stolen, untrue or better told in fake news or otherwise. English with the words already known - fake news. So far many cases have even been initiated in the courts, but they have not been taken very seriously in dealing with these cases. without quoting who received the news, as the copyright rule requires, but nevertheless a solution to this Kosovo and other countries in the region, ultimately appears to be the law and its enforcement, but there are other fancier who think that journalists themselves should regulate the portals, and it being upgraded.

Printed / Online Newspaper

In Kosovo more than 70 years ago there was the first newspaper known as "Rilindja", and even this was the only source of information in the Albanian language for Kosovo. Based on the information provided by many employees of the then "Rilindja" newspaper, we can say that the difficulties they faced during their work were great. All this effort was made to keep alive the only informative window, the Rilindja newspaper. 72 years ago, on February 12, 1945, Prizren began publishing this newspaper, the first in Kosovo. Prizren was published until the 60's, and then other newspaper issues began to be printed in the printing house known as the Provincial People's Front Press. However, as the years went on, a letter called "Renaissance" was founded. This letter print, in addition to being used for printing books, was used in particular for the publication of the Rilindja newspaper, which was the only information window in Kosovo. However, the way the information has changed has been said by many media connoisseurs and authors who have written and continue to write in the field of media. Among them is author Eric Scherer. In his book, "Do We Need Journalists anymore? Manifesto for added journalism ", he also wrote about the internet and its impact on other media. Scherer wrote: "The year 2008 marked a turning point: for the first time the Internet passed the print newspapers as a source of information in the United States." This form of information has come to Kosovo as well, we say this because we now find every daily newspaper online. Newspaper publishers are doing this to keep up with modern information, but some have continued to keep the tradition, bringing the newspaper to market in print. But how long the printed newspaper will stay alive remains to be seen, but it seems not too long. In many analyzes done both in Kosovo and in the countries of the region, media reports say that the survival of the print newspaper is difficult as a result of online influence. But some newspapers in our country that continue to remain in the market, are functioning as investigative or investigative journalism. Whereas the print or classical newspapers are loyal to the generations of old age people who do not have online access, or some who are already accustomed to starting their mornings with their favorite print newspapers. And the "culprit" for this internet backlash that is already being recognized as the second means of information after television. Even according to author Eric Scherer, he may soon come out on top. Its finding leads us to realize that the Internet has made its own and is being recognized as the main source of information. We are witnessing the fact that we ourselves are getting more and more informed from the internet almost every day. Knowing this, almost all media companies around the world, as well as in Kosovo, have started to pay more attention to online access. Nowadays everybody on the public side wants to get information faster and keep up with the times. In this case, we cannot exclude social networks, which have also become one form or another for sharing information. We are also witnessing that journalists are now producing the news from Facebook or other social networks. Almost every senior government official has a profile on social networks, writes a statement on facebook, and even provides information bypassing the media at press conferences. It is exactly from such profiles that today we get news from all the media, and in particular the portals that produce news mainly of this form, namely from publications that public figures make on their social accounts. With this in mind, it turns out that the portals are not doing genuine journalism that implies producing news based on facts and research, but something that is being served to you readily, with content that does not even fit the headline. which is often meaningless and of little interest to the public.

The Impact of the Internet on Real News

The form of online information is now being developed around the world, this has been enabled by the development of technology, which is increasingly allowing real-time information to be published. But in the trend of this so-called modern information development of the time, what is really lost is the meaning of the news. This is confirmed by the news being produced by the journalists of the portals which are being published in the online media. In Kosovo portals, we read news headlines and content that have nothing to do with news in the full sense of the word. This has made the portal readers distrust the news of the online platform, this result is based on the respondents who were surveyed for this research. What a true news story should look like, says author Ibrahim Berisha in his book, The Genre of Journalism. "News is the most popular genre in the media, but also the most difficult to write. An intellectual, an analyst, finds it difficult to make good news, as only a skilled journalist, a day-to-day producer of the genre, possesses the brevity, accuracy, clarity and thoroughness of the story. " Here the author has shown that the good news is the result of a good journalist, and that the good news is the one who is short accurate, telling the public in this sense all that has happened in a event. Also, author Ibrahim Berisha points out what a news should rely on when deciding to publish it. "The publication or broadcasting of news must rely on truth, which is verified through verifications and facts, presented impartially. A good title and subtitle contains the essence of the facts. " What is quoted clearly shows how the news should look like in its title, from its title to its content. But in reality we do not find this in our portals in Kosovo during the research and what we read every day. What we read is news without an essential headline and without genuine news content. News as one of the most fundamental genres of journalism must constitute standard values and its essential elements. Author Berisha in his book "Genres of Journalism" mentions what these values are. The first one according to him is the importance (of the event), the Impact (the consequences), the actuality (the closeness of time), not ordinary. He also wrote that genologists point out that news is mostly read as it is dominated by relevance, influence, and the unusual. But this standard of value is ignored by our portals, because what we as readers see, and the answers received by the surveyors, confirm that the news on the portals that operate in Kosovo is for clicks only and not for the purpose of bringing news. that have standards of values and elements of news. Whereas in reality a news story must be published before it is published: it is important, original, it brings emotion, it has an impact on the public and the person talking about it.

Portals - Fake News

Another negative phenomenon we notice is the publication of unconfirmed news, such as the headline: "Alarm / Woman dressed as this man is robbing children near schools." This news that alarmed the public, or parents, which then turned out to be untrue and as a result a Roma woman was blamed. Speaking of untruths, the author Ibrahim Berisha divides them into two forms: "Untruth as purpose and untruth as a necessary consequence of abstracting the event - avoiding the essence of the event." But it's not just Kosovo, part of the fake news online, there are also countries in the region as well as other countries around the world. One article on the Koha.net portal describes the reaction of President Donald Trump, who used the words "fake news". Pointing out that these two words the US president made common to him and that he continues to use in making accusations against the US media for publishing fake news. It describes another case in Macedonia, where a false news, "President Trump signs a visa-free travel law for Macedonia" caused reactions in the country. Koha.net also publishes the words of Professor Frank Senso, "Fake news is not news that one dislikes, is not sensational, nor is it bad writing or poor analysis. The fake news is deliberately inaccurate and misleading. " The phenomenon of fake news is a global problem even the editor-in-chief of the daily Koha Ditore Agron Bajrami calls. In the show "Life in Kosovo" (aired on 14.02.2019), he has shown what is false news in the full sense of the word. "Fake news has even existed in the most professional

media, because you make a mistake, or you have information that someone said or told two or three sources, and that's some confirmation that it is, but after a while it turns out that it's not like that. But this is not fake news. False news is when it is produced intentionally or in full consciousness. " Based on a comparison made by Editor-in-Chief Bajrami, Kosovo stands out better in terms of professional journalism, and is more likely to fight the fake news phenomenon more easily. "Compared to the region we are better, because compared to Serbia Macedonia and Albania, Kosovo stands better because here we have much more stable and professional media and journalists than in these countries of the region, which means there is a lot of ground good to fight this fake news phenomenon. " Although, the Constitution of Kosovo, as the highest legal act, guarantees freedom of expression. But that does not mean that this freedom of expression is accompanied by fake news, and misinformation of opinion. Therefore, in this article in KosovaLive, the Press Code of Kosovo is specified. "Journalists and editors will ensure respect for factual truth and the public's right to know the truth. Journalists and editors should, in principle, rely on identifiable sources of information. Journalists and their publications have a professional obligation to timely correct any published information that is found to be inaccurate. " Meanwhile, in a statement for "KosovaLive", the lecturer at the Faculty of Journalism at the University of Prishtina, Dren Gerguri, has shown the motives of fake news. "There are two main motives for producing fake news, propaganda and financial gain. These two are the reasons why there has been, is and will be fake news published around the world. Therefore, it is extremely important that education on and about the media is a priority for the institutions concerned. In the absence of media education, the citizen of Kosovo can even trust everything he reads, misunderstands satirical portals or falls prey to fake news. I often see comments from citizens who, not understanding satire in the media content, do not humorously accept, but make serious discussions about something frivolous. " In the book "FLU: How to Know the Truth in the Age of Information Overload" by both authors Bill Kovach and Tom Rosenstiel, it is fully explained how the Internet works in the service of information but also how information can "lose" value online . According to them, "the history of communication also tells us that new technologies will not change human nature. They will simply allow us to express and satisfy in many ways our curiosity about the world beyond direct personal experience. " So based on what the authors say, we understand that any change in this case of technology should be understood as facilitating the acquisition of information, but also as a process of knowing the world around us. In the online media monitoring report 2018 - 2019, "Online Madia Monitor" by the organization for Democracy, Anti-Corruption and Dignity, "Çohu", identified 92 articles in which the observers noted that there were allegations of violations of the Code's chapters of the Kosovo Press, out of which 41 were approved. In the context of this monitoring report on ethical violations, eight online media outlets were covered: Newspaper Express, Voice Newspaper, Indekssonline, Insider, Telegraph, Blic Newspaper, Kossev and North portal. However, the same report states that the Council of Madia aims to improve media reporting, and does not impose fines for such cases. "In this regard, the decisions of the Media Council, as an executive body, have a positive impact on the improvement of media reporting on the print media and the greater respect for the Press Code of Kosovo. The PCK in these cases does not impose fines, but voluntarily handles those cases, specifying the violations found, "the report said.
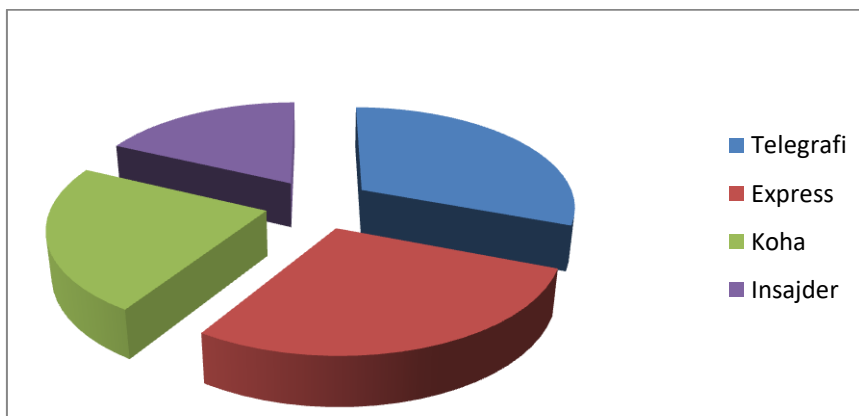
Figure: The most clicked portals, according to respondents

Online information / Opinions of media experts

The return of the printed newspaper to the online format has also changed the way of information in Kosovo. This is what the connoisseurs of the field say. Based on our interviews and research work, we have come to the conclusion that online information needs to be changed, but there are also portals that work in a better professional manner. Journalist and lecturer Abit Hoxha has said that there are portals that work by producing quality news, some just to gain clicks. "Some online media are very good and some are not. I do not believe it can generalize or abstract this aspect. There are portals that exclusively focus on news or half-click-only news while there are high quality portals. " What the media and journalism expert Abit Hoxha declares indicates that the way of information in the online media operating in Kosovo, the exact number of which is not yet known, does not prove to be satisfactory. On the other hand, when asked about the fake news, and the lack of citation, Hoxha, in the interview for this scientific paper, said that the problem lies with her, that according to him, the news does not pass through the editorial filters. "Getting news from one portal to another is a matter of ethics. Even for this story I have written that the portals are both the dissent of the Kosovo media and its decadence. In this case they are decadence because they not only receive the news unjustly but also do not cite the sources, do not confirm the news, etc. So the news doesn't go through the proper editorial filters. " This makes it even better to understand and substantiate the findings of this paper, which state that portals operate without registration, even that they do not know the owners, and that there are no editors, lecturers, and journalists. In addition, Hoxha goes even further with his statements, saying that journalism in Kosovo is generally weak. "I don't believe there is a solution for this job. Journalism is generally poor in Kosovo because it lacks the professionalism of journalists. This is just one of the main problems. Another problem is poor education in general, journalism sectorisation, independence, censorship and self-censorship… the influence of businesses on journalism, editorial influence, etc. That means the problem is structural and systematic. This issue cannot be resolved with a solution and there is no immediate solution. The development of the media sector in Kosovo will take more than a decade to rank with countries farther than the Balkan region. " Despite what the media and journalism expert Abit Hoxha says, it shows that a general mobilization is required to work for a more professional journalist. About copying and how portals work, he does not see the law as a solution, but wants better journalists. "No. This issue cannot be regulated by law. It would be a non-democratic, censorship law and invalidate the scene of journalism in Kosovo. It is up to the journalists themselves to improve. " However, despite this copyright law and the Code of Ethics in Kosovo are in place to regulate news copy cases, which according to Imer Mushkolaj, Director of the Board of the Press Council of Kosovo, remains a problem. failure to enforce

laws and regulations as is the case in Kosovo. "The issue of republishing news, namely plagiarism, in addition to the Code of Ethics of the Press Council of Kosovo, is also regulated by the copyright law. The legal basis exists, but it is problematic not to implement the relevant laws and regulations. " Whereas, according to the results of the Press Council of Kosovo, during the 12 years of operation it has received 100 complaints related to the violation of the Code of Ethics. "During almost 12 years of functioning, PCK has received about 100 complaints. In recent years the average of complaints per month is 20-30. Complaints are resolved on the basis of their nature, respectively, depending on allegations of violation of the Code of Ethics ", Mushkolaj said.

Conclusions

Online information has changed the way information is communicated not only in Kosovo but throughout the world. News publications in the online form have often brought confusion to readers who have often disbelieved them. The opening of portals in Kosovo, the numbers of which are not well known, have been operating and operating without registration at all. Even their owners are not known, they continue to operate without the necessary editors, lecturers, and numbers of journalists, with the latter being the key to producing the news. Such a situation, and a rapid modernization of the print media, has made the news lose its meaning and is not news in the full sense of the word. In our portals in Kosovo, we have news that has no headline or content that gives us facts and arguments, and often not even the basic elements that a genuine story needs. The news that we find today in the online format is solely to provide the necessary clicks, which will then be a financial gain for the undisclosed owners of these online media, which are unregistered, but not all. The portals also lack ethics, for which no answer is given. The problem for this seems to be the lack of media education, so it should start with the younger generations. Because non-media education is making us come to such conclusions that we do not have full-fledged news and professional journalism in the context of online information. The lack of media education is making the readers themselves unable to appreciate the correct news from the incorrect one or to know where to go and what media to trust. This requires reform and operation of the law, but also work for a more professional journalist.

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Media / Politics – A lost battle

Safet Zejnullahu

UBT – Institution of High Education, Kalabria, 10000, nn,
Prishtina, Kosovo

Abstract. The communication triangular politics-media-public has reached its' most complex point now in the area of radical changes, triggered by internet. Utilizing social media platforms, politicians are trying to communicate directly with the public. Hence, media is being easily avoided, considering the fact that media is being easily adopted to the losers' role, in the above-mentioned triangle. It is already a known phenomenon to publish in radio and television news edition the complete politicians' post made in social media. Just in rare cases, media is going to take the extra mile by adding additional content and statements made by the post author or institution before publishing the news. Similarly, the media news is not going to be filled with additional facts and statements from other politicians or experts which deal with related topics. A time constrained analysis of the central news edition of main televisions in Kosovo, confirms that media is losing the battle of information completion, hence losing their impact on the audience considering that this is the main driver of media existence.

Key words: Media, Politics, Public, Social Media, Impact

Introduction

Rapid development of the internet has forced the media to fasten the process of media developing. The main driver toward this new development is the fact that the public demands for quick and accurate information are increasing.

Media's role is also to regulate the relations between politics and public. Nonetheless, this role is gradually fading and being challenged by the new communication methods in relation to politics – public. Social media is offering the opportunity for politics to directly communicate with the public, without noticing the lack of the media.

Media, in our case the majority of Televisions in Kosovo, have allowed this kind of communication to happen, by changing their role, into a role which follows the politician's public posts in social media, and uses them without adding further verification, additional information, nor aligning with other stakeholders. Hence, the final message delivered to the public lacks the attributes of a professional message, that media is bound to provide.

All this television approach, monitored for ten days, clearly depicts that they are losing the battle with professionalism and they are being positioned in a role of repeating the content that the public has already been served with. This slip into non-professionalism, in the position of performing airily journalism unavoidably results in a decrease and loss of trust from the public.

Research Methodology

Purpose of the research

The purpose of the research is to point out the changes imposed by technology in the content of the informative editions in the Kosovo televisions. Special emphasis is placed for the value that social media posts, especially Facebook have imposed in these informative editions. Answering questions like, what is the professional approach of using them, how often are these posts used and is this a must, are some of the topics that will be answered from this research paper.

Research hypothesis

Based on the decreased viewership and reliability of the main news editions, the following hypothesis is raised:
As much as technology has supported televisions in their technical aspects, it has also "eased" the process of preparing the editions, while utilizing ready-to-use materials and posts from social media – hence harming in a large extend the research journalism.

Research Questions

- Do the materials posted in social media from our leaders suffice for a broadcast?
- Should these posts be used "ready" as they are, or should be used just an entry point for seeking further material and/or research?
- Are the leaders trying to bypass media with these posts?
- Are these posts harming very seriously the research journalism?

Research Sample

Sample of this research paper are the main informative editions of the following Televisions: Radio and Television of Kosovo (RTK), RadioTelevision21, Kohavision and Klan Kosova.

Research

The research covers an analysis of the literature related to the posture that professional media should have regarding social media posts by politicians and other public figures; cases when a post should be fully transmitted and cases when a post may be used only as a starting point of a whole new research topic.
This research includes also the results of a two-week survey performed between 17-30 July 2019, with a subject of investigation the central news editions of the main televisions in Kosovo and an analysis of the social media post incorporation in these editions; their frequency and presentation methodology.

Literature review

Television, likewise all other media types has been influences from the new technology advancements, especially internet. Meanwhile online media's job regarding the measurement of readers is eased. Nonetheless, the television is also trying to capture the approach how a viewer is utilizing Television, is that by sitting in front of the television or the public is more focused on seeing only parts of the original story, published in social media platforms.
Researches have proved that one media will only succeed if they follow the new trends of interest from the public and their new habits. And those habits lead to the idea that the reader/viewer loves media and is following them in the modern format. If a persons' favorite football team is playing, than the person is going to watch that into the stadium or in the television, while to keep track of other football games during the weekend, it is sufficient to read a particular online report or even watch a compilation video in the internet.

So, one media will not be successful if it is not capable to combine the professional content with the shares on social media. Public's demand makes this one requirement for a new media.

In the Pew Research Center "State of the News Media 2014" report, is highlighted that based on the newest empiric research in USA, 50% of the social media users tend to share or repost news, video-news and/or photo-news, while 46% of them tend to discuss regarding new developments or new topics in social media.19

This tendency has introduced a new social media role in comparison with online news medias.

In general, social media is becoming more and more dependent on the social media and especially internet.

The research paper "How Facebook and Google Now Dominate Media Distribution" by Frédéric Filloux shows that the media news section is heavily dependent on the traffic generated from Facebook and Google.20

Nonetheless, let's see the other side of the mirror. How much is traditional media consuming from online social medias? Is it dependent on the internet? How is the internet being used from journalists and editors, and how should it professionally be used?

Various research papers highlight an increased impact of materials from the internet which are being used by journalists and editors. Some quite professional media's utilized sources from the internet, especially from social medias, in the same way as initially published, while other medias tend only to scan the internet archive for relevant news and publish it in their media. Professional criteria are almost neglected in this scenario.

"Increased popularity and usage of social media is followed with an increase of social media usage by various politicians, entrepreneurs, influencers, etc. Moreover, most of the social activities are initially posted in social media or at least are distributed further through social media. Therefore, this has caught journalists' attention and social media has become their main source of information".21

However, media is also utilizing social media in order to quickly distribute information to the public, which can be used to retrieve the lost audience, who is no longer buying newspapers, listening to the radio nor watching TV.

Based on statistics, social media networks are the main source of clicks in the media websites in Albania.

"Approximately 32% of website views/clicks are generated from social media networks", highlights "top-channel.tv" website leader, Igli Gjelishti.

More than half of the media leaders state that social media is crucial for their business.

Albanian Media Institute conducted a survey along 39 online media leaders and representatives in 2014 around the topic "How is social media affecting the number of website viewers". 22 from 39 answers state that social media is greatly supporting to increase the number of audiences for a news website.22

However, journalists and editors have different approaches regarding the news obtained from social media. In most of the cases, this news is consumed as a first and single source of information without a prior verification.

After monitoring "Top-Channel" website for a period of one month, it is concluded that Twitter was mentioned in 52 posts in the website, while Facebook was mentioned in 63 of the post, of them, in 44 posts Facebook was used as a direct source of information.

In use cases when Twitter is mentioned, 34 of 52 posts mention Twitter as a source of the news or reference.

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21 Po aty
22 Po aty

Meanwhile, shekulli.com.al website has published 109 posts, of them 81 refer to Facebook as a source of news or information.

How are social media posts handled by Kosovo Televisions?

AS part of this research paper, in a two-week period starting from 17th until 30th of July 2019, the main news editions from four leading Kosovo televisions have been monitored.

Table: number of Facebook posts included in the main news editions

Radio Television of Kosovo (RTK) is heavily utilizing social media posts also in the main news

RTK	Radiotelevision 21	Kohavision	Klan Kosova
24	21	16	2

edition. These posts are mostly used in the news editions which are held during the day, leading to a conclusion that the purpose of their usage is to fulfil the required time for the main news edition.

Nonetheless, these posts are also part of the evening main news editions.

During the period of investigation, 23 social media posts made by State Officials, and other state institutional representatives were included in the main news edition. Among those, the main news edition of date 19.07.2019 included nine social media posts. All of these posts were related to the invitations issued by the 'special court' for Kosovo's Prime Minister, Ramush Haradinaj and Bislim Zyrapi, who is President's advisor. News regarding Bislim Zyrapi were leading the editions, because Bislim Zyrapi was a former leader of the UÇK and Ramush Haradinaj a former leader of a particular zone in the UÇK.

All the presented posts are taken from Facebook's of: Hashim Thaçi, the President, Kadri Veseli, the President of the Assembly, Isa Mustafa, the President of LDK, Albin Kurti, the President of VV, Fatmir Limaj, the President of Nisma, Vlora Çitaku, Ambassador in SHBA, Arbër Vllahiu, Ambassador in Praga and Veterans Organisation in Dukagjin.

Considering that the content of the posts is very similar, it would be far more professional to create a summary from the content of all posts, and then mention the names of the person who have reacted. Moreover, reading nine different posts is a time-consuming process and does not provide any additional benefit.

On 20th of July, RTK as included four posts from social media in the main news edition. Jakup Kransiqi's post was cited two times, initially the first part of the post, and then the rest of it. Considering that Krasniqi is a person which was always very close to media, he could have been interviewed very easily and therefore, his invitation to Hague as UÇK's spokesman would be better covered.

Second post is compiled from Thaçi's reaction regarding Krasniqi's invitation, which along with reactions from Fatmir Limaj and Enver Hoxha form a complete story completely based on Facebook posts.

Nonetheless, Krasniqi's post becomes part of the main news edition in a summary story for all the Haga's invitees.

While, fourth post in this edition is saved for another topic. The ambassador Philip Kosnett writes a post regarding the dialogue Kosovo-Serbia. For the television this is enough information and they do not follow the topic deeper.

Likewise, in the next day, RTK chooses to publish a news sourced from a post from Albin Kurti, focused on the elections. This post was published as part of the section of chronicle regarding the reaction of political parties regarding the elections date. However, the topic was not elaborated further.

Second post is even more problematic. One of the former leaders of UÇK, Shukri Buka, is travelling to Hague and this information has been confirmed by his daughter on Facebook.

Is a post from a family relative a trustful source of information considering that Buja is represented by a lawyer nowadays, and the associations emerging from the war have always commented the situation regarding the invitations from Hague for all the other people. Television has not contacted them.

On 22nd of July, the situation is almost the same, three almost identical posts are used. Thaçi, Haradinaj and Limaj have posted their thoughts regarding 9th anniversary from the GJND decision regarding the Kosovo Independence. All the posts were fully read during the news edition.

A day later, Haradinaj is going to Hague, and his visit is being followed by media. Several interviews are also held, which almost eliminate the need to citate the social media posts. Nonetheless, the post was included in the news edition by the television.

Meanwhile, Director of the Telecom of Kosovo, Bedri Istrefi has elaborated the problems that this company is facing in a Facebook post. Television does not see the worth to investigate this topic further, hence they simply utilize his Facebook post. Even though, Telecom of Kosovo is a company which has thousands of employees and a lot of scandals. Consequently, this topic is of a high interest for the public. Professionally, a single post does not suffice for this topic, without requesting further information, investigating the history of the problem or interviewing third party people, who could interpret the Director's post in a professional manner.

On 26th of July, the same use case is repeated, four posts for the same topic mentioned separately. Hashim Thaçi, Kadri Veseli, Ramush Haradinaj and Albin Kurti commemorate the murder of Policeman, Enver Zymberi! Since the purpose/content of the posts was almost identical, all the posts could be summarized in one.

A very similar situation regarding Facebook posts is noticed also in the Radiotelevision 21.

Four out of six posts mentioned on 19th of July are of the same topic, however they were mentioned separately in the main news edition and were read from the beginning until the end. Considering that Thaçi, Mustafa, Hoxhaj and Kurti have made almost the same statements regarding the invitations from Hague, the essence of these posts could be mentioned, and the post authors could be mentioned.

Based on this logic, whoever has not made a Facebook post, has not reacted? Should other people also be asked? Should the invitees Ramush Haradinaj and Bislim Zyrapi also be interviewed?

Part of the news edition are also some posts from the USA and Great Britain ambassadors regarding the decision from the Kosovo Accreditation Agency for not accrediting some Universities. Again, Kosnett and O'Connell are cited separately even though they have posted for the almost identical topic! Is anyone willing to speak in an interview instead of posting on Facebook, and provide proof regarding this topic, is media asks for their opinion?

A day later, Jakup Krasniqi is invited to go to Hague. However, he does not receive any visit from media in his office nor home. Likewise, no-one asks an opinion from the political party's spokesman nor by Krasniqi himself. For the television, his Facebook post is sufficient, and in addition they only citate three other Facebook posts as reactions from other people.

On 21st of July, after receiving the invitation from Hague, in a media conference, Haradinaj announces his resignation from the Prime Minister Role. He speaks thoroughly, and after that, do media need his social media post? No! Meanwhile, television reads also his entire post. Instead, it could only be mentioned that he has also posted on Facebook, or even ignore it completely in this case.

This news edition includes also two leader's posts, in commemoration for the anniversary of the Advisory opinion on Kosovo's declaration of independence.

With a Facebook post is covered also the Haradinaj's trip to Hague, even though, there were enough interviews and declarations which made his post unimportant.

A day after arriving in Hague, television is including again a post from Haradinaj, a post which congratulates Mr. Mark Esper of his new role as USA Secretary of Defense. Clearly, this post was written from the Haradinaj's office, because he was in Hague at that time.

On 26th of July, two posts are mentioned in the main news edition, first one regarding the USA Ambassador's declaration regarding Haradinaj's resignation, while the second post is informing that Haradinaj is now back in Kosovo and he meet France Ambassador in Kosovo, Didier Chabert. A farewell meeting, without video's nor photos from the meeting!

Two days later, the Governments' senior official, Enver Hoxhaj is mentioned in the main news edition through his post regarding the importance to continue the dialogue with Serbia. A post just to raise some attention, because it was clear that since the Prime Minster resignation, for the dialogue to start again, several months would be required.

On 29th of July, television is transmitting a story regarding the problems that Palace of Youth and Sports is facing. Regardless of the interviews taken through videos, the main speaker, the Mayor of Prishtina Municipality is cited from Facebook!

Meanwhile, Kohavision, the third subject of investigation is providing a lot of space for Facebook posts in their main news edition.

A young person from Roma community is murder in Fushë-Kosova. A serious and tragic event, while as part of this story, the television includes also a Facebook post made by the Minister of Justice. Instead of expressing his compassion, he should be triggering all the state structures to act accordingly in order to find the truth and ensure to prevent this kind of actions in the future.

Meanwhile, main news edition of date 19th of July includes five posts from social media. A reasonable post among those five could be the Thaçi's post/declaration regarding his potential actions after the Government resignation. Even though this post should have been completed with opinions from experts who can interpret the constitution and explain the next steps that the President should take after Haradinaj's resignation.

The rest of the posts are mainly dealing with the Haradinaj's resignation. Two of them are written by the leaders of the main opposition parties, Albin Kurti and Isa Mustafa. The third mentioned post is done by an AAK's official, a member of the AAK's board (Rasim Selmanaj), while the last post was published by a member of the board of Nisma (Zafir Berisha). Were them the only party board members that posted on Facebook?

Two posts follow also the 23rd of July: Haradinaj's post before travelling to Hague, and Avdi Ibrahimi's post in the role of the former deputy commander in the Pashtriku's Zone, informing that he has also received the invitation from the 'Special Court'.

A day later, a political analysts' post is used as source in order to explain the situation after the Government resignation.

The next post is written by an advisor in the Ministry of Foreign Affairs and it is related to the arrest of the former UÇK soldier in Skopje. If that would be the post of a Minister or from the Ministry itself, but from one Minister's advisor! This clearly shows that media is tending to create news as easy as possible without selecting the level of the officials which are worth to be cited.

Even though, he has already provided his resignation, on 25th of July, Ramush Haradinaj invites for a Government meeting. An official from a political party and a representative from a non-governmental organisation react through their Facebook posts. Television includes their posts in their main news edition.

In the other day, four Facebook posts are part of the main news edition. Three of them are regular posts, while the fourth one is an exclusion of the media normality to fill the main news edition time by transmitting posts from social media.

Kadri Veseli, Hashim Thaçi and Ramush Haradinaj commemorate with posts the anniversary of the Policeman Enver Zymeri murder. Television does not read these posts, instead these posts are only covered with some views in the topic context, since none of them was part of the ceremony to honour the policeman at his grave.

Among television subject of this investigation, Klan Kosova can be considered as an exception for the way how they handle the usage of social media posts in their main news edition.

During the investigation period, this television has only included two posts in their main news edition. In both cases, in a professional manner.

A news highlighting that Daut Haradinaj was arrested by Austrian Authorities was published on 18th of July. Haradinaj was the one to state on Facebook that he was not arrested. The television transmitted his post as an initial report and followed it with additional information. Moreover, the television also performed a phone call with Mr. Haradinaj from Vienna, where he explained that he was not arrested.

The second post of date 23rd July comes from Ramush Haradinaj, just before travelling to Hague. However, this post was not used as a full post. Elements of this post were used as part of the overall report regarding this event.

Conclusions and Recommendations

The relationship between politics and the public has changed with the technology development. The one to suffer mostly this change is media. Exploratory and demanding for the political news to serve it to the public. This was media and it should have been the same also today.

However, use cases completed in this research paper show that media is not fully positioned in the traditional position as a regulatory between politics and the public. While posting the politician posts directly from social media in the main news editions, media is transforming into the role of the public. Why should the public follow the main news edition, when they could directly see the politicians' post in Facebook?

During the two-week research period, four televisions in Kosovo have transmitted in their main news editions 63 posts taken from various Facebook accounts, mainly from the public personalities.

Most of these posts are completely read from news reader. Only in rare cases, these posts have been followed with additional research on the topic. While, Facebook posts used in a professional manner were only seen in two cases, both in the main news edition of Klan Kosova.

Finally, it can be concluded that social media is a source of news. However, social media should not be the first and ready-to-serve news source. A post in the social media is a news source that should: be selected very carefully, by convincing the public for the reasonableness of selection and use; be verified; should be investigated further by asking for additional information from the author; should be challenged by third party person facts…

For a very important reason: 92% of the Kosovo citizens have internet access – consequently they have also social media accounts and can see the post even prior to the main news edition. Therefore, the professional question should be: Can a news editor use a post which is already seen by the majority of the public? Professionally? Rarely! It seems more like the ease of doing journalism, a use case where the lost battle of journalism against the public is believable and easily understandable.

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Photography as a communication channel of media with the public

Anisa Rada

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n.,
Pristina, Kosovo

Abstract. This scientific paper deals with the types of communicating of media with their audiences through photography. As an expressive form of communication, photography reaches to attract attention and influences to create opinion on the events reported by the media. It is not just a companion of text, but one of the main components of the message structure that conveys the media content to the citizens. In this context the focus will be specifically on the theoretical aspect, from the clarification of the notion of photography in the media and its history, as well as the analysis of concrete cases of impact of photographs from important events in different political and cultural realities. The influence and role of photography becomes more and more important, especially in the period when audiences require information through shorter texts. The photography in such cases brings vivid images of occurrences and phenomena, which often show reality without even saying a single word.

Keywords: photography, communication, public, impact, media

Introduction

Photography is one of the key proofs of the originality, accuracy, authenticity of media reporting. Numerous scholars have proved that photography is a source, information, interpretation, and even the truth. As a product of the print media, it is an element that should be valued and considered as an integral part of the information, as it is one of the most compelling ways to present reality of many events. The primary role of photography is to make sense of and supplement with additional arguments the information transmitted by the media, whether written or digital.

Texts, information or reports wouldn't be complete without photography, as theater playwright and critic, Alexander Pisarev estimates that journalistic photography is a particular area of journalism. Pisarev points out that in addition to transmitting information, photography must exhibit a complete picture of reality. The problem with journalistic photography is that its role is increasingly to fill the space, the gap in the text or between two texts. With this in mind, it is worthwhile considering the operation of photography agencies, which bring together reporters from all over the world, to cover many events, including political, family, drug, crime, religion, and many other phenomena present in the society. These agencies take a different view of photography.

In their photography there are also artistic elements, not only journalistic ones, and as such, they represent a model to be followed in the media practice of other countries, including Kosovo. Given the fact that photography in Kosovo's media practice is generally seen as an illustrative part of the text, this paper helps to broaden knowledge about its importance. The paper may be particularly useful for students in the field of journalism, media and

communication, to raise the level of recognition for one of the most expressive tools in future professional careers.

Literature Reviews

In its history, the word "photography" is related to the name of Sir John Herschel, a renowned astronomer. The word photography is derived from the Greek: picture (light) and graph (diagram), the representation means "lines" or "to draw", which together mean "drawing in the first permanent color photography". (Khr.http: //www.pressreader.com/albania/gazetashqiptare/20130331/282149288771305). The photography was invented in 1813, by Frenchman Joseph Nicéphore Niépce. He, for the first time and with the help of camera obsurca (a camera previously known, whose name derives from a Latin phrase, meaning dark room, as an aid to the design of light), made possible the design of landscapes. Niépce used a dark portable chamber to expose a bitumen-coated tin plate and the exposure lasted a long time (usually eight hours, but likely lasted several days). He kept these projected photos on papers, containing chlorine and silver. But they were not light resistant and therefore broke down quickly after a short time. Daguerre also painted illusory paintings with the help of camera obscura and his involvement with optical illusions led him to photographic experiments. To create the image on the tile, the early Daguerreo types had to be exposed to light up to 15 minutes.

In 1829, he entered into partnership with Joseph Nicéphore Niépce (1765-1833), credited with making the first permanent photography, or "heliograph" of the roof from his window, around 1826 or 1827. On 9 January 1839, the French Academy of Sciences was introduced to the daguerreotype process. A few months later, on 19 August 1839, the French government, at a public ceremony, announced the invention of photography as a gift that could be freely used by the world. (c. http://www.oranews.tv/article/fotot-qe-treguan-histori) Although late, photography and its use also touched on the reality of the Albanian lands, nearly 30 years later.

In the history of Albanian photography, it is worth mentioning the Marubi Photogallery, which includes more than 150 years old photography preserved in Shkodra. The Italian Pietro Marubi founded in Shkodra one of the first photo studios in the Balkans named after "Photo Studio Marubbi, casa fondata nel 1856". The Director of National Photo, Marubi Lucien Bedeni says that there is a lot to tell in a long story: "In a 158-year-old story there is normally much to tell, starting since the second half of the 19th century until the end of the 20th century. Of course, the Photo Archive is very rich, so we are talking about an archive of about 500,000 photography all of the negative, in glass and in film rolls of various sizes. After 1970, the archive was enriched with other photographs, where in addition to Marubi dynasty photographers, other photographers such as Jakova, Bici, Voci and Kodheli, etc., created a variety of archive photographs, making this institution to have important values ". (https://archive.koha.net/?id=4&l=41905).

The first journalistic photography began with Roger Fenton in 1855. In 1856 English photographer, Roger Fenton and his assistant, Szathmary-Popp, set out to photograph the Crimean War, caused by Russian, Turkish, English and French soldiers. Fenton's images were published in Illustrated London News Magazine. Thus, became the first step of the newspaper and magazine with photographs. (Sezgin, 2002: 3). The first newspaper in Kosovo was Rilindja, which was originally published in Prizren in 1945. At that time, photography fulfilled the need of the newspaper with a photograph, but it was not used as the main source of information. In the empirical research for this paper, the treatment of this phenomenon was done by taking concrete examples from the 1950s, 1960s and 1970s, from the most important newspaper that Kosovo had - Rilindja. Due to the monist system, where there was only one

party, the Communist Party of Yugoslavia, most of the news in the newspaper, especially in the early decades, reflected the activities of political structures.

The main figure that dominated the newspapers back then was the then President of the Socialist Federal Republic of Yugoslavia, Josip Broz Tito. In the newspaper Rilindja, during the 1950s, 1960s, until the early 1970s, the textual part was dominant, and the picture was very symbolic. Content was usually dominated by scenic art - dramas, pictures from the cultural dance and music scene, as well as sports, sports team photos and sports match moments. The photography in this newspaper received a major boost in the early 1970s due to the development of technology and further affirmation of Kosovar journalists. In these years, the Renaissance has begun to take on another format because news from around the world has been added to the newspaper. Being this way, also the dynamic of using photography had also increased significantly.

Purposes of Research

The main purpose of this paper is to elaborate on the role, functions, space, and importance given to photography mainly in print media, while nowadays these print media have generally gone online and also the second purpose will be get known the power and influence of photography in public opinion. While having in mind the fact that photography in Kosovo's media practice is generally seen as an illustrative part of the text, the paper helps to broaden knowledge about its importance.

Research Methodology

The following methods are used to accomplish this work: Descriptive methods, through which the theoretical breakdown of this topic is done and also the literature review, which is mainly literature from international authors. For this paper were interviewed competent people involved in the production of photographs for various media or agencies. Interviews were conducted with photographers and journalists from Kosovo, but who worked or are still working in different categories of media. Survey method, which is used in all component parts of the paper. The method of comparison, which compares the form of use, space and importance of photography by different media, both domestic and international.

The use of photography in international media

During the act of photographing, the photographer is shown hundreds of options to capture the moment, but he captures the moment from his point of view, which is then served to the public. Writer and photographer, Henry Caroll praised the right forms for capturing a good photo. "If you want to shoot a good photo, you first have to be attentive, focus on the subject and you need to have a clear picture of what you want to shoot, which gives you better results." (Caroll, 2015: 117) The responsibility for what is published is great. It is usually said that photography is the supporting element of writing, which is served to the public, but lately the role of photography has become so great, that it is being used as the main material and writing is becoming the material that supports photography.

Figure 1. Life /Alfred Eisenstaedt, Times Square in New York, August 14, 1945

Alfred Eisenstaedt, one of the first four photographers hired by LIFE magazine, has accomplished his mission as a photographer by finding the moment to reflect on the event from a different perspective. On August 14, 1945, right on the day when World War II ended, Eisenstaedt was in New York City, looking for images that reflected the greatness of the day. Eisenstaed's photography has become the icon of the end of the war after breaking a taboo, and has become one of the most popular photographs, which is being reproduced in the 21st century and reinforcing the basis of our collective memory of this transformative moment in history world.

"When I'm in heaven, people will remember me through this picture", were the words of renowned photographer Alfred Eisenstaedt.

Figure 2. Lewis Hine, Karolina e Veriut,1908   Figure 3. Lewis Hine, Karolina e Veriut,1908

Working as an investigative photographer for the National Committee on Child Labor, Lewis Hine believed that images of child labor would force citizens to demand change. He has made his way from Massachusetts to South Carolina, appearing as a Bible salesman to show the audience the plight of nearly two million children. With a notebook in which he recorded numerous information and with a camera, Hina managed to photograph children working in the meat packing plant, coal mines, and in canning factories. In November,1908, he went to Sadie Pfeifer, where he embodied the world with the images he displayed. A 1.21 m-long girl, who was just one of many young children working hard, was carrying a giant cotton machine. Since Hine often had to lie to get the pictures taken, he made sure the data was 100 percent original and not manipulated. Photographs of children around the age of 8 were published to show the

general public the horrors of the hard work they have faced. These photographs influenced the promulgation of legislation that halved the number of children who did hard work during the period 1910 - 1920.
(http://100photos.time.com/photos/lewis-hine-cotton-mill-worker).

Figure 4. Nick Ut, Vietnam, 1972

The image of a 9-year-old girl, 43 years ago, running burned and naked through the streets, had touched all the people around the world. Many have said it was this moment that marked the end of the Vietnam War, CNN reports.

"I will always remember that terrible day when we were running from life to death," said Kim Phuc, the girl from the iconic photo. Now 43 years later, Kim Phuc is 52 years old and lives outside of Toronto. She is a woman, a mother and a survivor who dominated the front pages of newspapers in 1972. She also said she was initially ashamed of the photo. But later, she realized the photo depicts what she calls "the road to peace." Now, Phuc, besides being a mother and a wife, is also a goodwill ambassador for the United States of America. In 1972, Phuc lived in the village of Trang Bang, north of Saigon. She and her family were sheltered in a temple when they heard the planes. Out of fear they had run out to escape. She said she remembers the heat in her body and the pain she felt because the bombs had a liquid, combustible substance that clings to human skin. To reduce the pain of the burns, Phuc had removed her clothes and ran. It was at this moment when a photojournalist snapped a picture of his life. Photojournalist Nick Ut was only 21 at the time. "I looked through the smoke and saw a naked girl ... running," Nick told CNN. He further stated that he could not believe that it was burned so badly and after taking pictures he lowered the camera and tried to help. (see: http://www.ekonomisti.info/broadcasting-i-vietnameses-from-fights-ne-falje/). Photography quickly became a cultural rhythm for the atrocities of the Vietnam War. When President Richard Nixon asked if the picture was fake, Ut commented: "The horror of the Vietnam War registered by me was not necessary to get manipulated." In 1973 the Pulitzer Committee agreed and awarded him its prize. That same year, America's involvement in that war ended. (see: http://100photos.time.com/photos/nick-ut-terror-war)

Figure **5.** Kevin Carter, Sudani Jugor, 1993

Photographer Kevin Carter had captured one of the most historic photographs by capturing the image of a little girl who was very hungry. She is pictured in this photo crawling to get to the food and not far from there is a predatory bird waiting to devour the girl. Kevin Carter shot this picture in South Sudan in 1993, while trying to portray the hunger of the people there in order to bolster international efforts to stop it. (khr.https: //www.kultplus.com/arti-pamor/historia-e-purple-e-photo-winning-te-pulitzer-qe-nxiti-photo-ta-vriste-veten-foto/)

This photography was first published in the New York Times on March 26, 1993. Practically hundreds of people contacted the newspaper after the photo was published to inquire if the child had survived. The editor pointed out that the girl had enough strength to leave the bird, but her ultimate fate was unknown. Because of this, Carter was bombarded with questions about why he didn't help the girl. This photo was followed by a lot of reactions involving hatred and anger towards the photographer, who also won the Pulitzer Prize. However, Carter was working at a time when photojournalists were told not to touch hunger victims for fear of spreading any disease that the locals possessed. Carter stressed that there were hundreds of people who were starving to death. This girl was not unique.

Despite this, Carter often regretted that he had done nothing to help the girl, though there was not much he could have done. Not long after receiving the award, he committed suicide, leaving behind a note in which he wrote that he had been living in depression for a long time and that he felt tired of the trauma he had experienced from the photographer's career, who had captured the most terrifying sights and situations. (khr. https://rarehistoricalphotos.com/vulture-little-girl/). The protagonists of this event, both photographer Kevin Carter and the little girl, have played a very important role in internationalizing similar situations elsewhere. The little girl and the photographer have saved thousands of lives, as international humanitarian organizations are mobilized through other crises as they become aware of the situation in this country. Sometimes one life is sacrificed to save thousands of lives.

Photography as a reflection of Kosovo war

The media and broadcast images have tremendous power and have proved this at the most important times, but their impact is best seen when they are weighted as factors in fundamental social changes. Such was the reporting made on the 1998-1999, during war in Kosovo. It was a situation that was undoubtedly in the focus of not only the local, but also the international media.

Figure **6.** Carol Guzy, Kosova, 1999

This famous photograph of Carol Guzy, titled "War and Innocence", shows refugees fleeing Kosovo in the war in 1999. Photography from Kosovo has also won the Pulitzer Prize, while in the focus of photography is Agim Shala, who, with the help of the family, crosses the barbed wire to Kukes. His family reunited after the war ended. It is one of the pictures that speaks more than words. The photo was used at auction on November 14, organized by the International Center for Journalists in Washington, United States. (khr.https: //insajderi.com/photo-by-lufta-ne-kosove-ne-mesin-e-atyre-qe-shenuan-historine-ne-shba/)

In the early morning hours of January 15, 1999, the village of Racak woke up surrounded by special police formations, Serbian militias and paramilitaries. Serbian forces had entered the village and begun the raid house-to-house. Residents of this village were physically abused and executed with automatic rifles in the yards of several houses. In the alley of the "Bebushi Pit", as they were walking in a convoy, Serbian military executed 24 men. On January 15, 1999, 45 unarmed Albanians were killed and massacred in Racak, including one woman. (Group of authors, 2018: 46)

Figure 7. Associated Press, Bebushi Pit, 1999

Figure 8. Kosova Press, Kosova, Racak, 1999

Figure 9. Hazir Reka, Racak, 1999

Shortly after the publication of photos and reports by local and international media, leaders, diplomats and politicians came to a close look at the crime scene and were convinced that the only way to save the Kosovar people is through NATO intervention in Kosovo. This is one of the situations that proves that the effect of reporting has become the voice of all Kosovars facing the war.

Conclusion

This paper has proven that photography has had and continues to have a major impact on the communication that media builds with the wider audience and has increased the level of credibility among the audience. As the audience is no longer paying as much attention to the content as before, the photographs are being used as a form of attracting the attention of readers and viewers. Through the examples from the practice of international media, bibliographic basis and authentic narratives brought through interviews conducted for this paper, the hypothesis of this paper has been confirmed.

Hypothesis: The media uses photography as an expressive, illustrative tool, as an important element in the message conveying process, and as a special language to communicate with audiences. Historically, its role and impact on media communication with audiences has grown, turning from an accompanying and illustrative element to the text, in content that manages to convey instant messages with the power of "a thousand words".

The impact of photography is increasing, especially in cases of crisis-related reporting, not only locally, but also in wartime international crises. Thus, the use of photography in reporting from wars and crises has been an important part of, or has given way to, media influence on political decision-making. Of course, not only the common people, but also the most senior political leaders, have been affected by the images reflected through the photographs. Most of the pictures are used to touch on the conscience of each person because words can never represent the whole reality of events at the level the pictures represent. This is also the reason why the most frequent interventions in the war zones occurred after the circulation and distribution of photographs reflecting the grave situation experienced by the people of those countries. In a large number of articles, many of them even false, the audience needs to be convinced of the truthfulness and real-life presentation of the story, so, above all else, photography provides the audience with a proof of reality and a test of truth.

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PSYCHOLOGICAL IMPACT ON THE RESIDENTS OF BORDER AREAS IN THE YEARS OF SYSTEM CHANGE (1990 - 1994)

Nexhat Çoçaj

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n.,
Pristina, Kosovo

Introduction

The change of system in Albania did not go unnoticed by Yugoslavia, in particular it was followed with interest by the army and border police. By December 1990, hundreds of military forces had been stationed in military barracks across the border, which for a number of years had not appeared so long. These military forces, stationed in the border areas, aimed to observe the events taking place in Albania. But the residents of the border areas did not know the reason for these military movements. One thing they knew was that any movement of the army would bring bad events to the inhabitants of the border areas. This was also the case in the past decades, in 148, 1956, 1974, 1981, when residents moved out of the border areas and emptied many villages along the border. The arrival of new military forces in the border areas was not well seen by residents of Kosovo's villages. They began to fear more than ever, fearing that these movements would harm those residents who had failed to move out of their homes after so many years. "When we saw these movements, namely the introduction of taxes on the land, the large number of soldiers, we thought that there would be no new nationalist action and we were anxiously awaiting every night what would happen to us. The rhythm of our lives changed and the fear began to take the place of a normal life," said Osman Kerhanaj, a resident of Guruzhupi. As Avdi Tanaj, describing this anxiety added: "The Yugoslav military forces started to behave in the village as if they were on their father's land. The border was monitored at any hour of the day. It was raining night and day, and no one could move. But we did not know why this was happening. But it wasn't too late, we saw young Albanians coming from Albania to Kosovo stopped by the soldiers and then escorted and instructed to go through our streets. "23

December 1990 and February 20, 1991 marked the end of the communist regime in Albania. The protest of December students, and on the other hand the fall of Enver Hoxha's bust in the middle of Tirana. Despite the fact that student protests began in December, February 20, 1991 is considered the day of the fall of the last communist regime in Europe.24

Regardless of what actually happened in Albania, Yugoslavia in 1991 was very focused on the border with Albania, to work with the inhabitants of Albania in order to use them for their own needs, namely in the service of deepening hatred between the Albanians of Albania and Kosovo and Macedonia and Montenegro, not to be welcomed, but divided and hated. But how did the Yugoslav Army sow this hatred? Seeing the number of young Albanians who failed to leave Albania by sea, they began to move beyond the borders of Albania on behalf of their relatives, or family members, who had been unjustly separated half a century ago, in the hope that they

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23 E dhënë gojore e Avi Tanës, lindur më 1939 në Guruzhup
24 www.visit-tirana.com › lajme › vieë › 27_vite_nga_rën...

will be able to receive financial support as well, as the possibilities had been created in advance for young people to leave Albania. The tough economic situation of the inhabitants of the border areas did not create the luxury for young people to cross the coast from where they could flee from Albania. So, crossing the border, for them, was the last hope that they would one day be rich. In this way, they took the courage to come to Kosovo as an opportunity to achieve their dreams.

Although this phenomenon has not been reflected or presented by any study, I must first focus on the way Albanians in Albania lived in the border areas and their links with the Yugoslav army. In the spring of 1991, the first but still very rare movements of Albanians in Kosovo began, coming to their relatives. Initially, the arrivals were sporadic, which in fact were mainly family movements. But these arrivals were not regular arrivals, or as the procedure required, to cross the border with passports or so-called tourist visas but were clandestine arrivals.

From 1991-1994 there were two types of clandestine movements in the border belt:

a. the passage of the inhabitants of Albania near the border zone in Kosovo in the name of re-acquaintance with the blood people; and

b. using the "opening" of the border to exit Kosovo to the west and opening shops and businesses in Albania.

In this paper, we will only talk about the movement of border belt residents towards Kosovo, as these movements have changed their destination and served the national cause, namely in the service of the liberation of Kosovo.

Pilgrimage to Pashtrik - initiative to reunite separated families

In fact, the clandestine movements on the Albania - Kosovo border in 1991 were very sporadic and all aimed at the reunification of the divided families. These movements were made in secret but were well organized and in some way created a unity of family solidarity. Most of the first movements in the border villages were nephews, namely sons of the women who were married across the border, and since they were born, they had not had the opportunity to meet their mothers' brothers. This spirit of movement in the border belt, was warm spirit and well received warm. However, these movements until August 1991 were scarce, or rather rare. It can be said that until then there had been only one visit to each village, and that falls to about 15 visits across the entire border band, in Has territory.

From August 2, 1991, when the Pilgrimage to the Peak of Pashtrik began to take place, it had been a tradition to organize it until 1948, where the families of the villages of Has met in this holy place, exchanged their family ties, but even more so.

The Pilgrimage to Pashtrik Peak, which is in fact an ancient organization, at least according to ethnographic memory, from the late Middle Ages and lasted 21 days. In these days the families of not only the villages of Has, climbed high in the mountains and spent several nights in the natural beauty. Slaughtered cattle, enjoyed lavish lunches and dinners, and performed religious ceremonies at the Sari Saltek Tomb, considered among the first missionaries of the Islamic faith in Albanian lands, at least since the fourteenth century. But according to archaeological evidence,

the pilgrimage to Pashtrik is thought to have been organized even in the time of the Illyrians, as there are many forms of stone shrines in the area, which speak of the antiquity of this pilgrimage.

August 2, 1991, brought about a major change in the lives of frontier residents, as families separated for the first time in half a century. The venue was at the highest point of Pashtrik, at a place called Pashtrik's Tomb, which was actually divided in half and divided into two states, thus having the right to be visited by residents of both countries, but in fact it did not exist during the communist regime. Even in August 1991, such action would not have been allowed, had it not been for the aggravation of the political situation in Croatia, namely the beginning of the conflict between Serbia and Croatia, which was followed by the Serbian war. Croatians, on one hand and the fall of the communist regime in Albania.

During the 21 days of the Pashtrik pilgrimage, hundreds of families met in the Pashtrik mountains. It was the first time that family members were meeting, rejuvenating, and having lunch together. These recognitions then dictated the course of events. Although remotely followed by the Yugoslav military forces, it was not the case that even a Yugoslav soldier went up to the peak of Pashtrik during these days. This action of the Yugoslav Army was seen by the residents astonishing and awe. Residents of the border areas feared the soldiers would take action after returning to their homes. But over time it turned out that the army had a different attitude and purpose. There were cases when some of the members of the newly identified families came to the villages of Kosovo, or even from Pashtriks, to the villages of Has, Albania. Those days were more than days of joy. Everywhere in the villages of Has there was talk of the reunification of unjustly separated families. Dinners were organized everywhere and other relatives were invited to reunite with their relatives. Now it had become "fashionable" for families coming from Albania to organize dinners, to welcome their families, daughters, grandchildren, uncles etc.

Dan Rexhep Krasniqi from Damjan, reports that immediately after meeting in Pashtrik with his sister, nephews and son-in-law, it was agreed that a week later his sister Hanife would come to Damjan and meet her mother, having separated with the girl when Hanife was 6 years old. "Since Mother had not been able to come with us to the peak of Pashtrik, the day the sister came to Damjan was special. It was the first day of September and the streets of the village were buzzing with the noise of children going to school when Sister Hanife approached our house. She had come with her son up the mountain and straight to the old house where she was born and had lived 6 years. After greeting her, she asked her who is the mother of Hanife, who remained in Albania as a child. As soon as the mother learns that Hanife was her daughter she faints and after waking up, she had been crying all night, not removing her daughter from her lap."25

As Hanife Krasniqi describes it this moment: "After 43 years meeting my mother and not knowing who she is, is not normal, but it happened to me. I was thinking of meeting my mother as I had left her young, beautiful, smiling, and I had not thought I would find her old and hurt in soul. I came from that place constantly and I am happy to be with her in the last days of her life. As she held my hand and I held her hand away from this world, but with a calm heart, we were reunited after 43 years." 26

Mehmet Tana, from Guruzhupi, in a lengthy conversation on the subject stated: "Those days it was widely rumored that this summer we will have prosperity, as we will meet people of blood. My three sisters were married in Albania and I had only seen them from a distance, but I had not yet had the opportunity to meet them. I learned in the spring that on August 5, 1991, all the sisters would become together from Domaj, from the Pusi Thate, and ascend to Pashtrik. They will be taken away by other family members as well, and to me the message was clear. I did so

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25 E dhënë gojore më 23 shtator 2019 e Dan Krasniqit, lindur më 1945 në Damjan.

26 26 E dhënë gojore, më 2017 e Hanife Krasniqi, lindur në Damjan më 1943 si dhe uintervista e botuar në "Etja" Nr. 8, tetor 1994, f11.

too, invited the other sister that was married in Kushnin, across the border, and together with my family left for Pashtrik Mountain."27 Mehmet relates the emotions he felt where he hugged the sisters, whom he had never met before. More than words about that meeting spoke our tears, which did not stop. Those tears that came out of our eyes were tears of joy, but that spoke louder than any word we could get. We couldn't believe we were together. We each remembered the separation, but also enjoyed this union.

Many of the other residents, who I had the opportunity to meet some of them in those days, talk about meeting family people in Pashtrik Mountains in August 1991, but lacking my camera because I feared that the police and the army would prevented us from taking pictures on that pilgrimage, I wasn't able to take any picture of these moments.

Hasan Maloku, from Planeja, recalls that meeting with these words: "It was unprecedented. That meeting opened our eyes, opened our hearts and opened the doors of reunion. From that day on we were not separated from each other. I am fortunate to have met my uncles. Even though I did not have my mother alive, my uncles accepted me as a nephew who had not seen me for more than forty years, and I accepted them as people of my blood, from whom I was no longer separated. "28

As we noted after the end of the Pashtrik Pilgrimage Days, the movements of Has village residents from Albania to Kosovo began to increase. But in spite of the joys of these visits, resentments about the behavior of newcomers began to appear. However, unable to make honest communication, discontent remained overshadowed and never wavered. The astonishing behaviors remained as black shadows, which were followed by many parties and many warm welcome, which every day bothered the inhabitants of Has villages in Kosovo.

This way of organizing these parties did not go unnoticed by the Yugoslav army. At first they did not react, but after a few days they began to stop all the inhabitants of the villages of Albania, who came for family visits in a clandestine manner and kept them in informative talks. For the inhabitants of the villages of Albania, and especially for the youth in particular, this way of questioning was not something unaffordable. They were able to keep the demands of the

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27 E dhënë gojore e Mehmet Sokol Tanës nga Guruzhupi, lindur më 1939.
28 E dhënë gojore e Hasan Malukut, lindur më 1937 në Planejë.

Serb soldiers secret and secret. They also did not tell the family where they were coming from as a guest, only to make their visits, namely the crossing. But, on the other hand, they were obliged to prove that they were applying the requirements of the soldiers, regarding their behavior and actions, to the families they were visiting.

After the days of the pilgrimage ended, the movements of the inhabitants of the border areas began to increase. But now, as the people who started the movement recall, the attitude of the border army has changed. Every Albanian young man who was on his way to cross the border, namely to come to relatives in Kosovo, was given some instructions that he was obliged to follow if he wished to avoid problems with the army, namely arrested. The demands, as we shall see below, were not burdensome, but not unhealthy in national terms, because they would tell the divide and start convincing the people of Kosovo that the Albanians of Albania do not love the Kosovo Albanians. They will not be in the service of national liberation and they are people who only know how to steal and kill. So, the Yugoslav Army was trying to convince the people that the Albanians of Albania were born criminals, for little money to kill, steal, inhuman and everything else.

The obligation to report to the army of every visitor - disruptive intentions of the inhabitants

The young Albanians from the villages of Has beyond Pashtrik encouraged by their desire to visit their relatives on the one hand and on the other hand in the hope that by meeting with the people of their tribe they would gain some alms and will have the opportunity to leave Albania, accept to become Yugoslav Army tools and act on their order. For a long time, these actions were not understood, but during numerous conversations with some of these youths, the actions and goals of the Yugoslav Army began to emerge.

Imer Koleci, nephew in Gjonaj, during numerous conversations in 2004 had confessed to me how he had fallen prey to Serbian propaganda so that after going to his uncle's family, he would not return home without any theft. "At first I found it difficult because my uncle was actually giving me money so that I could regulate my well-being as my mother was alive. But for fear that the military would take my money, I was forced to act as they instructed me. To steal, to report to people who participated in the games they organized for me, etc."29

I personally did not have the opportunity to meet my uncle at the peak of Pashtrik, but I could not wait to see my mother's relatives. I wanted to convey the message of the mother, who had died, mentioning her brothers, from whom she had been unfairly separated. As soon as I realized that they were starting to move and that the army was not driving them or mistreating them, I decided to cross the Red Cross near Guruzhupi, where it was even easier to cross the border, begins Demush Ramadani's confession from Vlahna. "As soon as the army saw me they stopped me. I was approached by cigarettes, which I did not object to. I was invited inside the barracks and was forced to go with them. At the moment I thought they were going to kill me, but from their behavior I realized that they had no purpose and I began to take a stand. After about half an hour we talked to one of the officers, 'You're going to tell us where you're going and you're going to tell us who was present. But to make room for other times, when you go out you will steal whatever you find and wait for breakfast, but go away at night and report back here.

- It's too far to come here at night, because I don't know the way?

- You don't need to come, we will be near the house where you will be and we will drive you here.

And so it happened, as soon as they went to bed, when everyone was asleep, I had to wake up and take away with me whatever I found in the hallways, shoes, clothes that had been taken out to dry and a stove for coffee.

The army allowed me to go back to the village while they gave me things, but I just left the army and threw them into a brook because I had not done the robbery voluntarily and I didn't have it in nature, but I was obliged and I had to do it "- concludes the story Demushi.30

Like the Demushi, same thing happened to dozens of other young people from the villages of Has, Albania. Petrit Sallahi from Kruma, after nearly thirty years, has been calling me from Greece these days and recalled during the conversation his first appearance in Gjonaj in the Lushaj family. "At first I was scared, when the army caught me, but after they gave me some advice, that when I left Alush Lushaj's house, I would steal a calf, a cow or something like that, as though I was liberated, even though they forced me to I acted differently than I thought. At times I thought of telling the people I went to that I was forced to steal, to tarnish the good image of our people. But, whenever I wanted to tell them I was ashamed and failed to tell them. But after two days of staying, after being followed, I returned at night as a thief and took a cow

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29 E dhënë gojore më 2004e Pëllumb Thaçit nga Hasi.

30 E dhënë gojore, më 2002 e Demush Ramadanit nga Vlahna.

from the beech and reported to the Guruzhup border post. The military didn't ask me anything and allowed me to cross the border. That way I did it three more times, but I had never done it with my heart, but because I was forced."31

I received similar stories from Pellumb Thaçi, Nuhi Papdeja, Avni Koleci, Meritan Cahani and many others who, according to their confessions, were later allowed by the military to bring things to sell, only to do any wrongdoing to make the residents have a bad impression of their behavior.

Conclusion

Thus, we can say that the transition of the communist system to democracy was not merely a transfer of systems, but a transition accompanied by consequences, which took years to "repair", that is, until the beginning of the 1998 - 1999 war, when the events of the transition of communism to democracy remained only memories of the past. And, in fact, all the intrigues drawn up by the Serbian army and police turned out to be unsuccessful, because inertia, or better to say the power of fraternal blood, endured all negative actions.

As we saw in all the Yugoslav army's plans to bridge the divide between the inhabitants of the border villages with Albania and Kosovo, they turned out to be wrong, because within a short time it was understood that all thefts, reports to the police, were being carried out, forced by family members who came to visit. But, on the other hand, the reunification proved to be an indispensable step in strengthening family ties and greatly influenced the strengthening and development of the KLA war.

From 1997/98 onwards, these persons who had passed through the hands of the Serbian military and police services, allegedly to enforce their orders, were the first to line up in the incomplete support of KLA fighters, by being with them not only as border leaders, illegally crossing the border, bringing weapons into Kosovo, but also members of the KLA, not being separated from the soldiers for a moment.

Their engagement was largely influenced by the frequent crossing of Pashtrik trails, the recognition of Yugoslav soldiers' crossings, the most dangerous crossing points and locations, and their familiarity with the Yugoslav army's strategy of controlling of the border.

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[31] E dhënë gojore në teteor 2019 e Petrit Sallahu, që jeton në Greqi.

Radio in Kosovo: Missed Communication during its Transformation into a Multi-platform Media

Gjylie Rexha, Anisa Rada

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n.,
Pristina, Kosovo

Abstract. Radio continues to be empowered by its characteristic values as dynamic media and easily adapted to new technologies of 21 century. But, in Kosovo, radio is losing its audiencies and impact it had in previous decades. Through the questionnaire based research, we examine the reasons why audiences are losing their interest for radio and offer the alternative solutions for reinstatement of radio power in the era of multi-platform media. This paper argues that radio in Kosovo is losing its audiences because it is not producing qualitative content and is not and is not transforming itself in multi-platform media which uses web to reach fragmented audiences.

Keywords: multi-platform radio, Kosovo, radio content, podcast, web audiences

Introduction

Radio remains an important element of the media ecology in the first decades of the 21st century combining key traditional characteristics and additional capacities enabled by the new technology and Internet platforms. The Age of Internet represents both for the radio and the other mass media of the previous century, "a profound shift-and a return" (Standage, 2013), which intertwines the values of good journalism and personalized communication with the opportunities generated by the process of transformation of media companies during the period known as the "network society" (Couldry, 2012). As scholars argue, "radio reappears as a vibrant, complex field of mediation whose durability and social power are inextricable from its technological plasticity, sensorial particularity, and always emergent" (Bessire, Fisher 2013). New technologies and opportunities created by the Internet aid the radio to a smooth next transformation: its development into a multi-platform media, adding to its communication channels with the audiences. Radio stations continue to "segment the audience" (Griffin, Ledbetter, Sparks, Budini, Gjergji, 2015), as they used to in the previous century thus remaining a medium that targets the individual to whom it offers content bearing the features of information that is special, relaxing or associative at times, while at other times it appears to be a medium that engenders content through the active participation of citizens.

The Internet has offered the radio an opportunity to fulfil the key expectation of the mobile audiences, even more dynamic through the web, nonetheless without harming the consolidated trust of the "classic" audiences from the age of frequencies. *Podcasts*have transformed the radio from a medium with content that is received in one hearing session into a medium with content that is available to the people whenever they seek it. At the same time, special studies argue that "newer technologies have had only a modest impact on the way people interact

with talk radio" (Berry, Sobieraj, 2011). Thus, the radio still keeps its featured acquired in the 1930s as a „hard"

news channel (Allan, 2010), whereas the new channels add to its capacity to broadcast content.

In Kosovo, where for 6 decades the radio was the most important medium bearing the power a cultural institution, its role is waning. In the era of frequencies, the radio was the medium that wormed into the broad masses of the population through its content and based on the growth of transmitters. In 1940 – 1990 "Radio Prishtina" developed as a powerful institution, marking the era of the birth and growth of Albanian language media in the province of Kosovo, then part of the Yugoslav Federation. Until 1963, the program of Radio Prishtina was broadcast by a 20 KW transmitted made by Thomson, France, while in 1981, Radio Prishtina assembled and activated the transmitting station in AM (medium waves) in the frequency of 1413KHz with 1000 KW power. The equipment was made by BBC (Brown Boweri Company) from Switzerland. This transmitter was one of the 13 most powerful transmitters in Europe. Until 1999 (the period of war in Kosovo) Radio Prishtina used the power of the transmitter and AM waves managing the transmitting network of six local radio stations in the main cities of Kosovo (Kadriu, A, 2019). The growth and development of this cultural and media organization was discontinued in the

beginning of the 90s when the regime of Slobodan Milošević disestablished the autonomy of Kosovo. In the first post-war years (1999), radio went through its rebirth albeit within a media system that was different from that of one decade ago. Old and new stations populated the media landscape with a new model: private and public media, compared to the state-owned media of the past, within a media environment and system that started using new technology and new audiences of a higher level. Five years after the war (2004), in Kosovo there were 89 radio stations (Berisha, 2004), making the radio the main medium based on numbers, compared to newspapers or TV stations. It represented an important medium providing information and competing with newspapers and TV stations thanks to the advantages by its frequencies.In the later years, radio faced with the need to develop Internet-based journalism and with the competition from the new media that were developing as online media only. In 2019 there were

86 radio stations (IMC, 2019) in Kosovo. Nevertheless, despite a large number in a market with fewer than 1.8 million inhabitants for the first time in the history of its development, the radio in Kosovo is becoming an unimportant medium. This research argues that audiences are leaving the radio and the interest in the radio is lower compared to the previous years.

Krahasuar me vitet e kaluara, interesimi juaj për radion:
291 responses

- Është shtuar
- Ka rënë
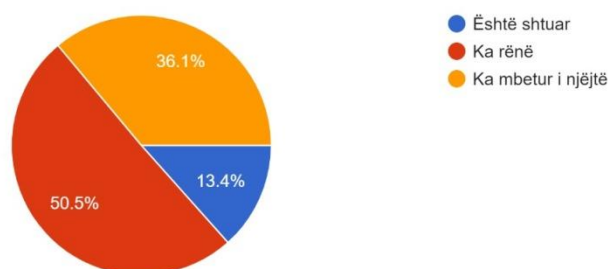- Ka mbetur i njëjtë

36.1%

13.4%

50.5%

Figure 1: Compared to the previous years the interest in the radio has:
fallen, increased, remained the same
(50.5 Percent of respondents say the interest has fallen, 36.1Percent of respondents say the interest has remained the same, and 13.4Percent of respondents say the interest has increased). From the research findings it results that the decrease of interest expands across several levels: from the assessment of the primary function of the radio as fast news medium to the perception about it as necessary even in the times of the web, notwithstanding the content that is not reaching to the audience, as is elaborated in the findings part of this paper.

Research question:

Does the incompatibility of content broadcast platforms and technologies affect the loss of interest in the radio on the part of Kosovo audiences?

Hypothesis: The radio in Kosovo is not producing interesting content for the audiences and is not following the process of the transformation of mass audiences into segmented audiences that consume content in parallel across frequencies and new Internet-based platforms.

Methodology

This paper requires answers to the reasons why the interest of the audiences in the radio in Kosovo has decreased. This is a questionnaire-based research, and the database is used for qualitative analysis. The questionnaire comprises of questions grouped in three categories: knowing the listeners/audiences of the radios that broadcast in frequencies known as the "classic" platform of conveying content, the communication of the radio with the audiences during the transformation process into a multi-platform media and the requirements of the audiences on Internet for radio programs.

In the content aspect, the questionnaire contains a list of combined questions. Depending on their content, the first category of questions are closed ones, the second comprises multiple choice questions, and in some of them the respondents are asked to justify the alternative they select. The respondents were given the opportunity to select individually the questions they respond to. This option enabled ensuring data on their level of knowledge on the respective questions, while during the data processing the absence of answers in certain cases has been interpreted as lack of knowledge on the object of the question.

The method used to determine the sample is the probability one, through which "there is better chance for the sample to be representative" (Balle, 2011). At the first stage of data collection, the questionnaire was distributed online using a chain-like method starting with closest contact and expanding through the sharing system to the contacts of the contacts, both individual and group ones, across social networks, primarily the Facebook. Due to our engagement as academic staff for the Faculty of Media and Communication we are able to ensure the first groups of respondents from among the circle of students and then expand the list of respondents to other groups through the social network. This method of dissemination has ensured age, professional and gender inclusion. In Kosovo, various age groups have access to the Internet (KSA, 2018) and this is a precondition to ensuring the representative sample. Since the research focuses on the radio that are part of the media system in Kosovo, in the geographic aspect the selecting criterion was that the respondents are consumers of the media within the territory of the Republic of Kosovo. Determination of such criteria and online data collection helped focus the analysis on the assessment of the audiences in engaging the radios in the

process of adapting content to the new broadcast platforms and technologies and reaching to the listeners even through such platforms. The research focused on dealing with this factor in the reporting of the radios with the audiences and does deal with other factors, e.g. economic, socio-cultural etc., that may influence the process of communication between the radio station and their audiences.

In the aspect of nationality, the research focuses only on the Albanian audiences as the majority population in Kosovo. According to the last census in 2011, citizens" whose mother tongue is Albania comprise of some 92 percent of the overall population of 1.739.825 inhabitants in Kosovo (KSA, 2011).

Findings

Radio as a name not as a frequency

Although for decades on end the radio used to be among the main media in Kosovo it did not succeed in transforming for the mass audiences into a wanted media based on the knowledge of its frequencies. Responding to questions to name a radio station at the national level and local level, the number of respondents begins a gradual fall compared to their overall number. In terms of their knowledge of radio stations with national and local frequencies, the number falls to 265 for radios with national frequencies and to 252 for radios with local frequencies compared to the overall number of respondents (303). The specific element in this case is that even those who respond make mistakes while categorizing the radio stations with national and local frequencies. Presenting the shape of the "inverted pyramid", the overall knowledge of the names of radio stations begins a decline in the responses on knowing their frequencies. The number of respondents answering that they know the frequencies to some radio station in Kosovo is halved compared to the overall number of respondents (52.6 percent of the respondents), however, such knowledge is further reduced when they are asked to state the frequencies. A total of 152 respondents answered to this question but about half of them have given inaccurate answers either when writing the name of the radio station, or when writing both elements and giving an answer according to which the written frequency does not correspond with the name of the radio station. Knowledge is limited even in cases of the main radios that have been around for a long time in the media market in Kosovo. The superficial knowledge of the frequency may be considered a technical element but it is the key element to identifying a radio station in the era of frequencies. Knowing it, and searching for a radio station through its frequency manifests the level of communication and the mass of its loyal listeners/audience that seeks for a special radio and not just a radio as a casual medium. Such lack of knowledge is an indicator that the listeners are uninformed about the radio and proves that the majority of the radio stations have failed to establish close relationships with the audiences based on the mutual recognition with their listeners. Failure to know the frequencies is a characteristic of audiences of all ages but it is more noticeable among the audience aged under 30. Thus, the radio in Kosovo has failed to traditionally attract the audiences based on the recognition of its basic "ID". This shortcoming was not noticed too much in the past as the number of radio stations was lower and the chance of coming across them by chance was bigger but in a market restricted in its past, finding the radio station was easier.

Radio-A Medium Absent in the Internet

Kosovo is a small media market but in the last decade it has become saturated with new media and its characteristic is the transition from the traditional mass media into the new Internet-

based platforms. The diffusion of internet has given rise to a new category of migrating audiences and new ways of consuming media. Most mass media have followed along with this trend by adapting their platforms of disseminating content and transforming into new media, whereas others were created as portals. In the meantime, the radio is still in its nascent stages regarding the process of adapting to the requests of the net-audiences. The level of knowledge of internet radio programs is superficial and the content offer does not meet the expectations or needs of the audiences.

A jeni në dijeni për radio që transmetojnë programe në ueb (online)?
291 responses
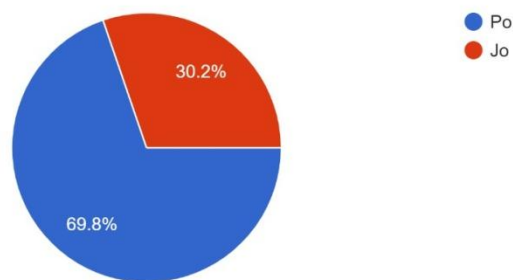
Figure 2: Are you aware of radio stations that broadcast programs on the web?

A e dini adresën e ndonjë radioje në faqet e tyre në internet?
287 responses
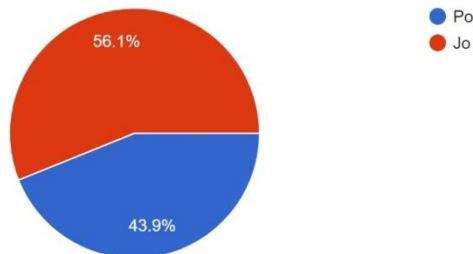
Figure 3: Do you know the address of some radios stations pages on the internet?

69.8 percent know there are radio stations broadcasting on the web but 43.9 percent say they know the address of radio stations broadcasting on the web. However, the accuracy of the responses within the percentage of those responding they know the addresses of internet radio station is mainly limited to knowing the name of the radio station. At the time when searching for a particular medium is only one Google search away, not knowing the full address as the "passport" of the radio station is not the key element to finding, keeping and reaching out increasingly mobile audiences. An encouraging element is the fact that this category ofaudiences, even when they do not know the exact address, is able to identify the radio station. The small number of radio stations that are known either as multiplatform media or only as web radios is discouraging. Of 86 radio stations in Kosovo, most respondents to these questions

highlight the two main radio stations (Radio Dukagjini and Radio Kosova), whereas the rest give scattered answers on some new radios and in which frequencies they broadcast at the local level. Failure to know and the lack of programmatic offer on the Internet is reflected in the concentration of the audiences on a small number of radio stations, which, although partially only, follow the trend of moving their audiences from the frequencies to the web. With the continuation of this trend, audiences segmented on the web shall focus on a limited number of radio stations thus creating a reality comparable to the one of the frequency period but caused by different factors. In the past, the concentration of mass audiences depended on the program and coverage by frequencies; in the age of Internet this orientation is directly linked with the process of transformation of the radio into a multiplatform medium. Using the opportunities provided by the internet to promote and broadcast programs as podcasts, or adapting them to text, photo and video formats would open new alternatives to develop the radio stations and construct new forms of communication with the audiences. More than half of the respondents (58.1 percent) say that in the social networks they use they do not find any information on the programs of the radios, but they see these networks as a way to attract them to follow the respective programs (66.8 percent).

A gjeni njoftime dhe paralajmërime për programet e radiove nëpër rrjetet sociale?
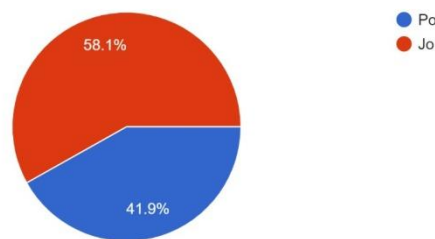
289 responses

Figure 4: Do you find information or notices about radio programs on social networks?

Nëse po, a u tërheqin ato për t'i ndjekur programet përkatëse?
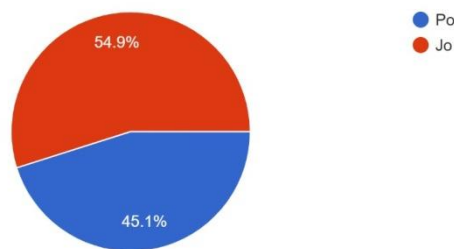
215 responses

Figure 5: If not, would you consider that an attractive way to follow the respective programs? Failure to adapt the promotion of programs over the social network reduces and restricts the necessary process of mutual communication between the radio station and the audiences

grouped in these networks. The uninformed audiences are lost audiences, which move towards other media where they find the content they are seeking.

Content in infobesity

Audiences seek content even in the period of "next journalism" (Kovach, Rosenstiel, 2010). To the questions concerning the program preferences, respondents say they look for quality content that becomes an influencing element on the formats where they would consume such content. The results of this research indicate that "the migration of audiences" towards new media is not the key factor in the decrease of interest on the radio in Kosovo. The key reason is related to the inability of most radio stations to adapt to the fast pace that the audiences have jumped from the traditional ways of consuming the media and the increased requirement for quality information at the time of "infobesity" (Scherer, 2011). In Kosovo, 30 percent still consider the radio as a medium through which they get information and appreciate its features as a quick and responding medium, while 42.9 percent listen to entertainment programs.

A paraqet radio media prej të cilës informoheni?
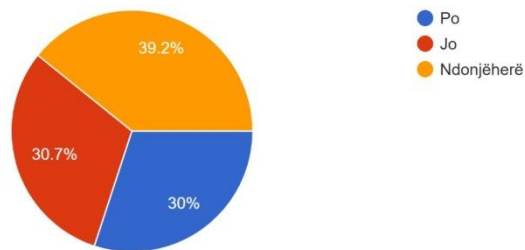283 responses

Figure 6: Is the radio a medium through which you get informed?

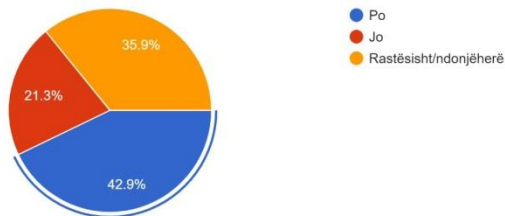### A dëgjoni ndonjë program argëtues të radios?
287 responses

Figure 7: Do you listen to any entertainment programs on the radio?

The main programs that the radio is identified with in Kosovo are the entertaining ones, especially the ones where the listener has an opportunity to communicate directly with the radio station. On the other hand, those who consider the radio as a medium from which they get informed, represent the category of the listeners who identify the radio as a medium that is traditionally known for its reaction and fast news. Therefore, the well-consolidated values that make the radio a medium that is discernible from the others in the past remain its key attributes even in the age of the Internet. The other important category of responses to these questions are the high percentages in the option "by chance/sometimes". They relate to the typical characteristics of the radio as a medium that broadcasted content which was easily absorbed anda medium that found and created communication with the inattentive listener. In the age of the Internet, this category may be found and attracted by the radio if they are offered the content they are seeking and in formats they use, because the radio possesses the key element which meets the need of citizens/audiences. The respondents do not fall into the "trap" to sway their attention from quality because of technological facilities. To the question whether they would listen to the radio programs if they found them recorded on the Internet, the majority (58.1 percent) condition the ease of the podcast with the content to be provided.

A do të dëgjonit programe radiofonike nëse do t'i gjenit të incizuara në internet?

289 responses
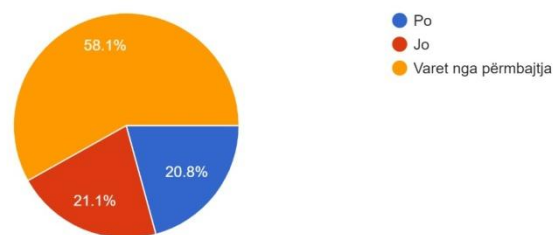

- Po
- Jo
- Varet nga përmbajtja

58.1%
20.8%
21.1%

Figure 8: Would you listen to radio programs if you found them recorded on the Internet?

The high percentage of respondents who selected the option "depends on the content" is an indicator that may serve the radio stations with their process of reconciling the basic requirement of the citizens: a quality media product. The audience succeeds in identifying the lack of quality content in an overpopulated market with various categories of media, and keep seeking quality from the media it recognizes for their values and professional principles. In their responses, the respondents determine clearly the fields and categories of the characteristic programs for the mass media, including the radio, through which good journalism is carried out and which makes a difference with its quality, even at the times of infobesity.

Çfarë përmbajtjeje do t'u bënte që të ndiqnit më shumë radio? (Rrumbullako deri në 3 opsione):
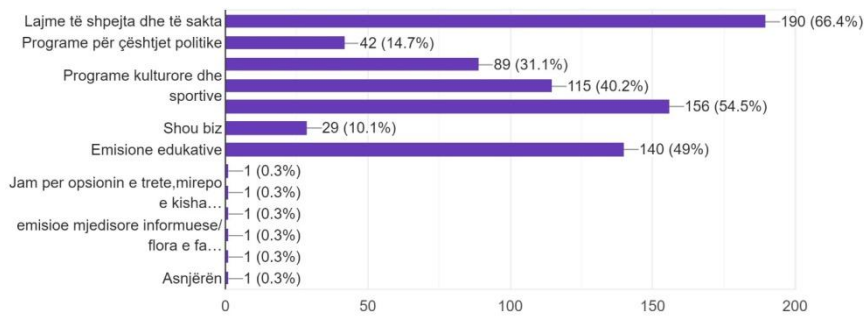
286 responses

Figure 9: What content would make you listen to the radio more? (Select up to 3 options)

The audience of the radio remains "conservatory" with its requirements for the content of radio programs even at the age of new media and advanced technology. By selecting three priority radio program categories developed throughout its history (fast and accurate news 66.4 percent, music and entertaining contact programs 54.5 percent and educational programs 49 percent), the audiences prove that the radio still is perceived as a medium that is identified through its quality content but the radio stations nowadays fail to satisfy this expectation.

Si e vlerësoni radion në Kosovë? (rrumbullakoni njërin version):
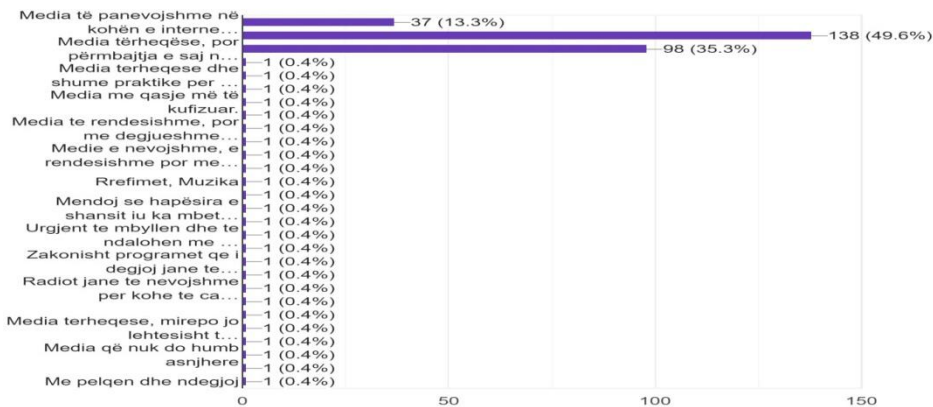
278 responses

Table 10: How do you assess the radio in Kosovo?

49.6percent of the respondents see the radio in Kosovo as an important medium, albeit with poor content, some 35.3 percent as an attractive medium, but with content that fails to reach to

them and the option with the least percentage is the one on the radio as an unnecessary medium at the age of the Internet 13.3 percent).

Frequencies and net too

The expansion of web broadcasting serves the radio to reach the highest levels of penetration to and communication with the audiences. However, the development of the radio in the new Internet-based platforms is not its end as a media that is discernible by its frequencies. Both complement each-other and provide the radio with opportunities it never had before in its history. The frequencies will continue to serve to penetrate to mobile audiences and in extraordinary cases when it may remain the only media on the air, as has happened at extraordinary situations in various countries (BBC, 2015); whereas the web provides an opportunity to expand the ways of promoting the program and disseminating the content in various formats. In Kosovo, the radio still is appreciated for its role as a medium for the mobile audiences. The absolute majority of the respondents listen to the radio while in their cars, distinguishing it for its unique capacity as a medium that is received only through listening. But only the travelers cannot be a sufficient audience for the radio after other mass audiences were lost, for whom the radio was an alternative medium in family and social environments. At the age of the new media, the other categories of the audiences are reached out to through a combination of two elements: good content and increasing the number of channels, beyond the mere frequencies, to disseminate it.

A i dëgjoni si programe në radio, apo i gjeni në internet këto programe?
285 responses

- Të transmetuara në radio
- Të postuara në internet
- Të dy versionet varësisht nga mundësia
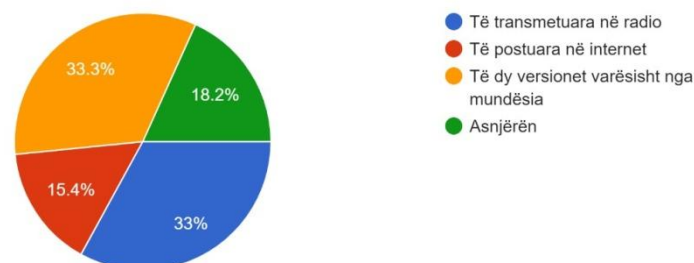- Asnjërën

33.3%   18.2%   15.4%   33%

Figure 10: Do you listen to the programs on the radio or do you find them on the Internet?

The audiences are now dispersed throughout the frequencies and web formats. As dispersed, the percentage of listeners in the frequencies is still higher (33 percent) than on the Internet (15.4 percent), but 33.3 percent use both ways simultaneously depending on the case and this indicates the direction which the various categories of potential listeners are heading to. However, a broader use of new opportunities brought by the Internet is only valuable when it develops parallel with good journalism. The respondents in Kosovo say they would follow the radio if, first of all, the radio stations would bring the topics they are interested in (78.3 percent), then to be better informed about the programs (39.1 percent),

while they prefer the programs in both possible versions in the Internet: as audio and text, but linked with the content as a determining element to be either accepted or rejected by them.

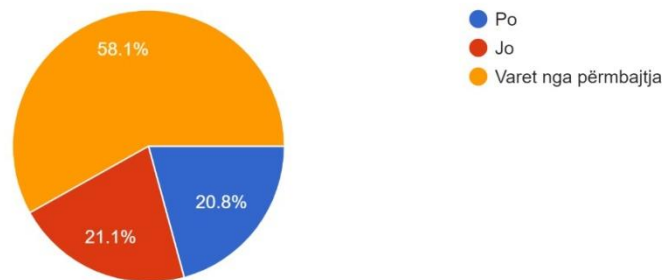## A do të dëgjonit programe radiofonike nëse do t'i gjenit të incizuara në internet?
289 responses

- Po
- Jo
- Varet nga përmbajtja

58.1%
20.8%
21.1%

Figure 11: Would you listen to radio programs if you would find them recorded on the Internet?

A do të lexonit materiale të përgatitura nga radio sikur ato t'u ofroheshin online në formën e teksteve apo videove?
289 responses

- Po
- Varet nga përmbajtja
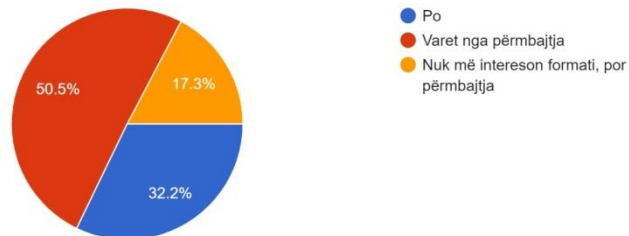- Nuk më intereson formati, por përmbajtja

50.5%
17.3%
32.2%

Figure 12: Would you read the materials prepared by the radio station if they were offered online as text or video?

With this orientation of the audiences, the radio stations in Kosovo would be able to follow the practice of the radio stations in developed countries, or of the international ones that broadcast for the Albanian audiences, which have transformed and advanced the manner of broadcasting of their content harnessing the opportunities provided by the Internet. In the case of the radio stations in Kosovo, the practice of broadcasting the content as podcast, the direct broadcast parallel over the frequencies and over the web, the promotion of programs through the social networks or other forms of adapting the broadcast material into text format are still limited. From the answers of the respondents to this questionnaire it is established that the most well-

known programs are the ones that contain several features simultaneously: they are more qualitative in the content aspect, are promoted over the radio frequencies and on the Internet, they provide an opportunity to communicate with the listeners parallel via phone calls and social networks, and can be found in any of the abovementioned formats: podcast and text, apart from being broadcasted over the frequencies. When asked to name specific programs, the respondents highlight programs such as: news, in the case of some radio stations also special entertaining programs that offer the audiences an opportunity to communicate with the program in any of the way mentioned above.

Audiences Focused on the Kosovo Radio

The Albanian audiences in Kosovo lean towards radio station that are media of Kosovo and not towards the radio stations of other countries, regardless of the fact that they broadcast in Albanian language. Asked whether they listen to other radio stations in Albanian language but are not from Kosovo, more than half (53.4 percent responded by no, 23.8 percent responded by yes and 22.8 percent responded by occasionally/sometimes.

A dëgjoni ndonjëherë radio që transmeton në shqip, por që nuk është radiostacion nga Kosova?
290 responses

- ● Po
- ● Jo
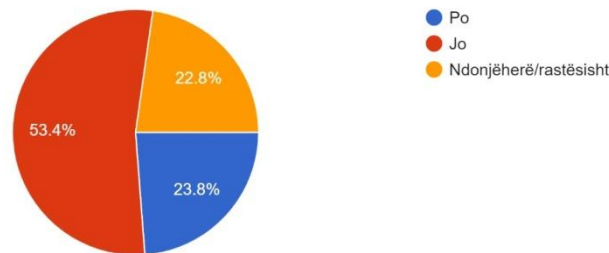- ● Ndonjëherë/rastësisht

22.8%
53.4%
23.8%

Figure 13: Do you ever listen to the radio that broadcasts in Albanian language but is not a radio station from Kosovo?

To the following question that aims to name radio stations of this category, the number of respondents that answered declines (only 114 of them responded), but even among these respondents the level of accuracy is low as the majority again mention radio stations at the Kosovo level. Among other radio stations that have an audience are the foreign ones which have or have had throughout the years programs in the Albanian language (Radio Free Europe, VOA, Deutsche Welle etc), and radio stations from Albania (Radio Tirana, Top Albania Radio etc).This indicates that radio stations in the Albanian language in Kosovo have sufficient space to build their audiences within Kosovo, and they do not compete with other radios, although the new platforms offer an opportunity to all radio stations to compete with one another despite geographical borders and the restrictions stemming from there due to broadcasting over frequencies.

Nevertheless, such classification of radio stations does not constitute one of the key goals of this research. Rather, it serves to identify one of the potential spaces for the development of radio stations in Kosovo. Having audiences that are based on and link their expectations with the Kosovo radio stations, it is easier for the latter to advance communication with the community and to expand the local audiences. As a responsive and penetrating medium, the radio has the capacity to transform local events into content that is returned to the audience as a public service.

Conclusions and Recommendations

The radio in Kosovo is at a transition period; from a medium that used to communicate with the listeners only through the frequencies into a multimedia that will seek audiences dispersed over the net and new Internet-based platforms. The interest on the radio and its traditional form has declined compared to the period when the radio was one of the three mass media, important and influential in the media landscape.

This research argues that the reasons why the influence and importance of the radio has declined stem from the failure of the radio stations to adapt to the new trends and demands of the audiences of the 21st century that are oriented towards the new media. The radio stations in Kosovo failed to follow suit and to adapt to the new approach of the audiences in consuming the media. They do not use the opportunities provided by the social networks and other web-based
platforms as channels that aid in informing the audiences and reaching out to them. Nonetheless, the research also argues that only reaching out to the web audiences would not be sufficient to build communication and to bring back their interest in the radio.

The key element that would impact building communication and increasing the interest in the radio is the content of its programs. Multiplying channels to disseminate content is, in itself, conditioned by the content. Audiences highlight this element emphasizing it as their key demand towards the radio stations in Kosovo. They connect with the content, and depending on its quality, would create the absent connection with the radio.

Audiences expect from the radio to implement the categories of "classic" programs of the radio for the previous century: fast information, entertaining and educational programs. Such expectations of the radio stations testify that the key pillars for the development of the radio even in the Internet age are found in the strengthening of the historically well-consolidated values that made the radio a medium discernible from the others, in the past. The audiences do not condition the satisfying of these expectations only with the adaption of the radio for the web. In fact, they demand the application of several alternatives simultaneously: broadcasting on both frequencies and the Internet as podcasts or text format. Such expectations indicate that the period of radio as a mass medium to build personalized communication and segmentation of audiences over the frequencies is not over in Kosovo yet, but the unharnessed opportunities given by the Internet reduce the influence of the radio and limit the communication it establishes with the audiences.

The radio is still appreciated for its unique capacity to communicate with mobile audiences who lack the ability to use other media. Therefore, further development of programs broadcast over the frequencies is more than necessary for the traditional radio stations and a needed alternative for the new radio stations.

While this research concludes that the missing communication in the mass of communication channels affects the loss of position of this important medium, the key recommendation resulting from the research is that radio stations in Kosovo should use the expanded

opportunities by the Internet to build personalized communication with increasingly segmented audiences. Seeking the listeners of frequencies of those past times on across several platforms simultaneously, the radio would succeed in bringing them back and in penetrating to new audiences that are found dispersed across the Internet.

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The Challenges of Online Journalism, the Impact of Social Media and Fake News

Musa Sabedini

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n.,
Pristina, Kosovo

Online journalism not only today and now, but also in the future will be having numerous challenges, professional challenges, ethical, technical challenges and even time challenges.

Online journalism has democratized and advanced the media in general, has made it easier to get information, made it faster to publish information, made it easier to read all the news, and more.

However, Online Journalism has also caused an "earthquake" in daily journalism, which is described by numerous amateur errors. As well as online journalism has become accessible and practical, at the same time it has become dangerous to the public and with numerous unethical and unprofessional blows.

Furthermore, the main challenge of Online Journalism remains the non-verification of information, which should be the primary criterion before the portals make their publications and postings on their websites.

Failure to verify the information at a given point has many consequences as we automatically enter the range of media that post fake news and that is wreaking havoc in the media world in many ways

Accuracy and verification of information are the basis of good journalism, without excluding the practice of strong ethical principles.

Another challenge of Online Journalism remains the lack of professionalism and human resources. Inexperienced journalism is dominated by inexperienced journalists, as well as lacking staff to write about specialized fields and delicate spheres.

The fact that a publisher and editor can be anyone inside a portal also creates uncertainties in the reporting or reliability of the news, many times ethically as well .

One of the challenges facing online journalism is the fight against bogus news, known globally as "Fake News". Unsolicited news usually appears at events of great interest to the public or in the wake of it. This is because the media exploit the curiosity of the mass for various benefits.

Most often, the victims of fake are uninformed citizens, mainly with low levels of education, with social, psychological and economic instability.

To talk about fake news first we have know how to do the real news and the news built on professional criteria and standards.

On June 25, 2019 there was newsflash from Kaqanik from a portal or social network about a wolf attack on a child. The news was very vague and did not specify any sources. The "sensational" news spread quickly on social media and initially seemed to be fake news as it was unproven. The portal simply lacked professionalism because it reported on shocking news in the style: "The child was bitten by a wolf by carrying the child 10 meters and he wanting to take it with him."

Writing

23:47 / Tuesday, June 25, 2019

The 5-year-old in Hani i Elezit is attacked and snatched by a wolf, finally rescued by his uncle

Rural areas in our country continue to be endangered by wildlife.

In Dimc village of Hani i Elezit, a 5-year-old child is bitten by a wolf, local media reports.

According to reports, the child was out of life danger, as he was attacked by a wolf near the house and carried 10 meters trying to be taken away.

Fortunately, the 5-year-old is rescued by his uncle.

https://indeksonline.net/5-vjecari-ne-han-te-elezit-sulmohet-dhe-rrembehet-nga-ujku-por-shpetohet-nga-axha-i-tij/

So in the absence of professional criteria and standards, this news that was actually true automatically entered the fake news list, until a few hours later the official notification was given by the police..

The news lacked the essential questions: Who reported that the wolf bit the child, who indicated that the child was carried 10 meters, etc. The news had no confirmation either from official sources, such as police, doctors, family members or witnesses. Furthermore, had the journalist written the village where the incident took place to verify whether the case really happened.

And the news turned out to be true because police had confirmed it a few hours later.

Police report

Attack from wild animals

Village Dimca, Hani Elezit 25.06.2019-18: 20. The K-Albanian male victim was reportedly attacked by a wolf while he was herding livestock. The victim sustained bodily injuries and initially received medical assistance in the emergency of Ferizaj / Uroajtevac and was subsequently taken to UCCK for further medical treatment.

Another case that really shows how dangerous and unverified the fake news is , is the reporting on the accident in Gjilan on March 7, 2019. Bombastic headlines on most portals: "Terrible accident", "A lot of injured and dead "," Accident was a terrorist act "," Accident was caused by Serbian driver from Serbia "and many other scandalous headlines.

When reporting on serious tragedies, the journalist must rely on facts and arguments using all possibilities and serving first-hand information.

Currently in Kosovo, every professional journalist needs less than 5 minutes to verify any news. The bombastic headlines with fake news create confusion, uncertainty and panic in the public and to the reader.

Personally, within 17 minutes I have explained the whole tragedy with the truck. The reporting was based on statements from the police, the prosecution and the hospital, and from the news in Rajonipress all local and central media were then served and based.

The speed of publishing news is a disease for many portals and this can hardly be eliminated so quickly. Subsequently , it is better to be second, but more accurate than the first and not correct.

In America the main pillar of journalism is the reporting of verifiable facts, and this is the key that must apply to us as well and that has been a huge struggling for some time now. Simply report objectively and clearly and be persuasive of the sources and do not misuse or misinterpret them.

The case of the attack of the Roma woman, that precisely happened because of the fake news with a lot of pomposity from some serious portals also, clearly showed the lack of professionalism and proved once again the need to verify the news is the main weapon of any medium.

The consequences were numerous in this case. Ethics was violated, fake news was given and the woman was brutally attacked.

The news is reliable, accurate, impartial and useful to society if it is based on essential criteria. News needs arguments, power and credibility. And who does this to make the news look

powerful? The mind and knowledge of the journalist, because he is the most responsible person, whether the news will be liked by the reader or even if the news will be misunderstood by the audience.

Another false and fabricated case, but published on the front pages of our portals, was allegedly the escort accident (police escort) of Minister Ekrem Mustafa.

The way it was reported for a few minutes by our portals creates ethical concern because this news was unverified and deliberately bogus, and similar cases do great ethical damage to genuine online journalism.

"Minister of Internal Affairs escort accident", "Minister of Internal Affairs Ekrem Mustafa accident, details are given", "Minister Mustafa is not injured, but these MIA officials were ".

Only if you read these three headlines, you do need more to understand more about how much damage we do to journalism by this way of reporting. Online journalism has its own criteria, it has its own reporting standard, which if my colleagues respect it, they have no problem of developing and promoting genuine online journalism.

Even the case of two missing policemen in Kaqanik has shown a lot of unprofessionalism in the online media. There was a lot of unverified news that was not based on the statements of competent people.

So online media should develop a professional side to deal with fake news, news that is defamatory and offensive.

And there also must be a positive solidarity between the media and the journalists reporting on online journalism, and this can happen when each of us gets the courage to distant ourselves from the fake news by rival al portals.

There are many other cases where fake news is deliberately given by groups of citizens. We have such cases especially with border residents while reporting on social networks in the style of "Serbian gendarmerie raiding houses in the border area", but when the dedicated journalist gets the job and asks the police authorities what the gendarmerie is about, it turns out that the fact is the Kosovo Police, the one that raided the Albanian houses and not the Serbian gendarmerie.

Just fake news is a challenge in modern times and every day we ask the delicate questions of how to verify fake news, slander and insult.

Among the concrete actions to be taken to prevent fake news are: the registration of print and online media by the relevant institutions, the identification and registration of administrators of various news sites and the imposition of legal penalties, and possibly the resolution of the problem with the news False, it is also related to media education.

"Like" journalism that is hurting journalism and society

Many of the social media commentators when it comes to these media scenes usually blame it on the portals, on the grounds that everything is being done for a "like".

It does not exclude this present opportunity as the speed of news on portals has some pros and cons.

The fact that a publisher and editor can be anyone inside a portal also creates uncertainties in the reporting or reliability of the news, even ethically.

The only scandals in this field come from this very category, which is to prioritize click war. This category proves that the main goal is to follow the Like course as a way to reach the audience and realize the financial side.

And here we have a defect present where the most incompetent people talk about portals. A journalist, editor, lecturer, professor who has not experienced working and becoming a daily online journalist, he finds it difficult to understand, let alone talk about, online media. We all unfortunately become experts, online media scholars.

Portals that do not verify news from social networks are mainly victims of those posts.

Accuracy and verification of information, a practice in extinction

"The fake news from anyone and wherever they come from, is aimed at convincing the citizen and for the material benefit of the citizen. Among the concrete actions to be taken to prevent

fake news are: the registration of print and online media by the relevant institutions, the identification and registration of administrators of various news sites and the imposition of legal penalties ".

The solution to the problem with fake news is through media education.

The journalist's experience, knowledge and professional training help the ethical side

Journalism is a profession that is constantly in front of the eyes and judgments of the public and of crucial importance in this case is the integrity and power of the media.

Not everyone can become the owner of a portal. I insisted and proposed that at the time of registering a portal, whether as an individual business, the main criterion be the graduated faculty of journalism for the founder of the portal. Why do I say this and why is this necessary? A student who has gone through academic filters and attended the necessary lectures in the field of ethics, how to report from all situations, he will never make the initial mistakes that will substantially damage the way he reports.

The speed of publishing news is a disease for many portals and this can hardly be eliminated so quickly. After all, it is better to be second, but accurate, than to be first and incorrect.

It is very important that in such cases, ie reporting as it happened to the Roma woman, the media should not display prejudice or emotion. It takes three minutes to verify an event in Kosovo today, let alone more. We live in a time when technology is very advanced and we just need to know how to use reporting techniques.

I have also followed cases of deaths, murders or suicides, where portals and newspapers have made scandals. In the case of Hamdi Sopa, for example, I came across an extremely strange title. "Hamdi Sopa is killed and full stop."

It is very useful and healthy for the journalist in the field not to be overwhelmed by the emotions that the event itself creates, but to remain impartial and fair to the parties at all times. It is always advisable to give space to the parties we are reporting on, for them to state their views, and in particular to avoid hate speech.

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The main elements of the film composition

Durim Kryeziu

UBT – Higher Education Institution, Lagjja Kalabria, 10000 p.n.,
Pristina, Kosovo

Abstract. Achieving the success of a genuine film work requires devotion and creativity at work. A filmmaker goes through a long and challenging street during the film's realization. Because it needs to convey clear and meaningful messages to bring emotions to the viewer and impress in their memories. The director's imagination and creative imagination links his feelings with the guidance of the actors and the technical crew about the creation of his vision that is the film's success in front of the audience. In addition to the number of actors participating in the film, an irreplaceable place has the technique of film making, which can be mentioned: The camera angles of which the position moves up or down depends on the scenes to be realized, then the movement of the camera that has a maturity of use due to detailed movie scenes, contrasting colors used in film, and contrasting color with which blurred images illuminate and vice versa. All these elements are the basis of the film's realization and are directed by the respective film director.

Key words: composition film, angel camera, movement camera, aspect ratio

Introduction

The power of cinematography consists in evoking extreme emotions of satisfaction, sadness, or fear through the possession of a cinematic syntax that has been developed for more than a century. Frame sizes, angles, camera movements combined with a fine lighting are the basic elements of the film composition[32]. Cinematography is the art of visual story and the best movies are where you can tell what is happening without listening to any dialogue. With some basic knowledge of composition and scene building, you can build scenes using this visual language. Different frameworks allow to form a clear and cohesive story by proving to be visually entertaining to viewers. With a frame we describe persons, actions or events within a selected space, wanting to convey special meaning to the audience through the visual elements. In cinematography, composition refers to the frame of the image and how the elements of the mise-en-scène appear in it. Composition guidelines must be observed when telling stories visually, as in filmmaking.

The type of Lens

The field size (along with the specific amount of perspective distortion) greatly affects the narrative power of a shot. There are a number of standardized field sizes, the names of which are commonly derived from varying camera-subject distances while not changing the

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[32] http://www.elementsofcinema.com/cinematography/CINEMATOGRAPHY.html

lens. The four basic kinds of field sizes are: the long shot (often used as an establishing shot), the full shot, the medium shot, the close-up. Three less often used field sizes are: the extreme long shot (used for epic views and panoramas), the American shot (also 3/4 shot), a slight variation of the medium shot to also include OWB handgun holsters in Western movies, a characterization from French film criticism for a type of shot in certain American films of the 1930s and 1940salso referred to as a "Cowboy shot" in reference to the gun holster being just above the bottom frame line, the "Italian shot" or Extreme Close Up (ECU or XCU), where only a person's eyes are visible, named after the genre of Italo-Westerns, particularly the Dollars Trilogy by Sergio Leone, that established this particular field size.

Camera Angel

Camera corners create the dramatic impact of the scene. They also contribute significantly to how the audience will perceive actors to create a profound impact on credibility, integrity, and importance. You will need to be aware of how the object (objects) is placed within the frame. It is this wonderful setting of objects around the frame that emphasizes the underlining of meaning, creating an inner sense of beauty, equilibrium and order33. Many movies are filmed with the angle of the camera that appears to be roughly the same height with its theme. However, it is possible to shoot from a position that is significantly lower or higher than the dominant element.

The camera angle is often used to suggest any weakness or power. A concrete example is the movie "The Color of Paradise (1999)", where father, which rulers absolutely over his family, often portrayed from a low angle, thus increasing his figure. On the other hand, his blind son, Mohammad and his elderly grandmother, often came from a high point of view, emphasizing their dependence and smallness34. The connection between the camera and the subject can become ironic, or it may suggest more the subject of perception than the state of the object. The father in this movie is so naughty laughing with his fiancée that he falls from his horse, while Muhammad and her first grandmother from above can also show that the god is watching and holding them under protection. While the frame size is in what we see, the camera angles affect how we perceive it. Camera angles can also be called the art of manipulation, as a movie frame seems to be a dominant, long-skinned, weak or strong character. The camera angle marks the specific location where the camera is placed to film a framework. A scene can be shot with several different shots creating different effects on how the scene is perceived by the viewer35. Different camera angles will have different effects on viewers as to how they perceive a scene36. There are a number of camera angles, such as high-angle shot, neutral shot, a low-angle shot, bird's-eye view, Dutch angle and an worm's-eye view. The high-angle shot is when the camera is mounted over the action using a crane to give a general picture. From this angle the object looks smaller and less important.

The object or character is often swallowed by their placement - they become part of a wider country, the understanding within the viewer of who they are seeing on the screen is small, weaker, submissive, small, or is currently in one less powerful or compromised position. The other corner is the Neutral shot where camera is positioned as if it were a person actually observing a scene, through this angle we get an everyday personage where the camera is

33 Grammar of the Shot SECOND EDITION – 2013- Roy Thompson Christopher J. Bowen pp 23

34 https://www.um.edu.mt/think/rang-e-khoda-the-colour-of-paradise/

35 Ascher, Steven; Pincus, Edward (1999). *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age. New York: Plume. p. 214*

36 Chandler, Daniel. "Grammar of Television and Film". *Visual-memory.co.uk.*

located at the eye level has little or no psychological effect on the viewer while the low-angle shot is when the camera film the character wanting to make it bigger, sharper, more powerful, and of course, even physically taller in the movie space. Bird's-eye is an unnatyral and bizarre angle. Well-known objects viewed from this angle may seem completely unrecognizable at first (tent in a crowd, dancer's feet). However, this framework puts the audience in a divine position, looking down the action. Another angle is rarely used, the Dutch angle is an angle in which the camera itself is turned to the left or to the right. The unnatural angle gives the viewer a feeling that the world is out of balance or psychological riots is also used to achieve psychological distress or tension in the subject being filmed. The other part that is rarely used is the worm's-eye view where an object is viewed from the bottom of the object as if the observer was a crime and this is usually used to view a high, strong, powerful object, while using three-point perspective a missing point at the top, one to the left and one to the right.

Visual Aesthetics

Two Important Principles to Maintain Visual Aesthetics are: 'The Rule of Thirds' and 'The 180 Degree Rule[37]'. 'The Rule of Thirds': The screen is divided by two horizontal lines and two imaginary verticals equally divided into nine equal portions. In photographs, footage and other visual arts, there is much importance in front of the space as in moving elements and to the stationary one. Within a frame is left space in the direction that the person faces or moves by creating a comfort that the public will accept and this is also called "LEAD ROOM." While the other effect is when the actor looks to the right side while the empty space is in left and right then we will have the meaning of claustrophobic or lack of space that as an emotional effect can reach to disturb the viewer. Filmmakers, like any other group of artists, like to break the rules that have aesthetic purposes and motives to the angles. 'The 180 Degree Rule': This rule applies to setting the camera during a scene to ensure a steady display direction. Understandably best in the context of an interview or dialogue between two characters. The 180-degree axis must not be moved to maintain directional orientation and space orientation.

Movement of camera

The director may choose to move the action together showing history as a series of movie frames wanting to move the camera to action. Not only must the style of movement be resolved, but the way of moving the camera is to be resolved. There are some basic camera movements such as "Pans" that is horizontal camera movement that is realized through a tripod and move around its axis. Then the "Tilt" movement where the camera moves vertically. The next movement is Dolly Shots where the camera is placed on any moving vehicle and moves along the action, generally behind a moving figure or object. "Hand-held shots" was used for the first time during the Second World War when journalists shot in the television news field, the daily events and the stress of battles making motion pictures. Originally, documentaries were produced, requiring the production of cameras smaller and lighter that can move in and out of a scene quickly. This aesthetics got a burst in Hollywood telling a disordered effect, objectioning to Steadicam which is the heavy equipment that was attached to the camera and realized a more smooth motion. Zoom is not the physical movement of the

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[37] Directing film techniques and aesthetics Fourth edition 2008, Author Michael Ribiger pp 357

camera but simply an optical motion that decreases or enlarges the frame of view of the film frame.

Colors and contrast

Early movies were shot in black and white, but the cinema introduced the color image. Colors are used to create aesthetic patterns and create character or emotion in narrative cinematography. Another element is the contrast - the dark light ratio in an image[38]. If the difference between light and dark areas is large, the image is said to be "high contrast". If the difference is small, it is referred to as "low contrast" Most movies use low contrast to achieve more natural light. High contrast is usually associated with the low glare of dark scenes in genres such as horror film and movie noir. A common cliché is the use of contrast between light and darkness to distinguish between good and evil. The use of contrast in a scene can be based on racist or sexist connotations. The opposite of contrast or darkness is exposure. If the lens expands, more light comes in and the resulting image becomes more exposed. If an image is so dim that the details begin to disappear. On the other hand, a narrow opening that allows less light will produce a darker than normal image, known as the "unexposed"[39].

Aspect ratio

The aspect ratio is an attribute of image projection that describes the proportional relationship between the width of an image and its height. The aspect ratio of a geometric shape is the ratio of its sizes in different dimensions. For example, the aspect ratio of a rectangle is the ratio of its longer side to its shorter side – the ratio of width to height, when the rectangle is oriented as a "landscape". The aspect ratio is most often expressed as two integer numbers separated by a colon (x:y), less commonly as a simple or decimal fraction. The values x and y do not represent actual widths and heights but, rather, the proportion between width and height. As an example, 8:5, 16:10, 1.6:1, 8⁄5 and 1.6 are all ways of representing the same aspect ratio. In objects of more than two dimensions, such as hyperrectangles, the aspect ratio can still be defined as the ratio of the longest side to the shortest side.

Conclusions

Cinematography has one century long tradition in film, and its evolution has undergone positive changes over the years, both in terms of professional qualifications and technical issues. With regard to film making, from black and white to its beginnings to date, the cinema uses color images and different lighting effects. Progress can be observed in all aspects of film art.
In order to realize a successful film of the burden on the shoulder, the director carries both the selection of cadres as well as the technical issues. Citing the latest technology cameras for more vibrant effect on the screen by bringing the relationship closer to the audience.

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[38] Writing, directing, and producing documentary films and videos Third edition 2002 Author: Alan Rosenthal pp 64
[39] https://filmanalysis.coursepress.yale.edu/cinematography/

Technological developments in the film world: like cameras and their movement as well as the angle from which the movie is filmed are of great importance to the director and achievement of his goals. Today technological advancement compared to previous times and colorless effects realization is evident in the success of the film he has today.

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