

POLITICAL COMMUNICATION AND THE ALBANIAN POLITICAL COMMUNICATION

Ornela Elezi

PhD Candidate at UET, Tirana, Republic of Albania

ABSTRACT

The difference in everyday language between "political facts" and "social facts" is therefore, to be exact, as unclear should be talking about "social political facts" and "non-political social facts", but this distinction is a good access to a distinct conceptual difference. We see in fact, that many tons society are not considered political phenomenon. We also observe that it is true that non-political facts are politicized. But this politicization not only does not constitute an argument in favor of the social and political distinction, but shows the opposite: if the transition from one category to another is palpable - and valued differently because the idea of politicization is often taken as an adverse sense - then these categories represent a degree of permanence. If you would overstretch analysis, we prove that in the past; have worked great civilizations, completely ignoring the policy category. In the Roman Empire, the Chinese Empire, the French monarchy until the eighteenth century, only a limited minority of individuals, dealing with politics, thinking and talking about politics. For most people, the politics category did not exist. The theme selected is not a coincidence, but comes as an inner need to analyze deeper and communication crosscut political situation and the role of rhetoric in Albanian politics. Need to look beyond the luster of speeches, demagoguery of the moment, vesting of situations. I think that after almost 20 years of political pluralism is quite interesting to analyze the language by which this pluralism materializes and becomes vulnerable to the public and how it affects language political career of each. It is appropriate to talk about the elements of authentic communication and analysis to base to such of them keeping always in mind the fragility of the system in question, a difficult and relations between the issuer and receptuesit complicated.