

THE MYTH IMPACT OF THE MEDIA IN EVERYDAY LIFE! A STUDY ANALYSES BETWEEN ALBANIA AND KOSOVO

Njomza KRASNIQI¹

ABSTRACT

One of the most obscure aspects of media is the mitigation of symbols to mold the society. Of course we are past the era of glamorous heroes and the slaying Dragons, but nobody can denied that what was before a need of society for good moral symbols and which was mainly provided by the storytellers and fairytales and later by the theater and the cinema, now is being mostly provided by the media, especially the written media, and here is included the social media also and the internet. But as always the greater the power the greater is the way to abuse it. Since the media will be always a business foremost, which clash with the mitigated role as a good myth provider (the need to establish good moral symbols for the society) is one of the clearest views in the countries that are still in unsafe ground in politic and economic stability like Albania and Kosovo. This paper is a study in comparison between the two countries and how the pictures that the media describes in them impact the society as a whole. It's more focused in the reporting of the black chronic news which is treated way differently in the aforementioned countries and the way that they relate to other statistical factors that show the rate of the crime in both countries. It's an interesting study mostly due to the fact that even though it is conducted in the situation of two Balkan countries, it could well be applied to most countries if we change the studying subjects

Keywords: Media, social media, media reality, real life reality, myth impact, Albania, Kosovo.

¹ INSERT BIOGRAFY