

POLITICAL COMMUNICATION AND THE ALBANIAN POLITICAL COMMUNICATION

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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 times 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 recipient complicated.

INTRODUCTION

Years period 1990-2009 is characterized by a very interesting reality in a constant effort to install a democratic regime, part of which is undoubtedly the political classes and the way it has built relationships not only between different layers within yourself, but the external environment. A prolonged transition that carries with it more drama and trauma, severe concussion moral values and adopting a new economic system associated with the ongoing economic crisis, social and political. Part of this picture is the communication system that is built with public policy, a system that cannot speed and voltage fluctuations that society itself has experienced in recent years by not having a strategy orientation, but being led by spontaneity and shortsighted.

Lack of this strategy has led to extreme cases such as poor imitations international models without trying to translate the experience of his own, but following many foreign templates for specific Albanian reality or watching stubborn a previously unexplored route and challenging the recommendations of counseling, by inserting themselves in the political and institutional impasse that could hardly be forgotten. Below will continue and step by step breakdown of the theme of this paper explaining and research methodology. Communication situation in Albania will come through an overview, look at this that will explore the role of the media as part of the communication process of building Albanian society after 90s

focusing on communication features, but not only. One question that will be answered in this paper is the one, which refers to the functions of the media in the communication process and this will be achieved by analyzing the types of communication and the relationship between language and communication. Very important elements of communication in Albania he also considered the religious and ethnic, these elements will find the right coverage. But how does the media with politics and vice versa? What kind of relationship they have built and how the latter affects the process of communication with the public? Produces policy news in the media, or is media that produces policy and if so, how does this process?

Yes rhetoric? How it affects the communication process? To answer one of the most important questions such as the one just mentioned, will be considered the relationship between rhetoric and communication, this report will further dismantle all its elements through the analysis of the text, which will be carried out to three groups which are classified politicians interviewed. It aims to investigate the representativeness of this communication and how it affects political developments, including the career politicians interviewed themselves.

Method

This study examines the political discourse of the Albanian political leaders in Albania. In the class of "political leader" this study includes the following ranks of politicians (party leader, member to the board, state official - the prime minister, ministers, political officer - president / secretary of the party, whip, MP). Political discourse is seen in the following contexts: the parliament, the electoral campaign, for political speeches / media; Their study is done by using the combination of the two methods.

Method "content analysis" - analyzes methods speeches, statements of politicians; values and norms of political society, behavior and attitudes of the individual and the Albanian society. Method "benchmarks" - analyzes the discourse of politician's methods, values / norms of political society, the attitudes of the individual and the Albanian society by comparing them with each other and over the years. Political leaders (party, government officials, parliamentarians) were chosen as case studies because they exhibit common traits and different. Their common features include the following elements: 1) are generating discourse, 2) ethics of their discourse reflects the problematic character and 3) the character of political discourse problem noticed as when they are in government (in power), as well as when there are (in opposition), as in parliament and outside in public, and in private statements as an individual or as a public person.

Their various features include: 1) the degree of no ethics and 2) various reports political society, the individual, the Albanian society; This sample is typical of the class "politicians-leader"; Time is 1992 - 2014 (by changing the political system to date). It was chosen in 1992 due to the recognition of the right to freedom of expression, which is not allowed by the previous political system.

To analyze the nature of political discourse, relations society and the individual leader-political-Albanian society and the effects of these relations on the political discourse in Albania, this study is based on data and figures generated by speeches, statements, debates, statements made in Parliament, the public, the media; the questionnaires and the database that reflect the values, norms, attitudes of individual, political society, the Albanian society, the Albanian political leadership;

Theories of democracy and political communication

The term of the renewed political communication begins with the filing of contracting theories, which base the legitimacy of the government over the will or consent of the people. This will and this approval means a process of open communication. Are these theories, those which in addition to building a new foundation for the legitimacy of the government, for the first time present the conceptual primitive instruments that will later serve as the basis for publicities concepts and the public? All theories of democracy and see the need for communication between the government, the people and the ruling elites as a key element in a democracy.

Elitist theory of democracy; One of the founders of this theory Gaetano Musca in his 1885 "know science element Politic" adds the idea that democracies governed by an organized minority, by a quasi-aristocratic elite, which is open to accept new members from classes the governed - and it needs it definitely refresh. Musca's thoughts were further developed by Wilfredo Pareto who in his "know sociologist Trattato general" 1916 develops the idea of the circulation of elites in a constant institutional structures. A stricter in terms of the theory of democratic elites was held for the first time by Max Weber, who unlike Mosca and Pareto - was convinced of the existence of the possibility of stable leadership in a mass democracy, in the form of a "democracy leading. National economist Schumpeter put in his 1942 book "Capitalism, Socialism and Democracy" to spotlight the connection between the people and the elite in a representative democracy. In this regard, according to Schumpeter parliament and the press play an important role. In addition as the basis for a healthy and functioning democracy, he cites the intellectual maturity of the voters. While Mosca and Pareto saw a clear contradiction between the goal of democracy (majority rule) and the need for existence of an elitist government (minority rule), Weber and Schumpeter shows that the link between the elite and the demos stay in communication responsibilities in terms of publicity. In other words you went to hand them to put the theory of elites in the service of democracy.

The theory of pluralist democracy; Pluralist theory of democracy rests on the theory elitist, but of closing more emphasis on type of exercising power than the exercise of power functions. For this theory society is a complex structure of competing interest groups. The state should perform the function of mediator between conflicting interests of different groups. The concept of "Volonte general" theory of identity prepared by Jean-Jacques Rousseau, for representatives of pluralist theory contains suspicion of totalitarianism. First of all in defense of Zak Jean Rousseau should be noted that in the social contract that the closing under the area of "General Will" mediation and had interests in mind and also thought about the pluralist theory elements.

In the view of one of the founders of the first democratic pluralist theory Arthur F. Bentley, which at the beginning of the century. 20th meeting explored the role for the creation of policies, organizations and state institutions primarily serve the interest groups. This theory was developed further by Ernst Fraenkel in his writings of the 30's, in which he deals with the reasons of fascism and deficits of the Weimar Republic, and explicitly rejects the defense of the rule of law Carl Schmitt.

For Ernst Fraenkel a democratic society is characterized by a basic con- about general values, from which further develops a plurality of interest groups and associations liberal and competitive. This theory was first developed by Alexis de Tocqueville in Democracy Americana. Fraenkel policy is an area in which in which a Consesns Omnium should not

stay. It thus contradicts the concept of direct democracy, which at least influenced Church of Weimar republic. Country looks like representative democracy as a meeting of meetings, association of associations, whose main task is to oppose the formation of a government social oligarchic or monopolist. For this reason political apparatus needed for control of the demos.

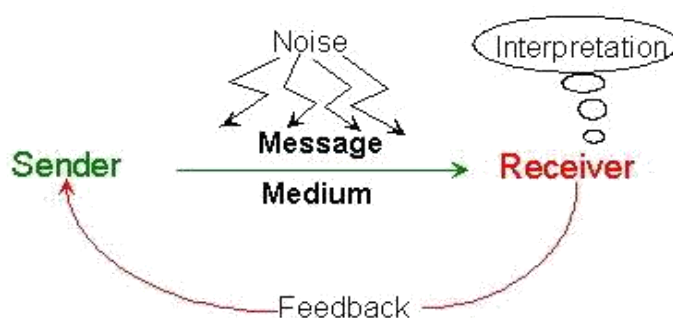
Political communication and public opinion pluralistic democracy theory pose a special importance for democracy, since these help transparency of political decisions and thus lead to the legitimacy of political power versus competing interest groups. For this reason the public sphere is the function of a forum in which social groups articulate their interests, present the policy interests.

Juergen Habermas, communicative theory of democracy; Political Communication occupies a special place especially communicative power theory presented by Juergen Habermas. His theory is more normative, it does not show how it is democracy, but rather how it should be. Habermas main issue is how to create democratic laws which would be legal but also valuable, and so would remain intent legality, even fakticitetit human needs. This is according to Habermas will be possible only if the legitimacy of the democratic state rises above political communication open public space. Thus the validity of laws is not something fixed or embedded forever. Rather it is valid continuously under pressure for change comes from public debate and cannot be divided in any moment by the citizen's actors and their interactions.

The existence of a parliament is not sufficient for the functioning of democracy because ultimately the parliament decided through the principle of majority and not by consensus. According to Habermas, this consensus can be achieved only in the public space where there is rule of force reports. Habermas in his "Transformation of Public Space Structure" rejects his feudal domination by representation in public communication. Habermas concept of closing the face of a public communication bidirectional, equitable and oriented towards consensus, which would be able to create a real public space policy relevant f. For the public sphere of citizenship as it is seen by Habermas, as an arena of public debate, informed and rezones, independent press is of particular significance. This release should be open to a large number of people, in his arguments and different views will be part of the discussion here will clonal being debated government policies that will be put under the light of criticism.

Lasswellit formula as a model of political communication flow.

Figure 2. The model of Lasswell 1966



Harold Laswell formula implies the presentation of information transmission, information transfer information flow, respectively, but could not possibly be understood only as a proper flow pattern.

In the past formula Lasswellit mainly interpreted as flow pattern, and then what Christmas was gold dust. This flow pattern suggests a one-way flow of information from a sender to a receiver via the mass media. But here put aside some aspects, e.g. that the media in this process are active, i.e. also investigate information or change it against the will of communicator or recipient who is sometimes inaudible, meaning. That he chooses and interprets the mass media.

Political speech

Anyone who thinks that he is able to hold speeches and sheep to the scaffold without being prepared wrong. Lack of preparation preceding ones often lead to fake and statements without content. Politicians, who behave in a serious way to politics and seriousness of their profession, always prepare their speeches with special attention, although often talked freely. Joseph Chamberlain one of the best orators of political speeches in Britain about this writes: "Measure illiterate thinks we send our thoughts spontaneously- without being prepared and without trying. In fact the exact opposite is and I do not know any other job, which intently and depth could be compared with the preparation of a speech".

Theodor Roosevelt of gathering all the material that had to do with the topic and read a few times, consult until he would feel secure in his assessment. And surrounded by its own warning, soon dictated his style, the correct manuscript, once again dictate and read before friends seeking opinions not for content, but for the form of speech. After all that, he kept his speech freely. "Nothing I managed not well prepared, without working hard, without exercises on my uninterrupted and without serious planning". Abraham Lincoln also long preparing their speeches, that resulted in the score all the thoughts and ideas that will be remembered and then put in a frame. His famous speech to Getinzburgut- ten sentences, which entered into American history and the world prepare - two weeks and up to the last moment changed many times.

The process of political communication

Political Communication is an essential part of political marketing. According Niffenegger above review after political agenda of constituencies that will be offered by the political market segments, the next phase is communicating this message. The main topics of political communication addressed by various academics, political and social sciences, associated in most topics such as:

1. Process Marketing and impacts on Political Communication and democratization of the media, (Maarek 1995, ¹ Dalhren 2009², Mazzoleni and Scultz 1999, etc.);
2. The issues of policy owners and their commercialization media, (Bennet 2008 etc., cNair)
3. Problems and consequences of the "construction" of news, political communication persuasive techniques (Grabes and Smith in 2005, etc.)
4. Cognitive theories about perception of political messages (Goldstein & Fredman, 2002).

¹ Maarek, P. (1995). Political marketing and communication. London: John Libby.

² P. Dahlgren 2009, Media and Political Engagement: Citizens, Communication, and Democracy

5. The process of communication in the electoral choices, (Sh. Iyengar and Simon AF 2000³)
6. Political Communication in the era of social media, (Norris, 2009, Kush and Yamamoto 2008 Grabes 2011 etc.)

In the process of political communication includes some actors, whose goal is conveying a message in the form desired by the sender. According to Brian McNair in his book "Introduction to Political Communication"⁴, "Actors participating in the political process komunikit are political organizations, media, and citizens."

Overview of the Albanian political Communication

Albanian democracy is in evolution. In terms of quality it is thought that is fragile. There is optimism for the consolidation of all of its future. Democracy by the very nature of its interior, as Dahlin says, is a process, and as such it contains as the possibility of perfection, walking forward, as well as stagnation, crisis, deformation, return back. Essentially, like any other process, the social democracy has contradictions concerned, difficulties and problems of objective nature, but also of what subjective. I think that has become acute need for a comprehensive study of this PROCESS, to help in two ways: in the provision of quality, sustainability and its consolidation, as well as overcome as soon as possible the negative phenomena that accompany it. These negative phenomena can have the source to the way he began the process of installing democratic institutions. A quick glance to let space to realize that spontaneity and character "Artisan" have accompanied the installation and evolution of Albanian democracy in these 20 years. This analysis is necessary to make relying on scientific standard for negative phenomena are seriously endangering the stability and the future of the democratic process in Albania. The fact is that these negative phenomena have great weight and space wide expansion that really could endanger its future. The more the permitted or delayed release of these "diseases" associated and simultaneously as soon as we put in the foundation and content of our democracy, to its process, the values of truth, theoretical concepts and democratic culture, the faster it can be avoided negative phenomena and democracy to progress.

Our new class appeared today in a large extent, even shocking, major deficiencies in the recognition of the basic principles of the content and the functioning of democracy and the rule of law. She appeared in her work attitudes and a culture of democratic noted, where attitudes and solutions lacking safe, effective, functional; their vision when we noticed an amalgam of ideas and practical experience significantly mingle opposite idea, dissenting for the state and governance, from primitive mentality bajraktariste, authoritarian prepotente, compromising of up to Communist ones. Maybe you can overdo it a bit, but these mentalities and experience weight have a very big impact on attitudes, opinions and actions of the new political class. It may justify this lack of democratic culture in the beginning of the process, but cannot justify the fact that in these almost 20 years is not made any serious or organized attempts to fill the gap democratic culture and science of democracy. Well do our governors seeking and decide to train teachers, doctors, etc., To increase the quality of work, but no steps have been thought up to now, for training or culturing the new democratic political class, its democratic theoretical. Previously it should be understood acute need, in order to

³ Bennet dhe Sh. Iyengar Journal of Communication, Volume 58, Issue 4

⁴ Sh. Iyengar and A. F. Simon 2000, New Perspectives and Evidence on Political Communication and Campaign Effects, Journals of Psychology, Volume 51

enable and an effective solution. I think that as soon as the realized awareness for this need, the faster will be delivered from the sharp negative phenomena and as soon will be the long-awaited transition of Albanian democracy, from fragile to consolidate functional. Of course, that it requires a wider conception of democratic culturing of people, because really matters installation of democratic institutions and their legal regulation, but democracy works when people recognize them as democratic institutions and behave towards them in a democratic way. Mind ruler and simultaneously illumined by wisdom, while civilization comes from learning. Secondly, the exercise of democracy and democratic reaction requires wisdom, knowledge, and learning. This enables a comprehensive vision of sustainable, which paves the way for the development of democracy and the effectiveness of governance and good governance. In this way performed democratic awakening of our society and civilization. Much lacks essential political communication in Albania. With that first required awareness for this situation, the scientific study of this complex reality and serious response.⁵

Rama Before entering politics, political communication in Albania was in serious condition. Or rather he did not even start. By the year 1997-1998, Albania was left inertia puniest propaganda, while the Democratic Party of Sali Berisha was in the same scheme upside down political propaganda then and they were simply a communication style political propaganda. More than 10 years later, when it seems that everyone can do everything, there is still a merit to put in its place: Edi Rama can be considered without any doubt as the founder of political communication in Albania. Even more than that, more effective user of this instrument, without which we cannot understand today's politics. Rama was an intellectual-80s, flown in all directions and endless ask to find an important place on the political scene without any advantage from who knows what else. But since he understood before others in this tireless grievances only one thing: today everything is "communication", or almost. Everything else in that sense: ideas, intellectual and emotional investment, the traffic of interest: everything else here to the media.

Identifying with the leader who overthrew one of the most severe forms of communism in Eastern Europe and re berth prouesternizmi national values, they were committed by three features that will give Sali Berisha passport to come from Albania closed and also to be entered and accepted in Kosovo and everywhere where Albanians live outside the state. It will not be easy nor without misunderstandings, nor the current Prime Albanians, nor to others that will not always understand its anti-right. I will spend a lot of time since then, but all will be very laborious and time with a lot of problems for all in Bangladesh and will anyway be the same even for one of the main protagonists of the main events, Sali Berisha. But despite many ups and downs, that will go hand to his liking in Kosovo and elsewhere to expand and extend where no other politician today Albania has not reached. Certainly this has contributed his efforts and his course not only for Albania to join NATO and to establish a road linking Albania and Kosovo. But there knows what else that is not so concrete and so it is not visible as they are these last two results, but has long been in one way or another perceived by the citizens of Kosovo and the intended or identified with Berisha and this is His mode of political communication, ways of access and choice of a wide variety of problems.

⁵ <https://grillod.wordpress.com/cfare-i-mungon-komunikimit-politik-ne-shqiperi/>

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