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

Njomza KRASNIQI[1]

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

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

INTRODUCTION

In now days printed or otherwise delivered media one of the most important and more significant options that are needed on the media is the fact that they supply the actual role to create positive samples for the society to form their individual ethical moral code. It's a role that even though has been somewhat mitigated due to the rising of the social media and its other most powerful counterpart television and cinema it is still the mostly uphold by the media in general. The main point on this is the fact that no matter how accurate are the social media and the television, they are still perceived as fictional sources of information while the other forms as the news and documentary are perceived mostly as the real ones[2].

No matter how right or accurate this perceptions are it still remain the same that both of them are perceived as this and the most important thing about this is that they fulfill a very old duty that storytellers had since the beginning of our civilization, that to produce the best myth symbols to inspire the normative of the moral code[3], or the law ones in the later decades to

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[1] INSERT BIOGRAFY

  1. [2] Faye Ginsburg, Lila Abu-Lughod & Brian Larkin. (2002) Media Worlds: Anthropology of New Terrain.

  2. [3] Jump up ^ David Morley. (1980) The "Nationwide" Audience: Structure and Decoding

the society. Without the examples or the mitigation of Myths to place a well defined moral code of expectations this need of the society is not fulfilled since they don't know whom they should follow to set their own moral code.

Now this may not seem as a big deal since we have enough other institutions that try to set the definitions for the younger generation of what is considered a good moral ground for building the individuals personal moral code, but most of the time this institutions are not really helpful and they mostly become entangled and not functional in the countries which suffer the transforming from one king of government to another, like the Balkan countries or more precisely like Kosovo and Albania. In these countries the other institutions such as school, religion, laws, etc, which are also instruments of the building up the ground for the individuals moral code are shaken and most of the time are struggling with differences with their own development so they are not really appropriate to give the foundations for such a enormous social duty, making the media the most impact in the way they build their system in enabling the individuals of that society to be the ones whom need to copy. It's also important to see how the mitigations of this myths form the media impact the society, because in their own routine to make profit out of the business they mostly forget about this special duty and most of the time they are so focused in making the news that they forget in what that new would mean to the impressionable minds of the youth. [4]

This is not to say that the situation I study below is only happening in Kosovo or Albania, but I am taking this two countries as a comparison in what is the power of the media today and how they are lacking in their most basic ethical issue, that their responsibility is to serve the interest of the greater audience not of the few of them.

The purpose and objectives of the study

The object of this study is to offer a paragonable between the way the news are published in the Media in Kosovo and Albania are impacting in the societies building up of the moral code of their respectibel individuals and the way that how the differnt way that they represent the news, it that of how they are choosing what to publish and what not is impacting indirectly in the way that the myth buiding factor is refecling in their society[5] .

> **Research question, hypothesis and methodology of the study.**
> This work is a description of the situation that is actual in Albania and Machedonia in comparison of each other and how the way that they choose in what to focus their choosen news is impacting in other factors in their societies The different data was collected thru different sources, mainly statistical ones which are detailed in more depth in part fifth.
> **Our working hypothesis is**: Does the media has a direct impact in the moral building code of the society in Kosovo and Albania ?

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3.   [4] Jump up ^ Lila Abu-Lughod. (1997) 'The Interpretation of Cultures after Television', Representations, 59: 109-133

4.   [5] Kist,W. (2012). Class get ready to tweet: Social media in the classroom. Our children.

The importance of this research

Even though has been many studies for the role the media playeed and in their respecting of liberty in the pre dictactorial countries , there is next to none regarding the role the liberty of the media plays in the actual moral structure of these countries, and it also hold significance in my doctoral thesies , " The media impact in Kosovo's Sovrainty. The data obtained from the field and different sources are processed under the program SPSS Advanced Statistics

The media in Albania and Macedonia

It is not a well known fact and in most of time it's neglected but the way the printed and the general media ad operate in Kosovo is different from the one in Albania. Even though they are both countries that have a somewhat similar story and background the media in general and the printed media to be more specific have very different ways that they publish the news. Is highly more professional in Kosovo that that in Albania. The main point of difference is the way that they publish the black conical news. In Kosovo except for press publishing for big news that have a big impact on the everyday life the black chronic is just a column in the page 10th of the most newspapers, except in special occasions when it is really a very big news such as the murder of police officers. In Albania is whole different way, while most of the printed media and even the ones not printed dedicate the more coverage to murder, accidents and other criminal activity. Now this is even more awful when you add to the equation the fact that this entire media is being a free media and is on 24/7 and is easily reached to all ages. What is more in Albania you have channels of news dedicating to broadcasting the even more minuscule detail of troublesome pictures of death and mayhap.[6]

Now we all agree that even in earlier discussions the impact of violent picture be it media or game has a direct impact to the population and no matter the free choice of the individuals there should be a limit in what is availed to the impressionable youth, we can go no further for evidence that the movie of "50 shades of gray" and the impact that resulted in the incident in London when a 15 years old considered it perfectly normal to play out the movie on his girlfriend. And in this case we are discussing a movie which is a fictional information, what happen when the same information come from a source which all the society consider true as we all consider the news. It is unbelievable that taking in consideration all this we will just excuse this as a normal need of the media to publish what is happening to the society if we don't include the fact that if we accept this we also need to admit that we need also to cover everything else in details to give a perfect picture of the reality. However since there is no possible mean to do this, to publish everything that is happening[7] (not only due to material restrictions but also due to moral ones), excusing one aspect to favor another (publishing gruesome news and picture because the media is free and cannot be censored) we are already permitting the media to create a paradox in the concept of moral code abiding to the individuals. This situation take a prior interest because as was explained before the other institutions that serve to consolidate and create the moral code in this two countries are frail and still evolving to adapt to the change in the structural system and applying, so that this situation make the media even more important than in other countries where this intuitions work normally. So what does it happen to the whole system of this moral building machinery

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[6] Van Dijck, Jose The Culture of Connectivity: A Critical History of Social Media, January 30, 2013

5.   [7] J. Schroeder and T.J. Greenbowe, 2009. "The chemistry of Facebook: Using social networking to create an online community for the organic chemistry laboratory," Innovate, volume 5, number 4,

when the most important section is malfunctioning? I believe we will find the answer in the below part of the study.

The actual problem

The problems of the free media and the diversity they provide in the actual society in the underdeveloped countries is an ongoing one, however this research is conducted in the sole issue of how in a way the building of a horrible picture to be presented impact on the society of the participant media . The data below was collected using different resources such as statistic publications of Albania and Kosovo Institute of statistics, and also international publications of statistics such as Gallup and Institute of Media in Albania. Also in it is included a detailed overview of the most main newspapers of Albania and Kosovo in the last three years 2012 to 2014, since this research is limited.

It is mostly an surface reading of the data collected and presented in a way to show the way one is impacting the other. There is a coloration on how the media impact the society which has been proved time and time again, [8]what I am trying to prove in this research is how different ways to paint the society in the media is impacting the way that the society react. I have taken the Kosovo and Albania for the specific reasons that I have already explained and it easy to show how one pair of statistic, how the media paint reality, impact the other one. For this research I have put on place the main medias of Kosovo and Albania which are respectively Bota Sot, Koha Ditore, Kosova Sot, Express, Zëri , and Gazeta Shqiptare, Panorama, Reporteri,Rilindja Demokratike, Shekulli, Shqip. The amount of the black chronic news has been divided in percentage and the the rest has been conformed to the data collected by the Statistical institutions of both countries on crime and other global institutions such as Gallop Insitute.

It is not a very in depth research but it's enough to open the road to further study in this kind of research. Particularly because if we describe the world as nothing more than a battle ground where the fittest survive, with no thought to the moral codes, we cannot expect grounding and care for other to emerge[9].

1. **Analyses, Data Interpretation**
   - According to the information we have received from the newspapers in Albania it shows that 18% of what they publish is entertaining news, while 12% is political news, as 3% of them put a effort in publishing economical news, while according to data shows that 67% is dedicated to the black chronic new. The data shows the main source of information avail at the Albania is the black chronic news, it's interesting to note than in this category we have also included the news that would claim corruption and crime in the political area.

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6. [8] Moody, M. (2010). Teaching Twitter and Beyond: Tip for Incorporating Social Media in Traditional Courses. Journal of Magazine & New Media Research

7. [9] Jump up ^ Ien Ang. (1991) Desperately Seeking the Audience

**Percentage of published different news in Albania**
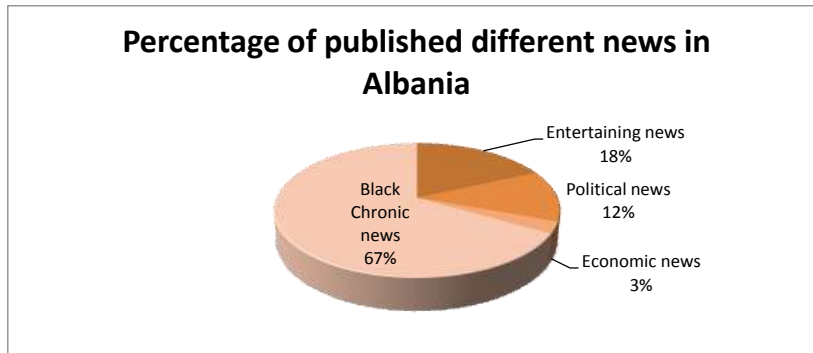
- On the the other side the data collected from the Kosovo media differ a lot of the ones posted in Albani, 36% the news is mostly political, 31% of the published news cover the economic area, while 25% it is mostly based in entertainment value. Only 8% of the news reported is connected to the black chronic and that is mostly to the fact that the newspapers has a page at the end dedicated to the possibility to post respect and remembrance to lost ones as homage to them.

Published news percentage in Kosovo media
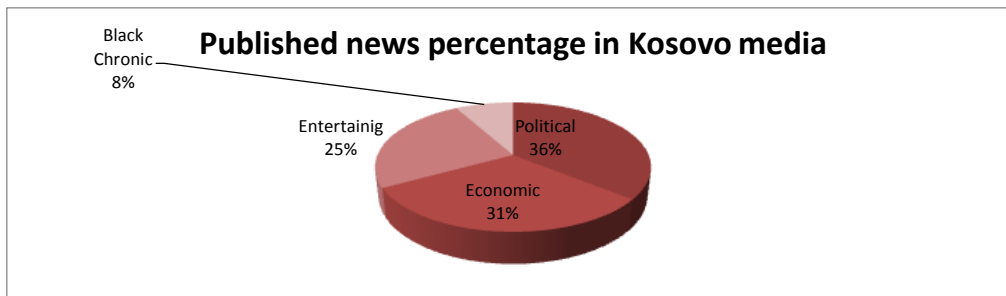
- The other part show how this percentage of the news has been developing in the aforementioned countries in the last three years. Kosovo's 2014 year has not been added since the data differ from 2013 from a minimal difference of 0.04% since : Albania 2014 has a 35% rise in the black chronic news, followed by the 2013 33% and 28% 2012, In the other side Kosovos news of black chronic was in 2012 4% and in 2013 and 2014 1%.

How did you get in contact with the chat rooms, comunities?
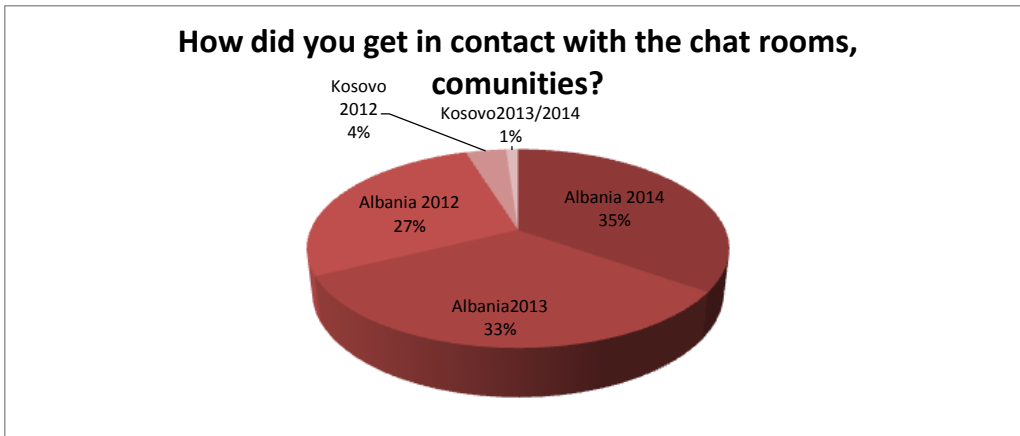
- The next part is describing how the criminal rate has raised in the last 3 years as published from the before mentioned institutes. Below you find the data for Albania 51 % is the raise of crime in 2014, 34 % is the raise in 2013, and 15% is the raise in 2012. We believe the data speak for themselves however we should mentioned that a lot of this may be influenced from the political climate that is actual.

Chrime Raise as acording to the Statistical data in Albania 2012-2014
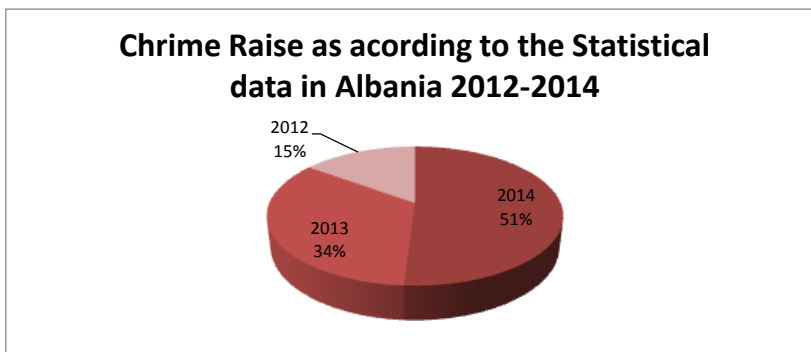
- To back up the above data below is a graph of the information taken from the Institutes of statistics of Kosovo, the institute of Media and the Gallup institution in highlighting the data how the information was distributed in the Balkans in 2012-2014 11% was a rise in the crimes in 2014, 18%, was the rise in 2013 and 71% was the data relenting to the crime raise in 2012. Its a clear picture , but we should mention that Kosovo is still a very frail and new country.

Kosovo statistical data for crime raise

2014
11%

2013
18%

2012
71%
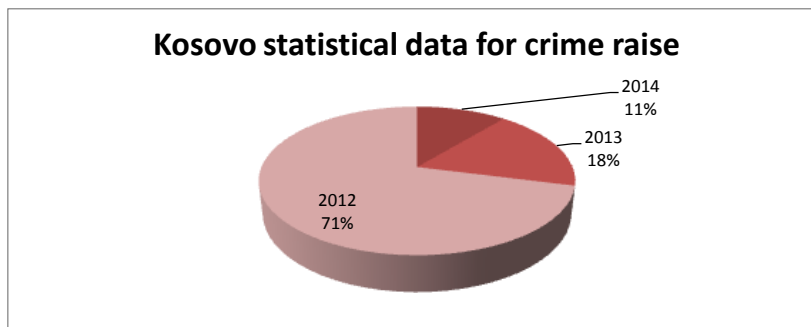
CONCLUSIONS

As already demonstrated the effect that the media impact on the societies is clear as a picture. We cannot ignore that when the media try to say to the people that we live in a delinquent world they will try to adapt to that and consider normal things that otherwise they will never consider normal. If we ignore that impact we will come back to Thomas Man Utopia and arrange for criminals to be punished when we are the ones who made them criminals to start this. We cannot try judge if we do not put restrictions in professionalism when we don't want an abolishing of the moral code and all that it entails for a society. So all in all the main conclusions are as below:

    a.) Media has a dire impact in the moral code of the society
    b.) The way it paint reality impact the individuals of a society
    c.) It create a rise or a low in criminality

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