

CHARACTERISTICS OF POLITICAL DISCOURSE IN ALBANIA

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ABSTRACT

Political communication is a speech, the nature of which includes objectives and formal political parameters and secondly, it is television. In the context of a political communication with the public, when talking about a speech, it is understood that its form, type or even the content, are specific, because it can't be the same as a university lecture, nor can it be built as a text/writing in print media. In communication theories, it is known that the speech produces reality. Sometimes, it is reality which produces certain speeches, but also, a certain speech may produce a reality. In this work, when talking about speech, we'll understand our way of being, which includes not only our language and words, but also our way of acting, interacting, feeling, believing, appreciation or use of the objectives, symbols, technology devices; knowing ourselves and others as ourselves in meanings of certain ways. Nowadays, our political language is not just ordinary, but has tuned into a political vandalism, whereas Albanian woman has to face this challenge in order to become part of the political group. This study aims to observe female political discourse, based on their growing participation in political leadership positions and their continues language "struggle"; it also aims to identify a common denominator in terms of political communication that can lead to a success formula for females in politics. Meanwhile, from a methodological approach this study aims to measure the dimension of this concern throughout a qualitative analysis of the political discourse content in Albania within a ten year timeframe, from 2005 until 2014.

Keywords: Discourse, woman, political communication, language, politics.