

Media Studies and Journalism: Shaping Perceptions through Propaganda, Strategic Communication

Faculty of Mass Communication

AAB College

Abstract

This collection of research conducted by the Faculty of Mass Communication at AAB College offers a comprehensive examination of contemporary media studies, focusing on how media influences both local and global perceptions. It addresses key issues such as the role of media in intercultural communication in an increasingly globalized world and the political and cultural dynamics within Kosovo and the broader Balkans. The research emphasizes Kosovo's strategic use of media to enhance its international image, navigate diplomatic challenges, and assert its national identity. It also explores the impact of traditional and digital media in shaping global narratives, the role of media literacy, and the power of propaganda in conflict situations. Through these studies, students can gain valuable insights into the evolving media landscape and its significant role in shaping political, cultural, and social contexts. This summary aims to assist students in easily finding relevant literature to support their academic work in the field of media studies.

Keywords: media studies, internal communication, media, news, broadcast, journalism, propaganda.

Introduction

The research conducted by the staff of the Faculty of Mass Communication at AAB College provides a critical and multifaceted examination of contemporary media studies, with a strong emphasis on the role of media in shaping both local and global perceptions. These studies explore a range of crucial issues, including the intersection of media, culture, and communication in an increasingly globalized world, as well as the political and cultural dynamics within Kosovo and

the broader Balkan region. In particular, the research focuses on the challenges and opportunities faced by Kosovo in its efforts to manage its international image, establish diplomatic relations, and build a national identity in the global arena.

One key area of focus in the research is the role of media in intercultural communication. In the context of globalization, media is a powerful tool for bridging cultural divides, enabling cross-cultural dialogue, and facilitating understanding between diverse populations. The studies analyze both traditional and digital media, highlighting their influence on the formation of global narratives and the potential for media to either foster mutual understanding or perpetuate harmful stereotypes. The need for media literacy is emphasized, particularly in today's interconnected world, where individuals must critically engage with media messages and contribute to more inclusive and accurate global communications.

Another central theme is the strategic use of media and communication by Kosovo to shape its international image. In the aftermath of its declaration of independence, Kosovo has sought to establish itself as a sovereign nation, navigating political, cultural, and media challenges on the world stage. Through studies of strategic communication and media diplomacy, the research sheds light on Kosovo's efforts to promote its national identity, secure international recognition, and influence global opinion through diplomatic channels and media engagement. The role of digital media in amplifying these efforts is also explored, with particular attention to how social media platforms have become a critical component of Kosovo's global communication strategies.

Additionally, the research critically examines the impact of propaganda and media narratives in shaping public opinion, particularly in sensitive political situations such as the Kumanovo incident and the Serbian response to the Dick Marty report. These studies reveal how media can be manipulated to serve political agendas, influencing both domestic and international perceptions of key events and issues. The power of media to either escalate or de-escalate conflicts is underscored, illustrating its pivotal role in shaping political outcomes and fostering peace or division.

In sum, the studies conducted at the Faculty of Mass Communication at AAB College provide valuable insights into the evolving nature of media in the digital age, particularly its influence on political, cultural, and social dynamics in Kosovo and beyond. These works are essential for understanding the complexities of modern media systems, the importance of strategic

communication in international relations, and the role of media in shaping national identities and global perceptions.

The Role of Media in Intercultural Communication in the Age of Globalization

This research focuses on the role of media in intercultural communication, particularly in the context of globalization. It examines how media serves as a bridge for communication between different cultures and how it shapes the perceptions of global issues. The study explores the role of traditional and digital media in facilitating cross-cultural understanding and cooperation. It also looks at the challenges posed by media-driven stereotypes, cultural misrepresentation, and the digital divide. The research underscores the need for media literacy in an increasingly interconnected world, where individuals must be equipped to critically engage with global narratives and foster mutual understanding across cultural boundaries.

International Image of a Country Through Strategic Communication: Case Study of Kosovo

This research investigates the role of strategic communication in shaping the international image of Kosovo. The study focuses on how Kosovo utilizes media and communication strategies to build its international reputation, particularly after its declaration of independence. It analyzes Kosovo's diplomatic efforts, public relations campaigns, and media strategies aimed at securing recognition from other states and influencing global public opinion. The research highlights the importance of strategic communication in nation-building and emphasizes how Kosovo uses media to project a positive image, promote its national identity, and overcome challenges related to its political status. It also discusses the role of digital media in enhancing Kosovo's global communication efforts.

Propaganda and Image in the Incident in Kumanovo

This study examines the role of media propaganda in shaping public perceptions of the Kumanovo incident, a significant event in the political landscape of Kosovo. The research explores how different media outlets framed the event, the narratives they promoted, and the impact of those narratives on public opinion. It delves into the ways in which political actors used media to

influence the image of the incident, presenting it in a light that suited their agendas. The study underscores the power of media in the construction of political narratives and highlights the potential for media to either foster peace or escalate conflict, depending on how information is framed and disseminated.

The Serbian Propaganda in Dick Marty's Report

This research critically analyzes the Serbian propaganda efforts surrounding the Dick Marty report, which investigated alleged human rights violations in Kosovo. The study looks at how Serbian media used propaganda to influence public opinion both domestically and internationally regarding the findings of the report. It examines the role of media in shaping perceptions of the conflict in Kosovo and the political use of media to discredit reports that could harm national interests. The research highlights the role of media in conflict and post-conflict situations, showing how media can be manipulated to serve political purposes and shape international narratives.

Les Medias des Albanophones dans les Balkans: A Study of Media Expression in Central and Eastern Europe

This study explores the role of Albanophone media in the Balkans, focusing on how media outlets in Albania, Kosovo, and other Albanian-speaking regions portray cultural diversity. It examines how the media serves as a vehicle for expressing the cultural and political identities of the Albanian-speaking populations in the Balkans. The research looks at the challenges faced by Albanophone media in a region marked by political tensions, ethnic conflicts, and historical divisions. It discusses how these media outlets navigate the complex cultural landscape of the Balkans and contribute to the broader discourse on media representation and cultural diversity in Central and Eastern Europe.

The Role of Media in Intercultural Communication in the Age of Globalization

This paper focuses on how media contributes to intercultural communication in the context of globalization, where information crosses borders more freely and rapidly than ever before. It

discusses how media can both foster understanding between cultures and perpetuate misunderstandings through stereotyping and misrepresentation. In an increasingly interconnected world, the media plays a key role in shaping perceptions of different cultures and facilitating communication. The study explores the importance of media literacy in ensuring that individuals can critically evaluate media content and participate in meaningful cross-cultural exchanges. By examining the influence of both traditional and digital media, this research highlights how the media can serve as a bridge or barrier to global communication and intercultural dialogue.

Media Diplomacy: Albanians' Challenges in the Era of Global Media

This study explores the challenges faced by Albanian-speaking communities, particularly in Kosovo and Albania, in navigating the global media landscape. It discusses the role of media diplomacy in shaping the global perception of these communities, particularly in terms of political stability, cultural identity, and international relations. The research delves into how Albanian media uses diplomatic strategies to engage with global audiences and promote their political and cultural narratives. The paper also analyzes how global media platforms impact local political dynamics and influence public opinion on the international stage. It underscores the need for more sophisticated media diplomacy techniques to ensure that Albanian-speaking communities can better represent their interests and identity in a globalized media environment.

The New Nature of Cultural Diplomacy in the Age of Online Communication

This study addresses how cultural diplomacy has evolved with the advent of online communication. It examines how digital platforms such as social media, websites, and online content-sharing have transformed the way countries engage in cultural diplomacy. The paper highlights how countries now have the ability to reach global audiences more easily through digital means, enabling them to promote their culture, values, and national identity. However, the study also notes the complexities of using digital platforms for cultural diplomacy, including the risks of misinterpretation, cultural appropriation, and the spread of misinformation. It underscores the need for a strategic approach to online cultural diplomacy to ensure it is effective and accurate.

Multiple Target Audiences: Critical Analysis of the Pristina-Belgrade Dialogue

This research critically examines the media coverage of the Pristina-Belgrade dialogue, focusing on the complex dynamics of media strategies when addressing multiple target audiences. The study looks at how media in Kosovo, Serbia, and internationally framed the political dialogue between Kosovo and Serbia and how different narratives were presented to domestic and international audiences. The paper analyzes the role of media in shaping public opinion about the dialogue and its impact on the political process. It emphasizes the challenges of managing multiple political agendas and the influence of media in conflict resolution processes, particularly in regions with historical tensions.

Public Diplomacy in the Post-Truth Era: The Decline of Soft Power

This study explores the erosion of soft power in the post-truth era, where the spread of misinformation and the breakdown of trust in traditional institutions have undermined traditional diplomatic efforts. The paper examines how the post-truth landscape, marked by the prevalence of fake news, conspiracy theories, and polarized media, affects the ability of governments and international organizations to effectively use soft power for public diplomacy. It discusses the implications for global communication, emphasizing the challenges faced by countries in projecting a trustworthy image when the lines between fact and fiction are often blurred. The research suggests that public diplomacy must adapt by focusing on transparency, accountability, and engagement with diverse audiences to regain trust and influence.

Revisiting Hallin and Mancini's Media Model: Albania and Kosovo

This research revisits the media model proposed by Hallin and Mancini, analyzing its applicability to the media environments in Albania and Kosovo. The study explores how the model, which categorizes media systems into different types based on their political and economic contexts, can help explain the media structures and practices in these two countries. The research compares Albania and Kosovo to other European media systems, discussing similarities and differences in

terms of media freedom, political influences, and the role of media in public life. The paper provides insights into how the media in these countries operate within their specific political and social contexts and how they shape public discourse and political participation.

The Return of Media Diplomacy: Examples from Kosovo

This paper looks at the resurgence of media diplomacy, with a focus on Kosovo. Media diplomacy refers to the use of media by governments and other international actors to shape foreign policy, promote national interests, and engage in cross-border communication. The study examines how Kosovo has employed media diplomacy strategies to communicate its political goals and cultural identity to the world. By analyzing specific examples of Kosovo's media engagements with other countries, the research highlights how media diplomacy plays a crucial role in Kosovo's foreign relations, particularly in its efforts to gain international recognition and strengthen its position in global politics.

The Impact of Social Media on the Development of Women, Especially in Transition States

This research focuses on the role of social media in empowering women, particularly in transition states such as those in post-conflict regions. The study examines how social media platforms provide women with new opportunities to voice their concerns, organize for social change, and engage in political and economic activities. It explores the challenges and benefits of using social media as a tool for women's empowerment in regions where traditional gender roles are more entrenched. The paper also discusses the risks associated with social media use, such as online harassment, privacy concerns, and the digital divide. It highlights the transformative potential of social media for women in transition states and the ways in which it contributes to gender equality and social development.

Conclusion

This collection of studies offers a multifaceted examination of the complex and dynamic role of media in intercultural communication, diplomatic strategies, conflict resolution, and social

development. The research highlights the pivotal role of both traditional and digital media in shaping perceptions of global issues, facilitating intercultural understanding, and building national identities. In an increasingly interconnected world, media serves as both a bridge and a barrier for communication between different cultures, with the potential to either foster mutual understanding or perpetuate harmful stereotypes and misrepresentations.

Particularly in the context of globalization, the study emphasizes the importance of media literacy as a critical tool for individuals to engage with global narratives in a thoughtful and informed manner. As digital platforms become central to the dissemination of information, the risk of misinformation and cultural appropriation becomes more pronounced. This underscores the necessity for strategic communication efforts to ensure that media serves as an instrument for positive change, rather than reinforcing divisive or biased narratives.

Kosovo's use of media as a tool for shaping its international image and promoting national identity post-independence further highlights the growing importance of media diplomacy. By analyzing Kosovo's efforts to secure international recognition and navigate diplomatic challenges, the research demonstrates how strategic communication can play a crucial role in nation-building and overcoming political tensions. The study also shows how media can be manipulated to serve political agendas, such as in the cases of the Kumanovo incident and the Serbian propaganda surrounding the Dick Marty report. These examples reveal the power of media in influencing public opinion and political outcomes, illustrating the double-edged sword that media can be in times of conflict.

Moreover, the research delves into the role of media diplomacy in the Balkans and its impact on Albanophone communities in regions marked by historical divisions. Media serves as an essential vehicle for representing cultural diversity, promoting identity, and addressing political challenges within the region. In this context, digital media platforms provide new opportunities for Albanian-speaking communities to engage with global audiences and shape their narratives on the international stage.

Ultimately, this research underscores the evolving nature of media in the digital age and its profound impact on global communication, national identity, diplomacy, and social development. As media continues to shape public opinion and influence political dynamics, the studies call for

greater attention to the ethical use of media, the need for media literacy, and the importance of fostering cross-cultural understanding in an increasingly complex global landscape.

References

- Abrashi, G. & Reçi, A. (2023). Motivation of Employees in the Public Sector through Organizational Communication Case Study: Vala Mobile Company, Kosovo. *Journal Human Research in Rehabilitation*. 13(2), 313-320. <https://doi.org/10.21554/hrr.092314>
- Abrashi, G., & Sallauka, U. (2022). Use of Information Technology in Academic Library Practice. *The International Information & Library Review*, 54(4), 380–386. <https://doi.org/10.1080/10572317.2022.2124834>
- Fuga, A & Saliu, H. et al. (2013). Les medias des albanophones dans les Balkans. dans: D. Serafinová, M. Mathien. *L'expression médiatique de la diversité culturelle en Europe centrale et orientale*. Bruxelles: Bruylant-UNESCO. (283-298).
- Izmaku, Xh. & Gashi, Rr. (2023). The Impact of Social Media on the Development of Women Especially in Transition States. *HighTech and Innovation Journal* 4(3), 560-574. <http://dx.doi.org/10.28991/HIJ-2023-04-03-07>
- Saliu H. & Lljunji V. (2022). Cultural Diplomacy of Kosovo after the Declaration of Independence. *Information & Media*, 93, 62-76. <https://Doi.org/10.15388/Im.2022.93.61>
- Saliu, H. & Abrashi, H. (2023). The Return of Media Diplomacy: Examples from Kosovo. *Jurnal Ilmu Sosial dan Ilmu Politik* 27(1), (74-89). <https://doi.org/10.22146/jsp.73710>
- Saliu, H. & Abrashi, H. (2023). The Return of Media Diplomacy: Examples from Kosovo. *Jurnal Ilmu Sosial dan Ilmu Politik* 27(1), (74-89). <https://doi.org/10.22146/jsp.73710>
- Saliu, H. (2012). The Serbian Propaganda in Dick Marty's Report. *Thesis*, 1(1), 67-78.
- Saliu, H. (2013). The image of a country, communication actors in educational exchanges. *Thesis*, 2(1), 89-98.
- Saliu, H. (2014). Imazhi i Kosovës në marrëdhëniet publike ndërkombëtare”. *Studime Albanologjike – Diversiteti kulturor në media*, 1, 47-56.
- Saliu, H. (2014). Media diplomacy – albanians' challenges in the era of global media, *Socio-Economic Dimensions of Peace Building Proceedings Book*, 62-72.
- Saliu, H. (2014). Mësimet për mediat, sipas teksteve shkollore në Kosovë. *Studime Albanologjike – Mediologjia*, VI, 61-69.

- Saliu, H. (2015). Propaganda and Image in the incident in Kumanovo. *Thesis*, 4(2), 95-105. Doi.org/10.2139/ssrn.3015687
- Saliu, H. (2015). The role of media in intercultural communication in the age of globalization. *Media Industry- Trends, Dynamics and Challenges. Proceedings Book*, 325-335.
- Saliu, H. (2015). *Komunikimi në diplomacinë publike: Soft power-i dhe imazhi ndërkombëtar i Kosovës*. Prishtinë: Kolegji AAB.
- Saliu, H. (2016). Media, letërsia dhe interneti, si kontent dhe si kanal komunikimi, në: *Letërsia dhe Media-një perspektivë krahasuese*. Elbasan: Universiteti 'Aleksandër Xhuvani'- Departamenti i Letërsisë dhe Gazetarisë, (19-25).
- Saliu, H. (2017). International image of the country through strategic communication, Case of Kosovo. *Journal of Media Critiques*. 3(9), 65-76. [Doi: 10.17349/jmc117105](https://doi.org/10.17349/jmc117105)
- Saliu, H. (2017). The new nature of Cultural Diplomacy in the age of online communication. *Journal of Media Critiques*, 3(10), 87-100. Doi:10.17349/jmc117206, <https://www.cceol.com/search/article-detail?id=697056>
- Saliu, H. (2018). Multiple Target Audiences, Critical Analysis of Pristina-Belgrade Dialogue. *On-line Journal Modelling the New Europe*, 26, 108-123. Doi:[10.24193/OJMNE.2018.26.08](https://doi.org/10.24193/OJMNE.2018.26.08)
- Saliu, H. (2021). The specifics and complexity of EU public diplomacy. *Druzboslovne Razprave*, XXXVII(96-97), 189-207. <https://www.sociolosko-drustvo.si/wp-content/uploads/2021/09/DR96-97-Saliu-WEB.pdf>
- Saliu, H. (2022). Public Diplomacy or Public Glocalization? Rethinking Public Diplomacy in the post-Truth Era. *Vestnik Moskovskogo universiteta. Seriya 10. Zhurnalistika*, 1, 157-175. DOI: [10.30547/vestnik.journ.1.2022.157175](https://doi.org/10.30547/vestnik.journ.1.2022.157175)
- Saliu, H. (2022). Rethinking Media Diplomacy and Public Diplomacy Towards a New Concept: Digital Media Diplomacy. *Online Journal Modelling the New Europe*, 39, 1-24. DOI: [10.24193/OJMNE.2022.39.01](https://doi.org/10.24193/OJMNE.2022.39.01)
- Saliu, H. (2023). Narratives of Public Diplomacy in the post-Truth Era: The decline of Soft Power. *Communication & Society*, 36(2), 209-224. <https://doi.org/10.15581/003.36.2.209-224>
- Saliu, H. (2024). Navigating media literacy in the AI era: Analyzing gaps in two classic media literacy books. *Journal of Applied Learning & Teaching*, 7(2), 98-109. <https://doi.org/10.37074/jalt.2024.7.2.25>
- Saliu, H., Bicaj, A. (2022). The Digital Competence of Future Teachers in Kosovo. In L. Tomczyk & L. Fedeli, (eds), *Digital Literacy for Teachers. Lecture Notes in Educational*

Technology. Springer, Singapore. (275-290). https://doi.org/10.1007/978-981-19-1738-7_15

Saliu, H., Reçi, A. & Abrashi, G. (2023). Revisiting Hallin and Mancini's media model: Albania and Kosovo. *Balkan Social Science Review*, 21, 235-255.

<https://doi.org/10.46763/BSSR2321235s>

Saliu, H., Reçi, A. & Abrashi, G. (2023). Revisiting Hallin and Mancini's media model: Albania and Kosovo. *Balkan Social Science Review*, 21, 235-255.

<https://doi.org/10.46763/BSSR2321235s>

Saliu, H., Rexhepi, Z., Shatri, S. & Kamberi, M. (2022). Experiences with and risks of internet use among children in Kosovo. *Journal of Elementary Education*, 15(2), 145–164.

<https://doi.org/10.18690/rei.15.2.145-164.2022>

Saliu, H.; Çipuri, R. & Izmaku, X. (2024). Gutenberg's death in the Balkans: news values in Kosovo and Albania. *Cogent Arts & Humanities*, 11(1), 2303197.

<https://doi.org/10.1080/23311983.2024.2303197>