

Public relations in the Albanian telecommunication companies and their impact on the news

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Abstract

Telecommunication companies in Albania remain the biggest advertisers in the Albanian media. This reality in the last 15 years, has an impact on the way that media observe these companies and promotes their news. It is seen that these companies have created a kind of immunity by the media because they contribute with advertisement budgets, so much needed by Albanian TV, newspapers and portals. They own very solid structures of PR that are supported by the marketing groups. They changed the way that the corporate news are created, and generally these news are similar to advertisements. Randomly these news are un-noted as promotional messages. Through this paper, are analysed some of these news structures which are a direct product of PR offices. They do not pass through any editorial filter of the media.

Keywords: *Telecommunication companies, Albania, news, PR, marketing.*

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