

Television as an extension of the office of promotion of cultural institutions in Albania

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Abstract

Cultural journalism on television has almost occupied a peripheral place at any time. Especially in recent years, the editorial executives are simply handling it as a transmitter of superficial information, which time and again is equal to brief news given by offices of these cultural institutions themselves. Evidence of this fact is the news, which always has in the centre of attention a new premiere show from the Opera and Ballet Theatre, National Theatre and other venues in Tirana, showing less from whole Albania; promotion of a new book or exhibition or the premiere show of a film or documentary, and almost never reflecting a critical viewpoint on them.

In these circumstances, reporters have become only holders of microphones and mechanical professionals in preparing a TV chronicle, which, besides some surface information, almost in no case offer a different approach from what promotional offices would want to be. Under these conditions, the audience is finding less useful information about what film or theatre to see or book to buy or read. The same situation appears regarding the information about cultural or general programs on Albanian TV, which should be deeper. Even here, the object is still the official information coming from the press offices or rather the promotion and marketing offices of public and private cultural institutions. From the outcome of monitoring news broadcasts and press office announcements, it turns out that more than 70% of TV time regarding cultural news is based on press releases from public or private cultural institutions, but also from individuals who are holding the events. News that are the product of the reporter's own research, investigation or

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addressing a critical art problem are peripheral and in some TV stations almost non-existent.

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