

Measurement of political marketing in the audio-visual media during election campaign - Case of local elections on 21 June 2015 in Albania

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Abstract

The way how radio and television operators cover an electoral campaign has been and remains a subject of discussion in order to improve their performance and editorial offices meet the professional and deontological requirements.

Evaluation and analysis of specific subjects, or of the market in general is made with the monitoring of broadcast contents.

The main focus of this paper is precisely on aspects of the monitoring process of audio and audio-visual media during the electoral process in Albania, the carried over or new features and phenomena.

Referring specifically to the campaign event of local elections of 21 June 2015.

By addressing the applied methodology, the management method, what market part the calculation of indicators of campaign coverage includes, in duration and contents of information and messages addressed to the public, etc.

By identifying and analysing the concrete dynamics of how the monitoring infrastructure works and how much effect it has, the work is also an effort for proposals and ideas that improve the situation, in order to achieve a comprehensive and qualitative monitoring, also in response to the process of transfer of audio-visual broadcasts from analog to digital.

Key words: *election monitoring, radio, television, broadcasting market, electoral campaigning, media coverage, BMM.*

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