

The electoral news in the first page of newspaper

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Abstract

It is known that during election periods the political commitment is a high level. Daily newspapers with a different construction, as much as the same function, address to the readers with headlines and it seems this is more apparent during the electoral campaign. Besides the multitude of titles that express a summary of current affairs, news has orientation function for the readers. The interdependence of the political agenda with the media is a function of the orientation of political discourse and policy-making function in society, but in addition, is added overemphasis on the political agenda while avoiding civic problems. What is the content of some newspapers during the elections? What are the main issues of this period and is there a thematisation of the headlines itself? What are political figures in this discourse?

This study presents quantitative and a qualitative data analysis of the problems of the front page headlines of newspapers in 2015 during the local elections. These data will be analysed and structured, the headlines on the front page function in order to come to a conclusion regarding the discourse.

Keywords: *news, electoral news, newspaper, Bourdieu, McCombs.*

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