

Before electoral campaign as a political marketing news on Kosovo public television

Gjylie Rexha*

The news program of Radio television of Kosova becomes the platform to promote the electoral projects of political parties, even before the announcement of elections and the official beginning of electoral campaigns.

During the pre-campaign period, public broadcaster (RTK) uses legal gap to expand the presentation of the political leadership activities in the news program, despite the fact that this violates professional standards and responsibilities of public broadcasters to the audience.

Political communicators use the structure of the RTK news program, set up on the model of the pseudo-event, to promote electoral programs, in central parts of the news program of public television, which have to be dedicated to matters of public interest.

With this approach, the editorial policy undermines RTK substantive quality of news and its "alliance" with the audience, because it does not provide the information which offers knowledge about political reality.

Key words: *RTK news, pre-campaign, Kosovo leadership, pseudo-event, public broadcast.*

*GjylieRexha, PhD Candidate, Prishtina. Email: gjylie@yahoo.com