

Using Facebook in the public relations of political actors in Kosovo

Lumnije Bajrami^{*}

Abstract

Traditionally, until the emergence of new media, public relations of the economic and political actors were affected by the mass media. This was as a result of the intermediating role of the media with the audiences and voters. As a result of the emergence and popularization of new media and social networks in particular, this role began to wane significantly. While traditional media serve as a bridge between these parties, social networks today serve as a platform for online and are an effective means of communicating directly with target audiences. Having a low cost, being to operate and multimedia possibility, social networks are affecting in the process demediatization of the public relations. Facebook as one of the most popular social networks, it is used by politicians to communicate and interact with followers and potential voters. Kosovo politicians use Facebook and are very active in promoting their own personal views, to launch campaigns and discussions on certain issues. This paper aims to analyse this phenomenon and to compare the practice of using Facebook from the key figures of the main political leaders of the ruling and opposition parties as well as its influence in the process of demediatization of the public relations.

Key words: *public relations, social networks, new media, mass media, audiences*

^{*}Lumnije Bajrami, PhD Candidate, Pristina. Email: lumnie@gmail.com