

Information threatened by PR offices

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Abstract

Currently, traditional media in Albania is facing a reality that is transforming it into a transmitter of end-products, especially televisual, thus casting it out from its mission as a "watch dog" of democracy, supporting audience interest and needs. The publication of statements, especially of political ones, without verifying or requesting their authenticity, or publication of news provided by the source itself (that really stands within objectivity), has transformed media into an accomplice of inaccurate news dissemination. Furthermore, this has turned the media into a co-author of deception and public opinion manipulator. Public institutions, government, ministries, municipalities or other subordinate departments, nowadays own press offices, having as numerous staff as that of media editorial offices themselves, making the info production an industry in itself.

PR is not anymore a way through which public institutions "fight" to protect or cure their image, but a way through which media is more strongly dominated, distorting its mission and changing it into a mere supplement of these offices.

The Albanian public risks not to learn the truth ever, except the "truth" that others want to impose. Media, mainly electronic one, has totally become a "prey" of press offices and is subordinated from them. These practices have put traditional media in the position of facing very different realities, ever experienced. The question now is whether or not Albanian media should rebel against this obscure reality, in order to regain its position and to fulfil its duties by exercising its power.

Keywords: *Information, information vs PR, PR offices, PR dictatorship, directed central information prepared, press conference.*

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