

The space of sensational news and hate speech news in the Albanian written press

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Abstract

After crossing the early stages of transition in Albania, the main assembly in the press was placed by political news, it seems that this relay was already taken by conflictual news, as well called the "sensational" news. Press is turned to the news that sells more. The audiences of written media, but also the media in general are more interested in the conflictive news, paying attention to actuality, which is directly related to their lives, giving a second importance to political news.

Newspaper editors and executives recognizing the new trend of their audience have given more space and weight conflicting news that tends toward the negative, but that makes sensation turning again the newspaper to the old postulate "The bad news is good news".

Regarding to a still fragile democracy in Albania, this phenomenon raises the larger question whether newsrooms of newspapers have faded the well-known relationship media- politics, paying more attention and importance to the media - audience relationship? Have the models of media altered over the years of democratization?

The answer to these questions will be drawn as a result of the measurement of space occupied by these two fields in the pages of main newspapers in Albania throughout a 2-month monitoring. Also, as an outcome of a comprehensive analysis of journalistic discourse in the political and actual affairs.

Keyword: *Sensational news, Media Discourse, Audience*

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Entry

Even though it has been several decades since the publication of the first newspapers in Albania, and elsewhere, although the scope of journalism just as all other cultural, social and economic areas recognized fundamental changes, changing its shape into digital, dynamic, global and interactional, the notable global development has failed to change the content. The Media in Albania, but also everywhere still is built upon the old philosophy: "Bad News is Good News".

If we refer to the well-known media scholar Pierre Bourdieu in his book "On television"¹, he said that sensational news has always been the favorite food of tabloids. Blood, sex, melodrama and crime have always been big sellers.

As a hot media, it needs "bad" news to emphasize its intensity and the participation of readers. To balance the effect, in order to sell good news, it needs more bad news.

Every kind of media that conveys information to the public becomes a powerful tool. Therefore, politicians love media, businesses spend large amounts of money to buy TV time and VIPs want to occupy the front pages, because they all want to feel powerful. Even the rest of the public, the stigmatized one, wants to be part of the pages of newspapers, despite the negative reasons that lead to the front page, because the media continues to feed the public with "sensational" negative news, for which public curiosity always remains insatiable.

Newspapers seem to fulfill their function discovering the worst side of things. This increases the sales of newspapers while in public causes curiosity combined with panic, and often is a model of which the public is inspired. It is worth to mention the event in the US, in 1962, when in Minneapolis for months was not been published any newspaper, the police chief said²: "Of course I am sorry that I do not hear the news, but regarding my work I hope newspapers will never

¹ Bourdieu, Pierre, *On television*, New press, New York pg.17

² Mc Luhan, Marshall, *Understanding Media: The Extensions of Man*, Tirana, 2003

be published again". "Media aims to be an overview of the public, but this proportion is reversed and the audience becomes a model shaped by the media. It is an old phenomenon from which the current media does not take the courage to break away.

The monitoring of the leading daily newspapers in Albania

Analyzing the space that occupies the black chronicle in the front pages of national newspapers like "The albanian.com", "The Century", "Albanian" and "Panorama" results that all these newspapers give particular importance to sensational news, bad news which sells. It is noted that the selection of words emphasizes hatred against euphemisms that could have been used to soften the tones of headlines.

In a more detailed analysis, it is noticed that the newspapers which gives more pages to the black chronic and in which dominate the headlines with negative connotation are "Panorama", "The albanian.com" and "Albanian" with about 50% of all headlines. While the newspaper "The Century" it is noticed a significant reduction of the use of strong language in the headlines. In this newspaper the headlines with negative connotation occupies about 30% of all the headlines.

While regarding the space that occupies black chronic in these newspapers, it is noted that the newspaper "Panorama" gives the most space by all other newspapers, approximately 5 pages per day it is occupied by the black chronic. Followed by the newspaper "Shqiptarja.com" where black chronic occupies an average of 3.6 pages per day. In the Newspaper "Albanian" the black chronic occupies 2.9 pages per day.

While the newspaper "The Century" even towards black chronicle follows the same editorial policy giving an average of only 2 pages space per day. During the monitoring it was observed that in the newspaper "The Century", the black chronic news that was not of particular importance weren't placed in visible places. The same line was followed by the newspaper "Albanian". While in two other

newspapers these black chronic news are exposed and specially located in favorable positions to attract attention.

The tendency to use hatred language, it is easily encountered also in the political pages of these newspapers. The language used in this news is not a political one, but it is overblown with synonyms, strong expressions, and unnecessary descriptions of banal situations describing a banal conflict between the political parties.

Two monthly monitoring of the "The Albanian.com" newspaper

Newspaper "The Albanian.com"³

Date	Editorial – first page January, 2015	Hate speech space
06.01.2015	Two assassinations in Tirana.	3 pg
08.01.2015	The world is shocked, 12 persons killed in Paris	5 pg
09.01.2015	Folder 9 January. After 11 years, the perpetrators are unpunished	5 pg
10.01.2015	The massacre in Paris, terror is finished in France.	4 pg
11.01.2015	Women's pensions. Growing the retirement age	3 pg
13.01.2015	The persecuted, who has problems with documents	4 pg
14.01.2015	The pensions, here the new scheme	3 pg
16.01.2015	The Albanian in Kuba. The mysterious man of cocaine traffic	4 pg
18.01.2015	Ilir Hyseni, If I talk you will arrest 120 persons	7 pg
20.01.2015	The security officer: Berisha is lying, my brother lives outside Albania	7 pg
21.01.2015	Marjan Gryka: Sali Berisha met Milloshevic in St. Naum	5 pg

³ Monitoring of newspaper "The Albanian.com" January-February, 2015

22.01.2015	Exclusive: Marjan Gryka: Berisha has a plan to sacrifice someone in politics	3 pg
23.01.2015	21 January. Accusation: The prosecution delays investigations	5 pg
24.01.2015	The properties/ Sonila Qato: The compensation after 5 February	5 pg
25 25.01.2015	For the first time; here are the cells of Albania's intelligence services	3 pg
27.01.2015	Fehmi Abdiu: We need a new law for president	4 pg
28.01.2015	First payment of the persecuted	5 pg
31.01.2015	The Pilot, his relationship with cocaine group	4 pg
Date	The editorial- first page February 2015	
01.02.2015	The list of employees who take compensation	3 pg
03.01.2015	Over 300 families evacuated by flood forces in South Albania	3 pg
04.02.2015	The Albanians manage terrorist groups	3 pg
05.02.2015	Rama-Meta discuss for the local elections	2 pg
06.02.2015	Two friends of Sokol Feka are arrested	3 pg
07.02.2015	Arrested mayor of Vlora, Shpëtim Gjika	5 pg
10.02.2015	Millionaires who hid their money in Zvicra.	4 pg
11.02.2015	Tritol's explosions/ Suspect Arrested	4 pg
12.02.2015	Assassination attempt/ detected telephone number	5 pg
13.02.2015	The suspect is located near "Petro Nini" high school	4 pg
14.02.2015	Exclusive/The robbers steal a bank	4 pg
15.02.2015	The secret report/The court closed the case of Gjin Gjoni	2 pg
17.02.2015	Exclusive/ Berisha and Basha accepted the worst conditions for the sea	3 pg
18.02.2015	The nurses, the rules for the testing	3 pg
19.02.2015	24 years from the toppling of E. Hoxha's statue	3 pg

20.02.2015	The journalist, Cim Peka had an accident, his friend died	4 pg
22.02.2015	The legalizations, here the applications form	3 pg
24.02.2015	Andis Harasani, the Albanian who has account in Zvicra's bank	4 pg
26.02.2015	Rama and Meta discuss about municipalities	3 pg
27.02.2015	The socialist party is shocked. Tom Doshi tell about convergences	pg

Two monthly monitoring of the " The Century" newspaper

Newspaper "The Century" ⁴

Date	Editorial – first page January, 2015	Hate speech space
06.01.2015	The money of constructions are Unblocked . Here the decision	3 pg
07.01.2015	The payment of constructions. Here the decision	2 pg
08.01.2015	Shullazi went out of prison	3 pg
09.01.2015	Terror in France	3 pg
10.01.2015	Assassination attempt in Tirana, The policeman R. Meta talk about that	4 pg
12.01.2015	The Reform/ Growing the retirement age	4 pg
13.01.2015	The massacre in Paris, Muslims attacked	4 pg
14.01.2015	The license, Here the list of 1200 nurses	2 pg
15.01.2015	The Basha's massacre is stopped	2 pg
16.01.2015	Intercepted cocaine group, Enver Hoxha's nephew arrested	2 pg
21.01.2015	The cocaine/there are the modern laboratories in Albania	4 pg
22.01.2015	Democrats are divided in two groups Skodra city	2 pg
23.01.2015	21 January, Berisha "kills" victims	1 pg

⁴ Monitoring of newspaper " The Century" January-February, 2015

24.01.2015	Local elections, the zones that the allies want from PD	2 pg
27.01.2015	The diesel price, the rich of PD have mercedez benz 500	2 pg
28.01.2015	The doctors will be tested in February	2 pg
29.01.2015	The new reform in Higher Education	2 pg
30.01.2015	The military pilot died in Spanja	2 pg
31.01.2015	Aluizni, closed statements	2 pg
Date	The editorial- first page February 2015	Hate speech space
03.02.2015	The shipwrecked members are compenstated by government	2 pg
04.02.2015	The fourth payment Here the name of 1185 prisoners	1.5 pg
05.02.2015	The court's decision about work code	1.5 pg
06.02.2015	The new governor of the Albania bank	2.5 pg
07.02.2015	The government forgive some electricity bills	1.5 pg
08.02.2015	The corruption, here the denunciations	1.5 pg
09.02.2015	PD, stopped the assistance for shipwrecked members	2 pg
10.02.2015	The electricity, here the bills that remove	2.5 pg
11.02.2015	The terrorism hits the country	1.5 pg
12.02.2015	The person who put the bomb	1.5 pg
13.02.2015	The bomb was between two palaces	1.5 pg
16.02.2015	The military's salaries changed after 1 month	1.5 pg
17.02.2015	Who robbed 2 million euro?	2 pg
19.02.2015	PD, Vlora versus Basha. PR chantages PD for Durrësi city	1.5 pg
24.02.2015	The departure of mayors is starting....	2.5 pg
25.02.2015	The mayors:We do not leave!	2 pg

Two monthly monitoring of the “Albanian” newspaper

Newspaper “Albanian”⁵

Date	Editorial – first page January, 2015	Hate speech space
06.01.2015	The construction permits are Unblocked	3 pg
07.01.2015	Many people dismissed from the administration of counties	3 pg
08.01.2015	Special policeman: pse e vrava atentatorin	4 pg
09.01.2015	the electoral college was boycotted from PD	3 pg
11.01.2015	Shullazi meets the deputy of PD	4 pg
10.01.2015	Blocking of the elections, EU does not interfere	4 pg
12.01.2015	The Terrorism, Albania in danger	3 pg
14.01.2015	The scandal of pensions, here the list	4 pg
15.01.2015	Enver Hoxha’s nephew: the cocaine came from Kuba	4 pg
16.01.2015	The list of mayors that will not candidate again	3 pg
17.01.2015	The cocaine exported with metal chrome	4 pg
18.01.2015	The workers from Kuba tell about cocaine	3 pg
19.01.2015	A person kills his wife	3 pg
20.01.2015	The third explosion in Durres city	5 pg
25 21.01.2015	TNT group “We can attack the police too”	3 pg
23.01.2015	PS-PD agree on the justice law	4 pg
24.01.2015	PD accepts the new territorial organization	2 pg
25.01.2015	Left coalition win 50 municipalities	2 pg
26.01.2015	Electoral elections/ There are problems in Skodra city	1 pg
28.01.2015	Ridvan Bode goes unpunished	3 pg
30.01.2015	Th cocaine transported by NATO planes	4pg
31.01.2015	The Pilot was part of Ben Qime’s group	3 pg
Date	The editorial- first page February 2015	Hate speech space
01.02.2015	Local elections / Socialists are in a	1 pg

⁵Monitoring of newspaper “Albanian” January- February, 2015

	competition in Tirana	
02.02.2015	Local elections / PS dismisses some of its members	1 pg
03.02.2015	Flooding in southern Albania	3 pg
05.02.2015	Emiliano Shullazi in prosecution: I not threatened Lul Berisha	2 pg
06.02.2015	There are more military implicated in cocaine group	3 pg
07.02.2015	Here the Shpëtim Gjika'case	2 pg
09.02.2015	Shpëtim Gjika gets sick. He doesn't go to the prison.	1 pg
10.02.2015	Lamaj murder. The robbers of the car is missing	2 pg
11.02.2015	Terror in Tirana, The Minister S.Tahiri threatened by a phone message	3 pg
12.02.2015	Didi: "TnT drugstore Tahiri and V.Shanto by the same persone	3 pg
13.02.2015	The fourth explosion in Tirana city	3 pg
14.02.2015	Terror in Tirana. Albania's intelligence services is not functioning	2 pg
15.02.2015	The majority requires two-chamber parliament	2 pg
16.02.2015	The members of the constitutional court without immunity	3 fq

Two monthly monitoring of the "Panorama" newspaper

Newspaper "Panorama"⁶

Date	Editorial - first page January, 2015	The chronicle space
05.01.2015	Scandal in University Hospital Center, sex video with 17 years old girl in front of brokerage	5 pg
06.01.2015	Shullazi had an injury after the clash of rival bands	4 pg
07.01.2015	Handcuffs to the policeman. The attempted attack, the testimony is transcribed.	5 pg

⁶ Monitoring of newspaper "Panorama" January-February, 2015

08.01.2015	The police investigation, the victim assassination attempt was a hitman	6 pg
09.01.2015	Mafia assassination attempt, the policeman under accuse for murder	6 pg
10.01.2015	PD before the prosecutor. The message of Shullazi to Basha.	6 pg
11.01.2015	Arrested the persons who orders the assassination attempt toward Pajtim Serjanit	4 pg
12.01.2015	Pensions, is increased the payment for 70 thousand employees.	6 pg
13.01.2015	Pensions, who risks.	5 pg
14.01.2015	Girlfriend 22 years old shot with Kalashnikov in apartment	5 pg
15.01.2015	Electricity/ pensioners getting compensation	5 pg
16.01.2015	Cocaine boss revealed. Caught by cameras.	7 pg
19.01.2015	Woman leads cocaine trafficking	6 pg
21.01.2015	Administration, employees' tests begin	4 pg
25 20.01.2015	Pensions/ Amnesty for Insurance payments	6 pg
23.01.2015	Cocaine/ Enver Hoxha's nephew crossed borders 32 times	4 pg
24.01.2015	Cocaine/ Intercepted conversations revealed	5 pg
26.01.2015	January 21, government rejects compensations	5 pg
27.01.2015	Legalization/ Lane, no more chance after 5 days	4 pg
29.01.2015	The formula on calculation of the new pensions is changed	3 pg
31.01.2015	Pilot's wife, last call: A knew he was in Spain for training	5 pg
Date	The editorial- first page February 2015	
01.02.2015	Arrested for the patent, Stresi escaped from the cell.	6 pg
02.02.2015	Selami: Is required from the base for Basha to run for Tirana	4 pg
03.02.2015	Intercepted the form for compensation of	3 pg

	the electricity	
05.02.2015	Guideline, how to obtain electricity compensation	5 pg
07.02.2015	Amnesty for 54 thousand bills. The categories which benefit.	4 pg
08.02.2015	Government changes the law on the property compensation	1 pg
09.02.2015	Floods. Blushi: loss of the government	3 pg
10.02.2015	Electricity, cancelation even for abusive bills of 2012	5 pg
12.02.2015	Attempted attack/the phone call for TNT came from Linza	5 pg
13.02.2015	Legalizations, new deadlines to get the mortgage	4 pg
14.02.2015	Intercepted the testimony of the arrested for TNT	5 pg
15.02.2015	Ambassadors/ Rama- Nishani, intercepted of the phone call for Zhiti	5 pg
18.02.2015	The form, pensioners who lose the compensation	4 pg
17.02.2015	Patent with points, intercepted the penalties	5 pg
20.02.2015	The president spoke, Rama-Nishani insults and screaming in the phone	6 pg
21.02.2015	Elections, the wages for the parties commissioners	5 pg
22.02.2015	Electricity/Amnesty, one week term for 500 thousand families	6 pg
23.02.2015	Compensation/ electricity form, 3 days term for pensioners	5 pg
24.02.2015	The persecuted, started the payment for families	6 pg
25.02.2015	Rama's order/ Ultimatum to mayors of PS	6 pg
27.02.2015	Doshi threat Rama, withdraw after negotiations	4 pg

The analyze of the newspaper's editorials

From a detailed analyze of the tables we can say: regarding the monitored editorials in this four newspapers converted in numbers results that from 38 monitored articles of "Albanian.com", 21 of them are dedicated to black chronicle and 17 of them are dedicated to social and political informative headlines. What is noted in these newspapers is the use of strong terms in headlines associated with large pictures which belongs to the black chronicle. In the meantime, this newspaper follows the same line even while treating the news inside the newspaper, reporting from the Newsnight details which stimulate the curiosity in public, but which are not necessary for an ethical reporting. I noted the use of the strong terms like "brutally", "massacre", "terror" or "earthquake in PS, when it can be used substitute words, which can decrease the high tones and does not cause panic to readers.

In the "The century" newspaper, from 36 monitored headlines is noted that only 13 articles are dedicated to the black chronicles, whereas 23 other articles have informative social and political character. This newspaper follows another line. It illustrates with pictures the editorials which have a large public interest such as "reform on the pensions", "the nurse's test" etc. While the chronicle news very often are not associated with big pictures. Even in the inside pages they occupy less space.

In the third monitored newspaper, "Albanian", from 45 articles, 25 of them are dedicated to black chronicles and 20 of them have an informative and social character. This newspaper, in its first page has a combination between articles regarding to black chronicles and the articles with political and social character. The headlines are associated with small photos which are usually separated between political space and sensational events which might happen in that edition.

While in "Panorama" newspaper, from 42 monitored articles, 18 are dedicated to black chronicle and 24 belongs to social and political space. But this newspaper often is opened with big photos of the black chronicles incident, which covers almost half of the first page of the

newspaper. Even here, like at “Albanian.com” newspaper, is noted the use of the strong and sensational language and detailed descriptions of judicial process, conflictual confrontation between politicians and document transcription which are not needed to be opened for the public.

Conclusions

If the audiovisuals media have a supervisor competent body which is AMA, in written media this competent body is missing. Therefore, considering the lack of the ethical code that censors the articles in the written media, they have the tendency to get out of the frames of the journalism principles, being in a constant competition with each other regarding the number of the readers and the sales. The implementation of the ethical code in the written media is left to the owners and directors of newspapers, whom chooses their editorial line according to their special priorities. It is a continuous struggle of the media leaders, between respecting the ethic and the wish to increase the edition of sales and number of the readers with sensational news full of strong hatred language which stimulates the public excitement.

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