

## **Public Relations influence in media during election campaigns**

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Increasing and strengthening the MP's industry has impacted directly media content. Nowadays in Albanian media is almost impossible to find TV programs, talk shows, news, newspapers, magazines, etc. that public relations to not be noticed. The main reason is that media and public relations are highly correlated. We can underline that the presence of public relations in media is higher during the election campaigns because in the political department of media are political parties, politicians that try by all means to influence the editorial line to meet their goals.

This study aims to show how public relations impact media content especially during election campaigns. Research questions of this study are: how public relations impact quality of information communicated to the media? What is the role of public relations in the so-called "agenda settings" of media? Does the media financial crisis affect the journalism – public relations relationships and if so, how? To conduct the study we are based on empirical data, interviews conducted with stakeholders in the field of media as journalists, editors, previous studies, etc.

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