

The spin doctor: An alternative approach of public relations in Albanian administration?!

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This study will focus on the approaches of public relations in the Albanian administration and its cooperation with journalists in spreading information through various channels. Taking as a study case the Albanian Justice System, the paper will discuss the following questions:

1. Is spinning emerging as an alternative of PR in Albanian administration?
2. What are the dominant characteristics of public information?
3. As a result, are there implications for mass communication theory and for the practice of journalism?

Using communication and public relations theories intertwined with empirical evidences, the study suggests that spin doctor can be considered as a distinguished communication role, but at its infancy. Putting positive spin on events, shedding the truth and spreading the information via mass communication channels raises the discussion of information trends and perception to the potential publics. As information technology is at continuous development, as social media are increasingly challenging the traditional media, the effectiveness of spin is in question.

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