

Kuptimi i lajmit “nënlokal” në mediat sociale

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With the rise of social media significant changes occurred in the way of structuring the news target on massive information. An extensive bibliography of recent years stresses that there is a highly developed capacity of a communication between "friends" in social networks which moves horizontally between participants of scattered audiences covering, above all, local or hyperlocal information, that of a "space" of smaller distances such as a neighborhood, a city, a rural area, a province, a university, and so on. Regarding this conclusion, the question is what does the "vicinity" information mean, in other words, what does the coverage of local areas mean? What is the meaning of "local", of "vicinity"? Does the term "hyperlocal space" mean a material and physical spatial expansion which is related to the physical space perimeter of the news provider? Does it concern the vicinities among audiences interested in the news? Does it connect short distances that separate source of information with its audience? Does it cover the placement of the event within narrow spaces that make the content of the information? Does it relate the physical proximity of an occurred event with audiences and the source of information and its value which is limited in space?

The hypothesis of this paper is that the "hyperlocal space" although initially understood as a pure physical space, thus, as a relatively tight perimeter space around each member of the audience, is in fact not just physical and/or geographical. It is a synthesis of social elements; subjective interests of each member of the audience, as well as a construction of a physical space based on social proximity and good neighborhood, hence not just a geographical proximity.

Our conclusion concerns the fact that "hyperlocal spaces" of the information circulating in the social media are connected with the dimensions of the event which we report. This space represents the thematic and social universe of the individual and the group who are not necessarily situated on physical and geographical continuities. The "hyperlocal" information concerns an event limited on the spatial plan, but which conveys a sensitive interest among audiences; this information is based on metaphors which evoke narrow spaces socially speaking where the citizen acts in his everyday life.

Key words: *hyperlocal news, digital friends, digital space, digital neighborhood, space, individual, scattered audience*

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