

The interaction of journalist and media owner In the journalism culture of Albania

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This paper will focus on the typology of the Albanian binomial model of journalist and media owner during the years of transition. Both categories are seen as interactive actors, where each of them tries to maximize their own interests. Journalists in the early 1990s saw their role in the society as an integrative part of their personality, identifying so the occupation with themselves. Meanwhile today the role is incorporated through the socialization in the newsroom. So it can be "dressed" during working hours and "doffed" by the deadline next day. Journalism represents for the public a certain role and should not only meet the expectations of his audience, but also their own personal. The journalist also pursues his goals oriented towards profit (social capital, symbolic etc.). The owner too pursues his goals, oriented towards profit (cost-benefit calculation). The analysis presented in this paper is based on the Agent Theories of the sociologist Uwe Schimank (2000), Schudson (2005) and Goffman (1956). The author will bring statistics of this interaction obtained from a wide survey conducted with 295 journalists in the entire country.

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