

Political Communication through editorial in “Koha Jonë” newspaper (1997)

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The study will aim to investigate and deepen the political communication and message, that is published and is being sent to the reader through editorial in "Koha Jonë" newspaper from February to March 1997.

Important goal will be exploring for the role of media in political communication ideas sent to the public, knowing the impact that this newspaper had in Albanian public. I will finalize a detailed analysis of this kind of journalistic article, also associated with stylistics analysis, tone analysis, etc.

I will tend to bring the editorial role as a catalyst role in political developments, because that is the main hypothesis of the paper.

Besides analyzing the message (editorial) I aim to make a analysis of the author of the message (the publisher, newspaper director or editor) and connectivity with them, as being a political communicator, taking the role of a "political party ". For this analysis I will be focused on political communication theories, in addition of monitoring the daily editorial of this period.

Newspaper 'Koha Jone' in 1997, is developed in the latest blooming period of linear media in Albania, the place that is been taken from new media.

Keywords: *Political Communication in Newspaper, Editorial in Newspaper, Editorial and Political Communication, Editorial and Politics, Editorial in “Koha Jone”*

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