

## **Albanian language media in Montenegro and National Culture**

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This article discusses the importance of minority media in the multiethnic and multilingual countries, such as Montenegro, to inform minority population and the preservation of their national identity. It deals specifically with the Albanian language media, which has its importance within media relations and other minorities, whether due to linguistic features. They play an irreplaceable role for the presentation and preservation of culture, language and national identity of Albanians in Montenegro. The article's purpose is to analyze various aspects of their media reports, Albanian national culture, as well as their interdependence. In terms of today's trends, the global culture, which is deeply rooted in the economy, is replacing increasingly the national culture, the question arises how can it survive? As a case study is taken the "Koha Javore" the only Albanian-language weekly newspaper published in Montenegro. One of its most important features is the creation of the Albanian common cultural space, as evidence of the development and preservation of values that the Albanians represent in this country. The article argues the thesis that the Albanian language media in Montenegro are an important factor for the development of national culture, respectively national identity since the public interest in such matters here is primary, unlike the media in Albania, where national culture and national identity does not constitute daily issues.

**Keywords:** *Albanian language media, national identity, national culture, global culture.*

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