

National culture, multiculturalism and the Albanian media in Macedonia: modern global models and local issues

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This paper is focused on an analysis conducted on two levels. The Albanian media in the multiethnic Macedonia is analyzed in terms of its place in the pan-Albanian media market, which tends to exceed the boundaries that exist between different states and to follow the model of global media. This media analysis is done in correlation with a study of the Albanian culture in Macedonia and the pan-Albanian national culture.

The Albanian media market in Macedonia carries some elements that constitute a special interest for media analysis as it operates in a multilingual social environment, where the concern for the right use of the Albanian language as the second largest official language continues to occupy a good part of the Albanian-speaking media production. This media production from Macedonia is little or not at all present in the Albanian media abroad and therefore the micro-culture of the Albanians of Macedonia, is little known from the Albanian audience abroad. This phenomenon occurs while the Albanian public in Macedonia is a consumer of media production from Albania and from Kosovo. How and why is this partial exchange happening? Is this a cultural or a professional phenomenon?

From the methodological point of view this is a work based on the ethnography of communication. This approach enables media production elements as well as elements of professional information and communication to be analyzed in a close relationship with the cultural context of the society in which the media operates.

Keywords: *culture, national, media, information, communication, ethnography.*

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