

Albanian Public Broadcasting and Cultural Identity

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The Developing national cultural identity is depending from some factors. Among them it is the importance of the media policies, especially contributing on the understanding of public broadcasting and its importance in a society. Albanian Public Broadcast is an important player in the process of developing and strengthening national cultural identity. Its role is very well defined at the Albanian audiovisual media law, as well as the purpose of a public media broadcast. With the raising of private television 17 years ago, the public function of the Albanian public broadcast is not strengthen but in opposite has been weaken. By focusing on cultural identity as one of the key principal of public broadcasting television, the article will aim to explain: how is legitimized the principle of cultural identity at the audiovisual media law and how it is implemented by the Albanian public broadcast.

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