

Press as a key element for the atheist propaganda during the totalitarian regime of 1945-1990 in Albania

Sokol Paja¹

kolipaja@yahoo.com

During 1945-1990 the press played a significant role in the spread of atheist propaganda. The media were considered to be the instruments under the influence of the totalitarian state. The information and data broadcasted were in accordance to the ideological and political principles of the state-party. The government, media and the public were perceived and functioned as a sole thing. The propaganda of the communist system had a particular significance for the conviction and awareness of the masses in the proletarian struggle, for the triumph of the proletarian revolution and for the establishment of the proletariat dictatorship in which the media had its leading role. This paper will inform us regarding the means and organizations used for the atheistic propaganda. Articles from newspapers such as the: "Bashkimi ", "Zeri i Rinise", "Zeri i Popullit" etc. In an atheist propaganda character will be taken into consideration. Media impact? Which was the real purpose of the atheist propaganda? How the power, media and propaganda were closely connected to each other? Communist Party tried to change not only the way of life but also the way of thinking through propaganda. The atheistic propaganda equated religion with the old and bourgeois way of life, and the backward habits and customs. Religious ideology according to atheistic propaganda had poisoned people consciousness through entering into their daily lives, and living them in the darkness of ignorance. The information conveyed in each cell of the socialist society through propaganda included all political, ideological, economic, social, educational and cultural activities of the Albanian communist system.

Keywords: *Media, Propaganda, Atheism, totalitarianism, Communism*

¹ *PhD candidate, University of Tirana, Departament of Journalism and Communication.*