

The role of mass media in the processes of the national building and national culture

Donik Sallova¹

donik.sallova@aab-edu.net

The formation of the nations and the creation of identities and national cultures are not only moments that are identified with historical circumstances of liberation, revival or establishment of national states. These are ongoing processes which start with the establishment of modern national states and continue in the form of state politics and aim to consolidate, cultivate and promote culture which is considered as “national culture”. The aim of this paper is to introduce the role and the importance of the Mass media in the formation of national cultures, in the context of ongoing processes of formation and consolidation of nations. It will also be argued the importance that Mass media had together with the politics of public education and social-cultural politics in the creation of national culture in the majority of national states of Europe, respectively the penetration of the national state in the social and political identity of people. Furthermore, in the historical context, particular importance will be given to the interpretation of the importance of printed media, newspapers, and books as a medium, in the spread of the national language at the mass of people. Except theoretical reviews on the relationship “media- national building-identity”, the paper also aims to represent the role of the Mass media in the formation of the identity and national Albanian culture. Hence, in this observation of the relationship “Mass media-national building-identity” in the Albanian world, it will be concluded the absent role of the Albanian Mass media in the promotion and strengthening of the national Albanian culture, a consequence of which is the idea of the so-called “Kosovar identity”. As a conclusion, the role of the Mass media in the formation and consolidation of the national culture is essential.

Keywords: *nation, identity, culture, mass media, Albanian.*

¹ *PhD candidate, AAB College, Public Administration.*