

## **Literary book and its role in the national culture**

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The paper will try to analyze the role of a classic view, the book in the relationship between mass media and national culture. The focus of the paper will be the period 2010-2015. The paper will bring statistical data on the number of literary books published in Albania and Kosovo, even their categorization according to the division into Albanian literature, world literature, certain genre division, the domination of one category over another, changes in trends from one year to another. The data will then be analyzed and interpreted from the perspective of the relationship between the global and local while specifying the dominant narrative designation and changing trends of these designations.

A special place in the paper will be given to the comparison between two areali (publications in Kosovo and Albania) and the comparison between the two periods (1990-2010 and 2010-2015) seeing them as representatives of two trends one more conservative and the other more globalist in the relationship between national and global culture.

Data on literary published book will be compared with other types of books, including especially historical and publicist books as well as books of memoirs, also including total statistics of the publications in the aforementioned years.

**Keywords:** *literary book, national culture, mass media, global, local, topos, etc.*

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