



Kolegji AAB

FACULTY OF MASS COMMUNICATION

MASTER THESIS DEFENSE:

**INFORMATION AND MEDIA CONSUMPTION IN THE
MUNICIPALITY OF PODUJEVA**

Mentor:
Dr. sc. Hasan SALIU

Student:
Azem OSMANI

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INTRODUCTION

The idea to deal with the research "Information and media consumption in the municipality of Podujeva" came with the intention and desire that Podujeva municipality to have realistic available data about the state of information and media consumption. From my nine-year experience as information officer in the Office of Public Relations and Information within the municipality of Podujeva, but also by our findings as an office of an institution, there are many unexplored issues on this topic. I consider that this scientific work would bring to light a true picture of the state of information and media consumption, as well as recommendations to improve the situation based on the needs presented. The master thesis on the subject has a very good reason because we have created a clear situation of information and media consumption. From this responsible institutions that deal with this issue could benefit, to take steps to improve the situation on the basis of their competence. The same will apply to broadcasters, especially for two local radio stations existing in the Llap region, for operators of cable systems and the Internet, to improve their policies towards the improvement of their services on behalf of the media customers. And all this would be in favor of improving the quality and quantity of media services for the citizens of Podujeva that they have the best opportunity to be informed.

The subject of this Master thesis, is the current state of information and media consumption in the municipality of Podujeva; channels of communication that they consume; geographical scope of the media network in urban, rural and deep rural areas to watch the state of the media coverage. Another subject of study in this paper is to inform the citizens in qualitative and quantitative terms, to watch then the communication channels by which they learn more. The main purpose of this paper is to define the extent of the current state of information and media consumption of the citizens of Podujeva; Gaining a clear picture of the media coverage in geographical terms from existing communication channels, such as television, radio, newspapers, magazines and new media site. Another significance of the paper is the impact of local opinion leader or leader of opinion, analyzing the sociological circumstances in which obtains the information from the media and interprets that information to the group where he lives and works. Also from this paper we gathered important data for knowing what do citizens get informed, what media product they consume, how much do they consume it and how much time does it cost for them. Important issue is to determine the differences between urban, rural and remote areas of communication possibilities, in the type of use of communication channels and receiving information. From these researches we have created a real picture of the situation, which then we have conclusions and recommendations for needs to improve the

current situation.

INTERPRETATIONS AND CONCLUSIONS

Citizens of the municipality of Podujeva get informed of all possible media channels that exist in the world today. Of course, this option is not in all areas where the population lives, however most people use these channels.

People use traditional media and new media for information. From traditional media they use television, radio, newspapers and magazines, meanwhile from new media they use the Internet, through which they access media windows to consume different products and categories of information, communication and entertainment.

Television as an important medium results in the fact that 99 percent of citizens of the municipality of Podujevo use. Although the new media are challenging traditional media excessively, in this case this won't be about television. Although new media websites have not affected on reducing the number of users of television, but has achieved significantly to shorten the time of follow-up of television programs, because now people are spending time on social networks, namely Facebook, but also with the media other website. Another factor is that affects the growth or maintenance of a constant number of television viewership. Television cable network with digital platform that is distributed by the different operators has brought to the public a bunch of numerous local, Albanian, regional and global television channels. These platforms are providing channels of different fields, where each user can select the channel they want, unlike terrestrial network that provides a symbolic number of television programs. Cable network has the weight of itself, because the public enables apart from generalized media of use and those professional or certain specific areas.

Radio as one of the traditional media now it seems to lose the weight and importance of which has had before. This finding confirms the fact that research shows that 60 percent of citizens in the area of Podujevo transmit radio waves. But there are also a number of respondents from the percentage who said that they use it, but rarely. It also helps us another finding that 35 percent of those who use the radio, use it in the vehicle during the trip. This hints how rarely the radio waves are transmitted, a medium that has previously been a media power worldwide.

Using the new internet media and in particular informative portals, day after day the reading of newspapers is falling. This is happening in the region of Podujevo, which reaches 53 percent of those that read the newspaper. This percentage means that these are not regular newspaper readers. There is a small number of those who said they were regular readers of newspapers.

Magazines are rarely used. The main reason is that the Internet has an abundance of such information. Some point out that the price is high for their conditions. About 21 percent of

respondents said they occasionally get to read magazines.

Noting that the new media of the Internet is largely used across the globe, namely in the area of Podujevo is used in 80 percent, but at homes of citizens is functional at the rate of 83 percent. This shows that the citizens of Podujevo region are well integrated into the use of these media extremely important and contemporary. Medium that has emerged as the most used social network is Facebook with 60 percent. The same percentage has come with Skype. Interestingly, the use of traditional media on the Internet appears to be at the rate 51 percent. Website newspapers or as otherwise called information portals are used in 45 percent level, and so on. To be on trend with the numbers or to increase the public, the audience, listeners and readers, but also to avoid the risk of termination by the competition of new media, traditional media companies are also integrated on the Internet.

Three television channels with national frequency RTK, KTV and RTV 21 are mostly viewed in rural areas compared with urban areas. While, Klan Kosova, is the most watched channel in many urban areas.

RTK and KTV is watched more from men, it is worth noting that about RTK there are differences of visibility in favor of males. Klan Kosova and RTV 21 are watched more from women. RTV 21 is also watched from the women. It is important and positive that women are almost in the same percentage to be interested in information on the course of events in the country, the region and the world through the news.

At first glance radio seems to be accompanied by women, but analysis of the research show that women now are rushing Internet, abandoning listening to the radio. But the fact is that radio listening is done mostly in vehicles on the way, and it made us realize that for now men are seen in greater numbers to the streets driving the cars. Also the other perception that magazines are read more by women, but the Internet is used more, proved by research, where in both cases there is a deep difference in percentages in favor of women. Women use social network Facebook by 70 percent compared with men who use it 53 percent. The new media used for communication, Skype and Viber results on favoring women, because, as you know this area has emigrants living abroad, and it is logical that mothers and sisters are more sensitive to cease of communicating with children, brothers, sisters or relatives who live far from the homeland. Also in the consumption of media products website for fun, as it is music, women have an advantage, as the most frequently visited video and audio portals, in particular portal You Tube.

Television programs are transmitted somewhere in average of 2.5 hours a day. Visibility is highest during the evening. As known, the majority of people during the day perform the duties

and obligations, and usually family members gathered in the evening and reached the time when most television programs are watched and not coincidentally television is called a medium family, despite new media website usually followed individually because of the nature of those media. Most read newspapers in the morning. Those who read regularly, they read it for 30 minutes per day.

Magazines are usually read with intermittent, because the nature of news is such that it doesn't lose the effect even if it's read later. Interviewers who read have stated that the average spend is about 1 hour a week of reading. Radio is listened at home usually in the late afternoon. While traveling in the car mostly is listened in the morning going to work and late afternoon returning from work. Internet Radio is longer listened, usually at night. In other cases radio is listened almost all day long, but only if accompanied by performing household chores, as well as in some places where the nature of the work allows it, for example in automotive and regulating machines, the barber, shoemaking or other workshops.

TV shows are watched late in the evening.

Internet is used about 2 hours on average. There are some who use it up to 4 or 5 hours a day, but there are those who use it about 30 minutes or 1 hour per day. Extreme cases have stated that they use it up to 12 hours a day.

E-mail is used as needed, when to send or receive email.

Social network Facebook is used on average 1 hour per day. Mainly used in the evening. Those who have passion about it use it during the day also.

Informative portals are used for reading on average of 30 minutes per day. Time of use varies from case to case. In the morning, afternoon and evening. Most read at times when important events occur.

Audio-video portals - YouTube average are used 30 minutes a day. They are used more in the late evening. Skype, Viber and E-mail are used as needed for communications.

In conclusion we can say that the citizens of Podujevo region devote a good time to use the media to inform, for media and communication consumption of products. It is observed that citizens usually spend their free time on "coexistence" with the media. This means that their interest situation is satisfactory.

It is interesting that in a good part of the media curve percentage in six categories of age that are given in the above table, moves from being higher to lower and vice versa. There is no opportunity to say that young age convey this or that more than the average age, because it appears the percentage of the average age of nearly the same value with the new age and so on. One thing is evident that Internet is used more from the new generations. Also magazines are

read more from the younger age categories.

The impact on the formation of convictions for certain social problems we have these comparative results: Citizens of urban areas in a higher percentage said they create conviction from the media, compared to rural areas that say their beliefs are formed more by the leader opinion. This shows that sociological social groups, namely individuals who are part of those groups are affected more by local opinion leaders in rural areas. Regarding sex, it turns out that there are no major differences. Both sexes form their beliefs more from local opinion leader, but this impact is more pronounced in females.

It is interesting that almost all values when it comes to informing the citizens from different individuals of events that have failed to follow the media, appear to be higher in rural areas than in urban areas. To inform members of the family seems that women possess greater percentage than men, while in other cases it appears that they are more informed from that category than women.

Obedience acquired from the media changed from local opinion leaders with a percentage over 50 percent for both types of settlements, where the difference is only 1 percent less in the city. The biggest difference for the same issue is between the two sexes. Women in this aspect seem to be less resistant, with 65 percent of them can not change the conviction. Among men the rate is 48 percent.

In amending the conviction to urban areas it affects mostly "Relative related to kinship who has authority and is educated with superior training or having professional increase in any particular area of society" by 24 per cent and in rural areas 23 percent. Such a percentage is back to rural areas, where it comes to "The one who has influence and authority personally to you." It is interesting to note that in rural areas there is a significant percentage of "the householder" that can change the conviction. Whereas there is a gender difference within the changing impact of convictions by the "the householder" with 28 per cent, in contrast to men only to 10 percent.

In amending the conviction and the gender is affected mostly by ""Relative related to kinship who has authority and is educated with superior training or having professional increase in any particular area of society" with 24 percent of men and women with 23 percent. Such a percentage is roughly back to both sexes, where it comes to "the One who has influence and authority personally to you."

Opinion leader or individuals who have authority and influence in the district where they live lead with 55 percent against the media who have received 43 percent. This shows how important and influential in our society, local opinion leader is.

As regards informing citizens about current events by individuals or leaders of opinion emerges that category of individuals who are mostly informed are family members by 72 percent. Then comes the relative kinship with 53 percent, a friend with 43 per cent, guests with 41 percent, colleagues with 34 percent, colleagues of school with 32 percent, and so on.

From research to a certain news it has been spread during the days as accomplished research shows that 70 percent of citizens were informed by the media, while 30 percent were informed by individuals. This shows that media interest of citizens grow in certain moments when there are important events, such as at this time there were election campaign and the election process. Results of the survey informing citizens from individuals or leaders of opinion on matters that have failed to get informed from the media, which otherwise could say that the information is distributed by the opinion leaders in various social groups, we show that the model of communication by Katz and Lazarsfeld called "Two step flow" is practiced quite a lot in the area of Podujevo.

Regarding the events presented by the media kept longer in the memory of the audience comes to ceremonial events and protests are held more in memory when they appear on television, meanwhile pictures and descriptions of those killed remain in memory, when we get informed by it from newspapers. One part states that it depends on the importance of the event itself and its appearance in the medium, and it does not matter from which medium it comes from.

The rate of change of convictions by the leader of local opinion obtained by the media show that 54 per cent of people stated that happened that convictions obtained by the media on certain issues, to vary based on individuals who have influence and authority in the district where they live, or in individuals who have influence and authority in a particular social group, where they were part of that group. Given these conclusions regarding the impact of leader of the public in the society that lives in the region of Podujevo, then ascertained that stands in our case Lazarsfeld-Katz's theory that the media has limited influence in relation to local opinion leaders.

So, personal influence is more powerful influence on the individual rather than coming directly from the media.

In general the situation of the media coverage is relatively satisfactory, when we compare the situation of a not so distant period, when the Albanian people of Kosovo have been in an information blackout as a result of Serb occupation.

The state of terrestrial television signals in the field can not be satisfactory. Lack of signal quality is almost on the whole territory, but also in the city. There are times when there are good signals of KTV and RTV 21, meanwhile RTK has weak signals. Such cases are more

frequent, but even other channels stay with worse signals than RTK.

Such described situation exists in all urban and rural areas, and the situation of these areas is unsatisfactory, it affects negatively, because there is necessary to have quality signals, because they have no other resources to be informed. Citizens of these areas have provided constant criticism towards the competent authorities, since they do not care to enhance the quality of terrestrial signals of our television channels, but on the other hand television signals of Serbia have very good quality, despite the fact that citizens stated that they never use them. Condition of radio signals to access local radio stations operating both in the Llap region, as well as in national radio frequency is something better than the terrestrial TV signals. Urban and rural areas have satisfactory access to radio channels. However some valley areas are excluded in which there are difficulties in penetrating the signals. Even in some remote rural areas, there are problems with the quality of the signals, but there are valley areas that there are no signals. The extension of cable television and the Internet included a good part of the territory of the municipality of Podujevo, somewhere to 50 percent.

The extension of WLAN internet is included in almost all the municipalities of Podujevo, excluding some mountain villages that possess an inconvenient geographical configuration to allow penetration of the waves or signals from the antenna distribution to the receiving antenna placed in homes that want to use the Internet.

Operators and residents of these villages declare that such problems with signals are being presented in hollow areas. As it is known in periods of the 90's, but in the past decade, satellite dishes with receiver were used abundantly. Their use in all areas where cable television has penetrated the system, they have remained almost as museum relics, and in areas where there is no cable television system, they are still being used. Their use is much higher from families living in rural areas. Meanwhile villages that lack terrestrial television signals, have as the only source of access to local and foreign television channels.

In urban areas, respectively in the three parts of the town of Podujevo media coverage condition is satisfied. These areas, including villages that are almost adjacent to the city are satisfactorily covered with terrestrial television signals and radio signals of both local and national channels. Also in all areas of the city, but also the surrounding villages, there is a range of cable television network and the Internet, as well as expansion of WLAN internet networks. In urban areas there are plenty of quality waves mobile operators, Vala, IPKO and Z Mobile, as well as locations of sales of newspapers and magazines. In conclusion we can say that the people of these areas have very good access to all media channels, both in traditional media, as well as in new ones. This means that they have all the conditions to use these media to be informed, to consume

media products and to communicate with the world.

Rural areas have a somewhat satisfactory situation regarding media coverage channels. Most of the villages are covered satisfactorily with terrestrial television signals and radio signals of both local and national channels. A good part of the villages are covered by extension of the cable television network and the Internet. All the villages in rural areas expand WLAN internet networks. There are waves of quality mobile operators, Vala, IPKO and Z Mobile, meanwhile locations of sale of newspapers and magazines exist in symbolic number, where press distributors claim that this happens due to the lack of interest for the purchase of the press, that's why they are forced to reduce the locations in most villages of Podujevo.

Representatives of press distributors say that if there were sales of newspapers and magazines, we would have no hesitation to distribute it everywhere, because it is in our financial interest to increase the number of sales.

State of media coverage in rural areas is more difficult. How this situation is in detail, we have given earlier details in each area separately. There are some countries that have problems with terrestrial TV signals, radio signals, mobile phone, internet lacks WLAN network, cable internet, cable television network. There are some glen areas that are lacking almost all the signals for access to media channels, where the only source to get information they use satellite dishes with receiver, radio signals here and there. For events that occur in the Llap region there is no relevant information. Citizens are poorly informed about the events that occur and have occurred in the municipality of Podujevo, and therefore there is the lack of a local television, which would inform in more detail. Right now people are informed only for great things from public television, but not for the others, because there is no opportunity. National televisions are unable to inclusion all events taking place in Kosovo's municipalities. On the issue of implementation of projects there is very little information by the municipality. Most are aware that there is the official website of the municipality, in which there are posted information about the implementation of projects and other activities, but citizens need to be informed by an independent and impartial medium television, because each institution reflects its activities as it fits, without pointing out the shortcomings. This is why people rarely visit the official website of the Municipality. There are two local radio stations: Radio Llapi and Radio Vizioni, which report on some events taking place in the municipality, but citizens have the impression that they mainly report in protocol order of activities and rarely highlight the problems, the shortcomings of local institutions, concerns of citizens.

Even so, now with frequent use of the internet has significantly decreased the listening of radio as a medium. Apart this, the radio medium does not offer visual appearance. Therefore, local

television will be welcomed.

I consider it not completely correct, the conclusion of the IMC that the state of radio and television signal coverage is satisfactory. This applies to most settlements. But not for rural areas, since this situation results from the survey responses of citizens, interviews and observation which I made personally in the field.

Although there is a possibility based on the response of the representative of IMC, that a local television channel can be opened within the TV platforms without the need for frequency, but research about the media coverage of the municipality of Podujevo cable network television has resulted that only a part of the territory is covered, meanwhile the rest will not have access to a local television, if it had been involved in those digital TV platforms. Therefore, the interest of the citizens and their needs were focused for a licensed television with local land frequencies, so that every citizen will be able to follow.