



Kolegji AAB

MASS COMMUNICATION AND JOURNALISM PROGRAM (MA)

MASTER THESIS

**THE ROLE OF THE MEDIA IN EUROPEAN CULTURAL
INTEGRATION IN KOSOVO**

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Prishtina, June, 2014

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INTRODUCTION

"The future of Kosovo is in the European Union and this is her only way." This statement is given in recent years from the representative of local politics in Kosovo, as well as from politicians and international diplomats, including representatives of European institutions. However, on its way towards integration into the European institutions, Kosovo is the last in the region in terms of steps and criteria that must be done to be part of the EU. This is justified by many because of its past, then the fact that it is a new country, as well as its non-recognition by 5 member countries of the EU.

"Treaty on European Union states that any European country may apply for membership if it respects the democratic values of the country of EU and is committed to support them. But a country can only join if it meets the so-called Copenhagen criteria for membership, and they are "(Murby, 2011, p. 92):

- Political: must have stable institutions guaranteeing democracy, the rule of law and human rights
- Economic: must have functioning market economy and be able to cope with competitive pressure and market forces within the EU
- Legal: must accept the laws and practices of the EU, especially the major goals of economic-political and monetary union

In addition to these criteria, one of the six points of the Community, introduced by the Maastricht Treaty of 1992, is the culture. Since then, the EU has developed a cultural and even stronger cultural political dimension. Culture and cultural policies are at the center of EU projects. Precisely for this reason, but also in a wider sense, the cultural dimension is very important for everyday life, but also for European integration processes (Bondebjerg & Madsen, 2008). Integration of media and cultural dimensions should be developed in a systematic manner, with a view of the multiple dimensions of culture; not only culture that is understood as art, literature, film or idea, but everyday culture as well as values and norms, as cultural institutions. (Bondebjerg & Madsen 2008, p. 18)

The European Union has thousands of programs that are intended for places like Kosovo, to facilitate their path towards European integration. Some of these programs have also cultural character, in order to stimulate and involve young people in the cultural life in the country, but also in promoting European culture and values in the countries that intend tomorrow to be part

of European institutions.

They play a role in the media field. Often with representative offices of the European Union, they become part of joint projects to promote these programs, or to transmit content made by other European countries.

CONCLUSION

No matter how great the number of projects and cultural activities is organized and supported, in Kosovo, as well as in Europe, it would be completely useless and void if they will not be promoted or were presented by the media.

Starting from newspapers, magazines, radio, television, and to social networks and portals, as new forms of communication with the public, it is extremely important that all the space needed to provide culture and art, namely events, organizations and individuals involved in this field.

Only through participation in these activities and informed on them, the citizens of Kosovo can have a clearer and better understanding of multiple cultures and diversity in Europe.

Even in this regard not everything is simple and more problems emerge. The first concern that plagues most of the citizens of Kosovo, which somehow also stipulates their participation in cultural activities across Europe, or simply deprives them also to realize a trip or vacation in any country of the continent, is free movement.

Obstacles and political issues in this case interfere in cultural issues, affecting the implementation of the barricades in cultural integration of the citizens of Kosovo.

On the other hand, Kosovo has sufficiently financed projects by the institutions of the EU, which, besides informing about Europe and its institutions, provide support for the development of cultural life in the country, bringing different experiences from European countries.

But it should be done more about the coverage of these projects by the media and to sensitize citizens to become part of them. This need for information is also observed by the survey conducted, through which participant citizens have asked to have more information about the different cultural activities that take place in the country and at the same time most of them have expressed willingness to be part of these projects and activities.

Besides Kosovo's public television, other broadcasters have shown over the years that they devote enough space programs with content from the EU. A better situation is reflected in the program schedule of radios in Kosovo, as well as daily newspapers.

It is important that media products, even existing ones, supported by the European Union representative office in Kosovo, because in this way it stimulates debate, informs citizens and

increases their participation in activities.

Cultural integration occurs when a country's citizens are able to participate, experience and exchange experiences with other people from different countries.

Citizens of Kosovo in most cases are deprived of these opportunities, mainly for political reasons, but what can be done, where politics is not present, is to inform and educate them through the media.