



# Kolegji AAB

Faculty of Public Administration

Department: Public Administration and Diplomacy

Theme:

**Role of civic impact and importance of public representation**

Mentor:

Prof.Ass. Dr. Dashnim ISMAJLI

Candidate:

Elvis FEKA

**CONTENT**

List of abbreviations .....  
List of tables.....  
Abstract.....

**CHAPTER I** .....

Reasons of study .....  
Purpose and targets of study .....  
Field of study .....  
Research questions.....  
Hypothesis.....  
Methodology.....  
Quantitative method.....  
Measuring instrument for collecting quantitative data .....  
Qualitative method.....  
The instrument for collecting qualitative data .....

**CHAPTER II- Civic Impact** .....

Citizen Participation.....  
Mechanisms of citizen participation .....  
Mechanisms of participation in the central level .....  
Mechanisms of participation in the municipal level.....  
Civil Society.....

**CHAPTER III- Public Representation** .....

What is representation?.....  
Actors in representation .....  
Conform notions .....  
Process of representation .....

**CHAPTER IV- Strategy of public representation** .....

Theme of public representation .....  
Purpose and duties .....  
Target.....  
How to value the target audience.....

Map of power .....  
Message development .....  
Creation of message .....  
Communication forms .....  
Writing of letters .....  
Speeches and presentations .....  
Lobbying .....  
Medias and public representation .....  
Building support .....  
Collection of tools .....  
Plan application of public representation.....

**CHAPTER V- Conclusion.....**

Confirmation of hypotheses .....  
Recommendations .....  
Bibliography .....

Annex -I (surveyed organizations).....  
Annex-II (questionnaire).....

## **ABSTRACT**

The research paper tries to contribute in increasing the role and influence of civil society in decision making processes, through public representation .After the war, Kosovo was flooded by non-governmental organizations, which originally served a purpose, contributing to the improvement of social and economic status, education, in a word, the development of the country. But with time, it changed.

There are counted 6000 OJQ registered in the ministry of public administration, meanwhile we have so many unsolved problems. The issue that will be addressed in this paper, has to do with that, what is the role of citizens and influence which is the importance of public representation, as the main element in influencing citizens. Kosovo has sufficient legal and institutional mechanisms for the citizen participation in decision-making, but civil society is one that doesn't represent the interests of citizens in decision-making points. By a survey conducted by the active OJQ and data analysis, it appears that civil society has sufficient scope, but OJQ do not have a strategy of the civic impact and public representation. At the end of this paper, it was given a public representation strategy, which through the main points, but in a detail way, it explains the reaching steps of a successful public representation, with citizen participation in creating favorable policies to them.

Main words: Impact of citizens, public representation, civil society, representation strategy.

## **CHAPTER V-CONCLUSIONS**

The idea of starting the study of this problem has been launched by the non-effectiveness of citizen influence in the creation of public policies and by the simple reason that how are the citizen problems represented in decision-making instances. The analysis made in both directions, which is the role of citizen impact and what significance does the public representation in the creation of public policies and the impact on them, I managed to analyze and draw the definition that what is the public representation, what are the mechanisms of civic participation for achieving the civic impact.

In the second part I have discussed the representation, conform concepts, actors in representation and the process of representation. That at the end this paper should be a kind of guide for citizen representation and influence, I have defined the steps of a successful public representation to achieve the civic impact.

## Confirmation of hypotheses

The main question submitted in this research: What is the role of citizen influence and the importance of public representation? I have given a hypothesis based on my knowledge on this area:

**General Hypothesis:** The role of citizen influence and importance of public representation is essential in the creation of public policies that are conducive to the public. From the research conducted and clear definition of the civic impact terms and public representation, raised the hypothesis turns out to be correct because, while citizen participation means any activity which contributes that the needs, desires and values of the people who live in a community affect the decisions of the authorities. Participation in decision-making processes will be an opportunity for citizens, OJQ and other parties concerned to influence the development of policies and laws that affect them, public representation on the other side is the act or process of supporting the goal or certain issue.

Advocacy campaign includes a number of activities aimed towards providing support to a view or issue. So from all this it appears that the influence of citizens and public representation are essential for creating public policy, one without the other are incomplete because the civic impact can't be achieved without a successful public representation, therefore they are complementary to each other. In the elaborate question with which I intended to deepen this work: Does Kosovo have sufficient legal mechanisms for citizen participation in decision-making? I have given the hypothesis that Kosovo has sufficient mechanisms for public representation and civic influence but civil society doesn't have a civic representation and influence strategy. From the research and analysis carried out in two directions, in one direction using the normative method (analysis of legal aspects and institutional for the mechanisms of citizen participation in decision-making) and in the other direction using questionnaires for verification or clarification of the second part of the raised hypothesis. From the analysis of the legal and institutional aspects on one hand and surveys conducted I have managed to prove the hypothesis that Kosovo has sufficient mechanisms for public representation and civic influence by issuing legal and institutional mechanisms of the local and central level.

From the analysis of this area as I presented in chapter 2.2 we see that this part of the raised hypothesis is confirmed, but for the second part of the questionnaire results I have drawn interesting data that have confirmed the second part of my hypothesis that civil society has no public representation strategy. Interesting data emerged from the questionnaire responses to the questions 3: How much should we trust the public opinion? 9: Do you have any strategy of representation for achieving the change of state and 10: What would you consider as the main points in the strategy of public representation? While in the question 3 majority or the 76% from OJQ surveyed have given the answer very in terms of trusting the public opinion while at the question number 9, majority or 78% have given the answer that they have public representation strategy, at the question number 10 they haven't been able to give the main points within the public representation strategy but only 4% of them did. From my analysis it appears that the

question number 9 and 10 give the answer to question 3 of the questionnaire and denies the 3d answer given by surveyors.

The next elaborate question: What is the best and most successful form of public representation for achieving the civic impact. I gave my opinion that the best and the most successful form of the public representation and civic impact is the strategy of public representation.

From the data analysis above, from the results of the questionnaire and the reality we see how the public representation is done, it turns out that the best form of public representation is that OJQ to have a public representation strategy as a main element in achieving the civic impact. To be more concrete in this paper I presented in Chapter 4 the steps that should be taken by defining the problem that you want to raise, up to the applying plan of this strategy.