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**DEPARTMENT: MASS COMMUNICATION AND JOURNALISM (MA)**

MASTER THESIS

THEME:

**COMMUNICATION WITH THE PUBLIC THROUGH THE MEDIA OF  
POLICE OF KOSOVO AND COMPARISON WITH POLICE  
ORGANIZATIONS OF REGION**

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## **ABSTRACT**

This theme was compiled in 70 pages. In the theme, we described the history of the Police of Kosovo, communication as a process, media and importance of communication with the public and the whole process of communication with the public through the media in the Police of Kosovo. In order to make the theme clear for all of those who will read it, I have divided it into chapters, theme and sub theme.

The first chapter speaks about the history of the Police of Kosovo, communication as a process and media, and also the importance of communication with the public through media.

In the second chapter, it is described in details, the process of communication with the public through the media in the Police of Kosovo, starting by the organization of the communication, central office of communication, regional office etc.

In the third chapter, it is spoken about the publication of information through the media in the Police of Kosovo, forms of communication, press, media conferences, interviews, statements, campaigns etc.

In the fourth chapter, it is spoken about the accreditation of journalists that cover the field of insurance and communication with the public through the media in the Police of Kosovo in crisis.

The fifth chapter tells about the communication with the public through the media in the Police of Macedonia, Albania and Montenegro.

In the sixth chapter, there are information presented regards to the image of the Police of Kosovo and recommendations for the Police of Kosovo for the improvement of relations Police – media.

There were added some documents, notes and pictures of the work office for the information of the Police of Kosovo.

## INTRODUCTION

When we talk about communication as a concept and the need that the human has had to communicate, not only the human but today also organizations whether they're public or private, find it necessary to communicate with the public directly or through media. Today in the world, even though not with long history, even the police organizations are using communication with the public, whether in the forms of co-operation and taking information from the public through media but also as a form of accountability for the work it does to serve to the public opinion.

In the communication with the public through the media in police organizations in the end of the previous century, there was an innovation even for the country regions. Therefore, the Police of Kosovo as a new police organization created from the philosophy of the democratic police and has achieved to create its institutional identity.

In the Police of Kosovo, communication with the public is treated as a special field of contemporary police. This for the fact that the Police of Kosovo uses this segment of communication, to get information from the public, to deal with this information for its work but also for the promotion of its work in front of the community, which it serves to.

The Police of Kosovo as the latest police organization, not only in the theoretical aspect, rating with relevant documents of this activity, but also practical, remains in social positions compared to police organizations in region.

Being based on the adequate literature, but also in my experience in the field of communication with the public in the Police of Kosovo, I will try to treat widely the importance that communication with the public through the media in the Police of Kosovo, has.

How is it released and does the ZIMP of the Police of Kosovo have plans for the management of communication with the public through the media in critical situations. How much is the Police of Kosovo trained for communication with the public through media and how much attention is drawn to this field during the training of police officers.

Being that this activity for the Police of Kosovo but also for police organizations of countries that are around Kosovo, is a new activity..I have decided to deal with this theme as a study theme, with the purpose to find ideas and ways for the progress of this field activity of the Police of Kosovo.

## CONCLUSION

The Police of Kosovo knows and respects the inviolable right for the public information, meanwhile the public information considers it as a necessary service for the awareness of facts. The Police of the Republic of Kosovo was formed on the 6<sup>th</sup> of September 1999, based on democratic principles and international standards for the human rights and law force and it consists of over nine thousand employers, police officers and civil staff. Since the Police has been created and functionalized, even the Information Office and public relations, which functions in a straight line communication with the general director of the Police of Kosovo. Information office and public relations has the mandate to inform citizens through media, regards to the situation of safety in the country, activities and police work. It also finishes the organization, management, coordination and function of all activities that are linked to the co-operation of the Police and media. The Police of Kosovo uses all the mechanisms to increase the reliability and its image in the country and in these mechanisms, media has a big role. Many media campaigns were released, as well as promotion programs and special television projects which have had positive effect to the audience. Media communication is conform released to the Law of Police and work regulation of Police, has the strategy and compiled communication plan from the Ministry of Internal Affairs for the support of reforms in the safety sector. Communication with the public through media, today is a necessity for all the life components, by including the police organizations in the whole world, especially in the countries with a social system and developed democracy. The Police of Kosovo, created in a period when Kosovo was out of a war, which left the country in a hard situation, where expect that there was a lack of local mechanisms but also the legislation leaves a lot to wish for. Not only the Police of Kosovo as one of the newest police organizations in Balkan, created in the second half of the previous century, but also the police of countries around Kosovo, have had changed in the field of the function and activity of police. Today in the contemporary work, accountability towards citizens for the work is a precondition for the functionality of each police organization. The presentation of work, the publication in audience for the police work and activities, today is more efficient, while using media, whether it's electronic or written. The power of media in the distribution of information, made it to be used as a communication tool with citizens but police organizations and others create special offices, while employing professional staff, with the purpose of using this communication tool as better as possible. The Police of Kosovo has a information office and public relations in two levels, in the central level and in the local level, same as organized in the Police of Kosovo. A communication system as such with the public through media, has the Police of Republic of Albania. The Police of Albania in the beginning of 90s, has been caused a deep reform in the activity field of it and a radical change has happened with the communication system and media public, where today we can freely say that there's an advanced and structured system according to the organization of the Police of the country in a central level and counties level.

If we refer to other region countries, as the Republic of Macedonia and Montenegro even though in these countries there's a change in the formation of police, communication with the public

through media remains centralized even in a political level. Therefore, the Ministry of Internal Affairs of these countries respectively the relevant officers from these ministries, are respondents for communication with the public and there is no communication office through media in the structure of police organization. The Police of Kosovo within years has created a good tradition of communication with the public through media and they must continue in the future with staff training and ongoing recruitment of new staff for information, whether central or local.