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DEPARTMENT: MASS COMMUNICATION AND JOURNALISM (MA)

MASTER THESIS

THEME:

DEMOCRACY, THE ROLE OF THE MEDIA – KOSOVO

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INTRODUCTION

We live in a time where the call for freedom and democracy echoes across the globe. Eastern Europe has cast off the totalitarian governments from almost half a century, and the republics of the former Soviet Union are struggling to replace the 75 years communist regime, with a new democratic order, something that they could not experience before. But the drama surrounding the extraordinary political changes in Europe is overshadowed to a significant degree to which the promise of democracy has mobilized people around the world. North and South America are now virtually a hemisphere of democracy; Africa is experiencing an unprecedented era of democratic reforms and new democracies are being used in Asia too.

This worldwide phenomenon belies the skeptics who claim that modern liberal democracy is a Western unique target that can not be replicated successfully in non-Western cultures. In a world where democracy is practiced in various countries such as Japan, Italy and Venezuela, the institutions of democracy can legitimately claim to address universal human aspirations for freedom and self-governance.

Democratic values may be resurgent today, but viewed along the course of the long history, the French Revolution in the late eighteenth century, until the birth of the regime of a party among the twentieth century, most democracies have been few and more ephemeral. This fact is not because neither pessimism nor despair, but it serves as a challenge. While the desire for freedom may be innate, the practice of democracy must be learned. If the main factor of history will continue to open the doors of freedom and opportunity depends on the commitment and the collective wisdom of the people themselves - not on any of the iron laws of history and certainly not on the imagined benevolence of self-appointed leaders.

Contrary to some perceptions, a healthy democratic society is not simply an arena where individuals pursue their personal goals. Democracies bloom when they are held by citizens willing to use their acquired freedom to participate in the life of their society - adding their voices to the public debate by elected representatives who are held accountable for their actions and accepting the need for tolerance and compromise in public life. Citizens of a democracy have the right to individual freedom, but they also share the responsibility of coming together with others to create a future that will continue to embrace the fundamental values of freedom and self-government.

CONCLUSION

The establishment of genuine democratic societies, was and remains the main goal of most people especially those who deal directly with political reforms.

It is understood that human history during historical periods went in different operating systems policy, which differed significantly among themselves, while today they are explained as dictatorial and non-dictatorial systems or as otherwise called liberal democratic governance. When it comes to systems of liberal democracies and position of the mass media in these systems, we can conclude that there is a media independence that aimed significant changes in the lives of citizens, but to dictatorial systems there is something else, namely the lack media independence because of political influence on society.

In the democratic system, we have a situation where mass media have freedom of media action and in most cases are the opposition of the governance system in the country. Such example is present in the Kosovo's mass media, which most of the times interpret news that have to do with not accepted governance, but we have cases where there are unconfirmed news that exceed the limits of media democracy. Even though we have freedom of action, although the overall view is very different from the communist era still is far from what is ideal.

The role and main purpose of the media in democratic countries is obedience. They try to influence the creation of public opinion for certain purposes. Democracy of a country can be measured with the press freedom. "In a democracy, the media are the "voice"of the people, unlike dictatorships, where the media are the "voice"of power. The media are independent and are free to the extent of ethics and professionalism and avoid biased reporting. Violation of professional and ethical criteria of the media in democratic states is not delivered without being sanctioned, this does not happen to us, while we are in the process of building democracy and the rule of law.

„The media as a mean of information and communication is an important element of the democratic, social and political system as well as the dominant factor informing the citizens. Rightly considered as an important and relevant phenomenon, without the system of information society would be without one of the basic and essential instruments of public information, including the public opinion.

The main purpose of media is to be closer to the information, to be accurate and reliable, and to distribute faster. "A media to be powerful must possess reliable sources and reliable information and to avoid speculative levels. Democratic states are not closed to the media, but allow journalists to research and provide facts and do their job. „

"Completely independent media" - remains only a wish for most countries of the world, even to some extent for those with early democracy. "The fact that they depend on an editor or sponsor, which was not always adhere to professional interests in the foreground, makes them lean or be

conditioned by political circles or business. It's bad luck for Kosovo's fragile democracy that most of the media here are dependent politically or materially. Being so, the media of Kosovo have become the mouthpiece of political parties or business.

Major role in the independence of the media obviously plays the financing and holding in their business life. Being dependent on material things, they are in the service of their financiers, so this is the current state of media in Kosovo and in countries at the beginning of the development of democracy on the one hand and economic growth on the other.

The media in Kosovo are seen as a kind of tool or instrument suitable for the realization of political goals by the elite and different political groupings. Some members of this elite, already have media in their hands. (Koha Ditore, Zeri ...), while others try to adopt other media as much as possible.

In Kosovo, the media are full of interest groups. They protect the interests of the parties and are directly affected by the parties or their editors, who in most cases belong to the political scene. (Koha Ditore, Zeri ...) Unfortunately, in Kosovo is difficult to find any paper or electronic medium that has no connection with political parties or businesses. There is no free media, if they can not be self-financed and are not aware of the sources of financing.

But on the other hand in the legislative aspect Kosovo has made a number of improvements to the legal provisions regarding the media sector through the law on access to public information, decriminalization of defamation and improvement of the criminal code and the law on RTK. However, much work still remains to be done for proper implementation of the current legislation and a mechanism it is necessary for the monitoring of implementation.

Due to poor economic conditions in the country and the impact of media, professional development outside of work can be overwhelming and not qualitative. While some university-level programs are trying to consolidate, they are still in their shoots. In the meantime, non-academic preparation programs for journalists are scarce and often not prepared by professional trainers.

The aforementioned issues are exacerbated by a fragile public broadcaster which in other cases should serve as a guide to professional standards for all media. RTK has lost much of its credibility, mainly due to financing problems, which makes it a possible subject to political pressure or any other pressure. However, because of the problem of financing RTK is thought to have been solved with the new law remains to be seen how the public broadcaster will perform in the future.

Kosovo media are facing mutual problems, specific to Kosovo and those that affect the global media, particularly the print media. With some improvements to the legal framework and a weak trend but which is improving, the impact of media policy in the sector, these challenges can be overcome. However, more work needs to be done to ensure that one of the main requirements

for the establishment of democracy is fulfilled, namely ensuring that the media are free to be protected and respected in Kosovo.