



DEPARTMENT: MASS COMMUNICATION AND JOURNALISM (MA)

MASTER THESIS

THEME:

MUSIC IN THREE NATIONAL TELEVISIONS

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INTRODUCTION

Mass communication through means of the instruments shown in the media and forms of communication are an everyday necessity, the means by which we come across information or to the provision with information. Today a century after the start of the use of electronic technology, we have managed to extend our system in an embrace of global proportions, which at least in terms of our planet has managed to get out the concepts of time and space. Through technological stimulation of emission of different programs, we are offered diverse programs that trace in our memory. While the issue of the various programs that are offered to viewers, especially viewers of ages that are being created, such as children, where in their brains these filmed sequences are registered, and are shown through visual aids, which do not detach even when they grow and reach maturity.

By technological stimulation, creative process of awareness will reach to include collectively human society, particularly our society that was gripped by many circumstances, after the war that all our presentation was not governed by our editorial staff nor managing staff in information assets issued in our country. Compared with the previous mechanical age, which is already in tow, many actions were taken for granted without worrying too much.

Slowness of movement in general guarantees that the reaction will occur after a while, after a period. Today, the action and reaction occur almost simultaneously. Well, actually we live in a mythical and integral way, while we continue to think that the old schemes of fragments of space-time of the pre-electric era of technical computing.

Our informative virtue actually draws to feel emotions caused by information technology, so by submitting, by interpretation and by pickup-disclosure of information.

The recipient of information on the one hand and on the other hand the provider of information, should be careful to establishing relations between the connectivity of the spectator - reviewers (issuer), because every once in the mind of the receiver some ecstasies will remain with words and pictures or broadcasting movement that directly affect them.

CONCLUSIONS

From all the research I did, having observational points through which our television has passed, considering the changes of social order prevalent in our country, I came to a conclusion that music is adapted to the time in which it was, the political strategy is tailored to the constitutional order, form of education, the transfer of emission spirit of the editorial board of the musical programs. Musical programs always are adapted to the time and national ferment, in those cases when the editors were more courageous or were seen on the reverse of the emissions when any editor was convenient not to feed feelings and not to make smart associations for national idols or popular images on the basis of national freedom. All this in a timely reflection was observed by people fitting a totalitarian regime, but also in the mess that our television had passed a breath of music or cultivating music of educational, patriotic and hereditary spirit. Musical programs emitted in the former RTP had the symbolic of musical launch with a time in the spirit of epic, historic liberation songs, but there were also musical programs where excelled classical music as a version of the spirit education of classical musicians of opera to great worldwide composers like; Beethoven, Mozart, Tchaikovsky, Verdi, etc., which cultivated love for classical music through TV as an option of an ancient European culture.

But when I got the literature of the material disclosed to the time of the postwar period in the three TVs so-called national TVs, we can conclude that the music found in these television has been far greater, while the value of quality of the emitted music was very low and with no evaluation criterion. From this conclusion we get the impression that these stations have broadcasted music to benefit materially from the opinion, editorial policy which more looked at the profitable side than the side of education of the spirit of music and the cultivation of the spirit of love for kinds of different musical genres.

When we talk about public television as: RTK, TV 21 and KTV, then we must remember that these televisions have the weight and obligation of preserving the traditional values of the Albanian people as a majority, but also of others, when it comes to cultural values of minorities living in Kosovo. Here it must be careful when every song or show musical is broadcasted, to assess the content and quality of art, but also the mission of the song, based on the prosperity of folk creativity, the Albanian ethos, because there we find identity, image and social cohesion of the Albanian people, at a time when these values were created, but at the present time of integration and globalization, new technology, which every day more and more, our televisions by this technology are being put under foreign influences, without classifying them, not presented as such but become a mix of them and then you cannot know what is our value.

When we say this, then we consider the new generations that have no ratings and perceptions of knowledge to our traditional values and our authentic music and more often there is no interest and knowledge of our national values, and so we sink in the waters of other musical cultures not dictated by this slide, because we see and learn more about foreign values than ours.

This does not mean that we should not understand and learn the values of others, but to recognize and respect the foreign one, you must know and love the value of your people and knowing to present, evaluate and communicate it with the others.

Looking at the programs and shows schedules that are now broadcasted in three TV stations, we can say that they do not differ much from local TV stations that have a host as: TV-Liria, TV-Opinion, TV-Vali, TV-Festina, TV-Prizren, TV- Dukagjini, TV-Syri, TV Mitrovica, TV-Rrokum, TV-FrstChenal, TV-Besa, TV-Olti and others and finally TV-Diaspora. These televisions were allowed to have a little more lyricism delivered, but these would have to carry the same weight and national responsibility in the issue and cultivation of musical values.

From all this that was said and what should be said more is;

Public television should be profiled not only in terms of the program, but also substantial and artistic content of musical programs as lasting value of our tradition opening opportunities to new TV communication shows with experts and analysts of these values, to advance our tradition in new forms of contemporary musical genres, but always in the basement of the national-traditional value.

According to an analysis that I did, in three of our television, according to the program schemes and based on what I observed, popular and entertainment dominates more, while classical music is not transmitted or is not that much present. Why is that?

As I mentioned earlier, responsible for the music program, the board of music, divided into three sectors: the editorial board of folk music and folklore, the editorial board of entertaining music and the editorial board of serious - classical music. The editors of music should have an obligation to abide by the editorial code and take into account the representation of any musical genre to the necessary extent with a balance, whether it's folk, entertainment or serious music also those for young people and children.