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ALBANIAN IDENTITY IN THE CONTEXT OF GLOBALIZATION

The rapid human changes throughout the twentieth century, associated with the mass media advancement have transformed the world into a global village.

The period between the 11th and 14th century was the darkest period for the Albanian national and cultural history, because of the violent conversion of Albanians and their toponyms in Slav. In the periods of the Byzantine, Bulgarian and Serbian occupations, the development of the Albanian identity was not only halted, but Albanians underwent a process of physical and cultural elimination. Asking our historians: "Why were Albanians always submitted by the foreign oppression"? the answer is "Because we were small and weak!" But historians fail to give an answer as to why we were small, weak and helpless! However, it is not easy to argue and document because Albanians have problems with the historical memory due to minimizing, censoring and glorifying interpretations and approaches, and also because of the failing to document the historical memory and the fail to trust the historical and cultural institutions.

The culture is definitely the Albanians' source and factor in establishing and strengthening their national identity. On the other hand, less than 1% of Kosovo's annual budget is allocated in the realm of culture, and this is an indication of our approach to and consideration for art and culture.