

PORTRAYAL OF ISLAM ON ALBANIAN MEDIA

This thesis sheds light on main characteristics and the tendency of Albanian media regarding the peens of approaching Islam. How the issues connected with Islamic religion are treated during a century of birth and consolidation of the Albanian press and media. Throughout a wider picture it classifies Albanian media in different periods using their specific treatment of Islamic issues and social-historical background which has been detrimental factor to general orientations of Albanian press and media in general. Periodic division is necessary in order to understand circumstances in which Islamic religion found itself in Albania due to wrong policies of the government. There are three main periodic times regarding the approach on Islamic issues.

*First period 1910-1945, deals with the strong consolidation of Islamic press where most prominent figures of Albanian society expressed their ideas not only about religious issues but, also about philosophy, medicine, psychology, literature etc.

*Second period 1945-1991 deals with dark times of Islam when every religious activity was prohibited and all infrastructure (including those with historic values) were converted into deposes for consuming goods. In this situation you couldn't even think about reflecting on Islamic issues.

Religious beliefs were considered sort of allegations in order to manipulate people's minds and the main slogan was: "Religion is opium for people".

*Third period 1991-2013 coincides with the flux of Islamic press and media propaganda. Particularly after 1998 when the Albanian media market wad liberalized, it paved the way to opening of many private radio and TV channels, bringing to an end the monopoly of Albanian State Television. Most of those channels have brought up different point of views, voices, and interpretations on Islamic issues together with the increase publications as well. This diversity and century long period will

need a study in details however; in this paper work we try to highlight the main characteristics of this topic only. It is worth mentioning that studies upon the history of Islamic press and the media impact in Albania are almost inexistent, making it very difficult to gather data needed for this paper work. Let's hope that in the near future more detailed studies will take place on this topic and Islamic issuer be presented objectively. This article deals with media reality of Albanian only excluding Kosova, Montenegro, Macedonia, and Çameria, where the specifics are different making this study much wider.