

WOMEN COMMUNICATION IN ALBANIAN POLITICS FROM 2005 AND IN FOLLOWING YEARS

Miranda Cili¹

¹ PhD candidate, European University of Tirana, Albania
miranda.cili@uet.edu.al

Abstract

Communication is a process of relation which we all know that to communicate it isn't only to give a message but also to enter in a relationship who all actors their own roles and try even to create their own image. In this relationship relation a special role plays the public (political) communication which in Albania is generally rude and aggressive. Political situation referring to communication is almost all the time in a kind of pressure especially during the local elections and parliamentary ones too. Very strong and harsh terms are used. In the last years after 2005 Political situation has shown the political language terms critters by telling which speaking manner has been related to both sides; the right and the left on, the conflict between both parts has been presentable all the time and who has identified most the lack of being clear. Political sides in Albania use special language instruments adding patriarchal and aggressive elements during their debates and discussions. Taking this role for a woman it means to have a lot of courage. She has to take the risk that everything has the possibility to take place; women may be insulted ,may be told offensive words, unfortunately verbal political culture of politicians (men)it is not the one we all want and this shows their weakness in their discussions by using insults instead of arguments. After 2005 and in the following years has been noticed a wild communication of Albanian women in politics, a characteristic which doesn't fit them as women such behavior may justify that their presence in political activities may not feminize their role in such masculist politics as the Albanian one ,in the battle for survival may have been unfeminise by themselves. The usage of a rude dictionary has been seen as an effective manner for creating your authority with the people who around and interact with you. As a conclusion women can't "smooth" the nature of political behavior.

Keywords: political parties, political communication, political language, masculism, women in politics, feminism.

MAIN TEXT

Communication process is a part of every activity and a part of our daily life too. Based on how important the communication is in our life, it is inalienable to think that communication is unavoidable in both life of organization and in leadership process too. Communication is important not only in the leadership functions but also in realizing with success all our social functions. With political communication we will understand not only verbal or written declarations, but also visual components as wearing, make-up, hair style, so that with all these elements of communication, we may say that these create an "image" or a political identity¹. A good political communication it's important not only for high level political functionaries in a party but also, a good political communication it is important and significant as foundation for achieving its objectives a party, by being communicable with people in the future elections in Albania. To understand the political communication (language of power or the language of those who fight for power), that is a communication of action and that is referred to what the Edelman has called symbolical politic, we should consider the political reality, which is by Edelman² double reality (Instrumental dimension and the expressive one).

The public political communication has been dominated more from the emotional arguments which has made it hard to transmit the write political message between parts, further more sometimes it has transmitted the wrong message. It seems that public political communication is used to use rude arguments

¹ McNair, Brian (1995). *An Introduction to Political Communication*. London: Taylor and Francis Group

²Edelman,M. (1985). *Political Language and Political Reality*. PS, Vol.18, No.1:10-19.

in a striking and shocking language against the political opponent, a manner of speaking which comes directly from the mouth of those who are government officials actually. But the professionals of political communication know that the "abc" of political communication is that; the politician should think twice before he/she says a word because this word may take not only the meaning of what the speaker says but also the meaning of the one who hears these words³. Since the elections on June 2009 till 2013, the language spoken between the deputies in government and those in opposition has been rude. Between both parts has been used epithets, which if they were used by ordinary people in their daily life, they would have been very offended. Generally in massive population this insult doesn't pass without physical confrontation among them, especially between emotional people. As in politics addressing a lot of accusation against moral, family members is turned now as usual phenomena. It seems that it doesn't bother anyone because it is considered as part of doing politics and your duty too. In fact anyone who comes in the public space to express his thought, should take in consideration the risk of being offended because of his manner of speaking or thinking⁴.

Political language today

Political language is a specific one which has its rules, its codes and its temperament of transmission in public. The range of speaking politics is very diversified. To speak a little and to say a lot, to speak a lot and to say nothing, to confess, to tell things by hiding the essence, making high praising by hiding the anger, to smile by camouflaging the hate, to complicate the phrase by hiding the thought, to build half-truths, by appearing transparent, all this are political instruments of expressing.

Infinite style (incomplete style) has become an evidential feature of Albanian politicians, which has turned the evasive speaking in their goal. The worst is that some features in the way of speaking, has been practiced as a style of acting. In other words there are some politicians that work the same way they communicate. Referring to the writing, it is hard to tell the authentic style of their, because integral materials published by our politicians are a little. Verbal reality of Albanian politics is built frequently on weak concepts, not clear and not stable. It doesn't have clear thoughts, complete, well-formed and as a result surely this will lead to confusion ideas, terms and semantic evolution.

Albanian politics has elaborated a hermetical speaking style in order to protect it from confrontation and responsibilities. So that the political battle between the main parties in the lack of identical true program and clear position orientation, has resulted in fight of closed phrases, jokes, irony, allegory, which really have no relation with the essence of doing politics, but have a big emotional impact in electorate. It seems like a silent deal is written between professional politicians and electorate. Politics produce empty phrases and electorate values not the essence of discussion, not what the politicians say, but the way they say it, who made the most elegant irony, who made the most effective joke. Orwell in a brilliant manner in the middle of XX century, characterized the formal language of politician as "words that are gathered together as horses of cavalry hear the call of horn in the same line and always the same lines ready for march"⁵

Different authors agree that politician language is the main tool of doing politics. It is used depending on certain political interests and may be clear or unclear depending on how true they are. The latest situation of politics in Albania has showed the features of political language, a language which has always been connected with the left or the right hand (even though in certain cases there has been strong tied political interests) the conflict between the both parties has continuously been presentable and what has identified it is the lack of clearness.

Women communication in politics

Politics, language and thinking have been often the main subject in the Orwell works. Staying away from politics is impossible. All the things are connected to politics and the politics itself is all a lie, a mountain filled with lies, folly, hate. When the usual atmosphere generates, the language suffers. Language of corruption, as Orwell says, comes out from economical and political reasons.⁶

Referring to communication, the political situation is all the time in a kind of pressure all the time and even

³ Fuga, A. (2005) "Readings in communication", Tirana, Time

⁴ Fuga, A. (2010), "Where are you going political language", Opinion

⁵ Orwell, George, (1946) "Politics and the English language" Journal Horizon

⁶ Orwell, George, (1946) "Politics and the English language" Journal Horizon

more in election times not only the parliamentary elections but also in the local ones. Very tough terms and rude words are used.

What has been observed in political communication analyze of female politicians is that except the speaking they use also the body language like, facial mimicry and other gestures which are often borrowed from the leaders who govern actually⁷. Obligated to obey their chiefs (party leaders), women in politics have changed the way they speak in public. They are not any more characterized by fragility, or the soft tonality, in order to amortize the conflict but they are turned in political "suicide".

Actually, in Albania parliament or in press conferences, a tough phrase, strong accuses, and the smoothest vocabularies are used from female politicians. Especially when they speak against each other woman to woman. Women can't realize the "softness" of politics, not even they couldn't bring some "femininity" but the worst was that they were "unfeminine". Women are ordered in front of each other and the accuses against the other political camp are prepared usually by the other women in the opposite camp. Our female politicians are women who try to imitate men. Moreover intellectual women in politics, in media are wilder than a considerable part of men.

The couples inside the Democratic Party and Social Party as Topalli – Ligori, Pernaska –Felaj, Doda-Shkreli, Vokshi-Xhacka, Bregu-Kodheli etc, have often been in the skies of smooth and strong debates. In this debates have always been presentable the insults oriented to the proper gender, even when their sentences start with the phrases ".....as a woman and as a mother....."⁸

On the top list stands surely the chairman of parliament Ms. Jozefina Topalli. This is because of her presence in public, her nature; her tonality has always been in high frequency and masculine. All of us have seen respected women who speak with inappropriate tones and who accuse their opponents in political life for their private life. Despite their soft voice pronunciation, words have been always tough. We all know that what is articulated from their mouth it is not their real thought, but a duty given by their proper leaders, who throw mud on the rivals. Why not for earning the television time and the press pages.

In this aspect even the media has played its role in the change of communication because the political parties has priority making known of the problematic and conflicts in the media.

What it hurts is that (even though for a long time it seems all normal as normal that the contrary would surprise us) is that female elites of us cannot make the difference. In this point not only for political cases but also nor for personal principles "fight", never have been heard that a deputy opposes her own party leader.

Nor when they use offensive vocabulary, nor in the name of dividing the power and balancing the power (check and balance) nor in the name of ethics (that woman that has a family just like you), in contrary they attack with the same hate even with the same words (to pamper the "chief" sensibility).

Prepared speeches

Anyone may see the now days parliament as vulnerable ,conflict promoter, without ideas, without constructive debate ,without democracy, a big endless generator of defamation, a place which they treat as hall where no responsibility is taken in front of public⁹. By Aristotle, a speech it is not enough to contain convincing arguments. Even the speaker should be seemed credible. Many impressions at audience are created before the speaker starts speaking. As would advise more than a century ago the poet *Ralph Waldo Emerson*: "use any language you want but, you'll never says more than except that what you are"¹⁰.

Probably in now day's politics would be consider attack and fight referring stalinist principals: "attack is the best weapon and safer for the victory". Ordered speeches are another "black mark" of tough communication of women in politics. Often times we have seen women deputies, which read speeches that do not even

⁷ Dhima, Aleksandër (2013) Anthropology of Communication, Access to the Albanian reality. Tirana: Kumi

⁸ Vangjeli, Lorenc; (2010). Women of the new policy - How were the pigeons falcons, Tirana, Magazine Mapo

⁹ Blushi,K (2011), *Shfytirimi ose topallizimi i parlamentarizmit*, AMA – NEWS, Received from: : <http://www.ama-news.al/2011/03/shfytirimi-ose-topallizimi-i-parlamentarizmit-nga-kico-blushi/>

¹⁰ Dhima, Aleksandër (2013) Anthropology of Communication, Access to the Albanian reality. Tirana: Kumi

understand, let alone the public. The parliamentary pulpit is transformed in a pulpit of political parties. As man politician women also “express poison” in their speeches.

Conclusions

Political arena has historically been a domain of men not only in Albania but all around the world. As a result, women find it difficult to develop their self-confidence to candidate in public posts. History of power is also a masculine history, even though during the last century all around the world there is a wide movement of women for being even those part of the Government and this is the most natural thing in a society. Even in Albania the attitudes are being changed and becoming more admitted toward the engagement of women in politics. Goals are considered even the organization forms of women beginning from non-profit organization up to coalition and networks. Communication is in the center of political process. Communicating is becoming a strong weapon in projection of image of political parties, government, organizational and cooperative. Even communication is not only becoming the challenge that makes the difference among the institutions of all specters, but also among political parties, especially during the electoral campaigns, promoting in most efficiently way the programs, visions, ideas, politics and their recourses. Political situation in this place referring the communication is in a kind of pressure even more in the periods of parliamentary or local elections. I think that probably the use of a tough language is the right way to put the authority in the circle of people you act and interact every day. Political women know how difficult it is to have a bright future if you would behave in politics not in the proper way, as “housewife” obeyed, as good woman, quiet woman, goodhearted, instead they have to create the image of man converting in woman in a party/politics. But the conflicts like the political language are both parts of doing politics, without which it can't exist a democratic state.

REFERENCE LIST

LITERATURE:

- McNair, Brian (1995). *An Introduction to Political Communication*. London: Taylor and Francis Group
- Edelman, M. (1985). *Political Language and Political Reality*. PS, Vol.18, No.1:10-19.
- Orwel, George, (1946). *Politics and the English language*. Journal Horizon
- Dhima, Aleksandër (2013). *Anthropology of Communication, Access to the Albanian reality*. Tirana: Kumi

ARTICLES:

- Fuga, A. (2005) "*Readings in communication*", Tirana, Time
- Fuga, A. (2010), "*Where are you going political language*", Opinion, MAPO Newspaper
- Vangjeli, Lorenc; (2010) "*Women of the new policy - How were the pigeons falcons*", Tirana, Magazine Mapo

WEB SITE:

- Blushi, K (2011). *Shfytyrimi ose topallizimi i parlamentarizmit*. AMA – NEWS, Received from: (<http://www.ama-news.al/2011/03/shfytyrimi-ose-topallizimi-i-parlamentarizmit-nga-kico-blushi/>)