

THE EFFECT OF MODERN TECHNIQUES IN ELECTORAL CAMPAIGNS- JOURNALISTS INTERVIEWS

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Abstract

The modernization of electoral campaigns was often investigated through political spots. This research will go deeper and will scrutinize the relation between politics and media under the light of campaign professionalization. This research also explores if the campaign techniques were more “top – bottom” or “bottom – up”. First we introduce the three phases of campaign modernization. Through interviewing 7 leading journalists we reveal the changes of electoral campaign in Albania in the light of professionalism. We understand that the role of the party is diminished and the campaign strategist and communication experts had the key role in most of the campaign events. Over the last decade the modernization of the Albania campaign went through key developments. The semi-structured interviews with political journalists show that the declining party membership brought an increase role of communication expertise. Data show that since 2005 the electoral campaigns in Albania show significant changes toward modernization of the campaigns. They were mostly focused in the image of the candidates rather than on the issues or the party they represented. Journalists point out that the political commercials changed radically and were more professional. Moreover also the campaign events were controlled from the communication experts and the images and videos were distributed from the media center under the control of the candidates. Thus the campaign brought also a pre-news room party department which controlled the information delivered to the public. Journalists confirmed that it is obvious that the modernization of the electoral campaign in Albania affected radically how parties distribute their information to the media.

Keywords: Personalization, Politics, Americanization, Albania, 2013 Elections, Modernization.