

## MEDIA COMMUNICATION OF WESTERN BALKAN NEWSPAPERS IN THE FUNCTION OF PUBLIC EDUCATION

### A COMUNICAÇÃO MÍDIA DOS JORNAIS DOS BÁLCÃS OCIDENTAIS NA FUNÇÃO DE EDUCAÇÃO PÚBLICA

Article received on: 8/4/2025

Article accepted on: 10/27/2025

**Rexhep Suma\***

\*Faculty of Islamic Studies

Pristina, 10000. Republic of Kosova

Orcid: <https://orcid.org/0009-0009-4920-2838>

[rexhep.suma@fsi-edu.net](mailto:rexhep.suma@fsi-edu.net)

**Ferid Selimi\*\***

\*\*University for Business and Technology

Pristina, 10000. Republic of Kosova

Orcid: <https://orcid.org/0000-0002-4624-3863>

[ferid.selimi@ubt-uni.net](mailto:ferid.selimi@ubt-uni.net)

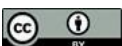
The authors declare that there is no conflict of interest

#### Abstract

This study examines the coverage of the Russia-Ukraine conflict by two prominent Western Balkan newspapers: Panorama (Albania) and Večernje Novosti (Serbia). Drawing on media education theories and the framework of war/peace journalism (Galtung & Ruge, 1965), the analysis employs Yin's (2016) decomposition method to explore how narrative structures and communication styles reflect divergent geopolitical alignments. While Panorama adopts a direct, fact-based approach consistent with Albania's pro-Western stance - emphasizing Ukraine's defensive efforts and highlighting peace initiatives - Večernje Novosti uses sensationalist and nationalist rhetoric aligned with Serbia's pro-Russian position, often employing headline manipulation and emotional framing to influence public perception. The study reveals that these editorial choices serve as extensions of respective state ideologies and national identities, complicating claims of journalistic objectivity. Furthermore, the selective inclusion of authoritative voices and strategic ambiguity in communication contribute to shaping readers' attitudes within each national context. These findings underscore the necessity for critical media literacy in politically sensitive regions, where media narratives not only inform but also actively participate in geopolitical discourses. This research contributes to understanding how media operates as a tool for

#### Resumo

*Este estudo examina a cobertura do conflito Rússia-Ucrânia por dois importantes jornais dos Balcãs Ocidentais: Panorama (Albânia) e Večernje Novosti (Sérvia). Com base em teorias de educação midiática e na estrutura do jornalismo de guerra/paz (Galtung & Ruge, 1965), a análise emprega o método de decomposição de Yin (2016) para explorar como as estruturas narrativas e os estilos de comunicação refletem alinhamentos geopolíticos divergentes. Enquanto o Panorama adota uma abordagem direta e baseada em fatos, consistente com a postura pró-Occidente da Albânia – enfatizando os esforços defensivos da Ucrânia e destacando as iniciativas de paz –, o Večernje Novosti utiliza uma retórica sensacionalista e nacionalista alinhada à posição pró-Rússia da Sérvia, frequentemente empregando manipulação de manchetes e enquadramento emocional para influenciar a percepção pública. O estudo revela que essas escolhas editoriais servem como extensões das respectivas ideologias estatais e identidades nacionais, complicando as alegações de objetividade jornalística. Além disso, a inclusão seletiva de vozes de autoridade e a ambiguidade estratégica na comunicação contribuem para moldar as atitudes dos leitores em cada contexto nacional. Essas descobertas ressaltam a necessidade de alfabetização midiática crítica em regiões politicamente sensíveis, onde as narrativas da mídia não apenas informam, mas*



ideological positioning amid international conflicts.

**Keyword:** Information. Education. Communication. Newspaper. Reporting.

*também participam ativamente dos discursos geopolíticos. Esta pesquisa contribui para a compreensão de como a mídia opera como uma ferramenta para o posicionamento ideológico em meio a conflitos internacionais.*

**Palavras-chave:** Informação. Educação. Comunicação. Jornal. Reportagem.

## 1 INTRODUCTION

Media communication with readers by educating them in this matter of study, positively affects media equity as long as the message creates a favorable customer response to the product in question (Yoo, *et al.*, 2000). Furthermore, communication stimuli cause a positive effect on the consumer as a recipient; therefore, the perception of communication positively affects an individual's awareness of media (Bruhn, *et al.*, 2012). Indeed, given previous research, communication fosters media equity by increasing the probability that a media will be included in a customer's consideration set, thus aiding in the media decision-making process and the media selection process, becoming a habit (Yoo, *et al.*, 2000). Furthermore, in their study of social media campaigns, Li (2010) highlighted the features that appeal to consumers to generate media benefits. (Li, 2010)

While reporting on daily events, communication is the form that journalists constantly face in their profession. (Schnell, 2016) This communication of theirs is in written form (Prabavathi, and Nagasubramani, 2018) and as such is spread to the readers. This communication, like all modelled communication systems, linguistic and non-linguistic (Sosyr, 1977; Harvey, 2023) produces information. In the semiotic sense, sentences take on the function of communication with others. (Volkova, 2021) In the Balkan countries, and especially in socialist countries, such as the former Yugoslavia and Albania, an attempt has been made to research the structure and function of all types of journalistic texts (van Dijk, 1977; van Dijk, 1985; van Dijk, 1995; Werlich, 1983) in order to enable the framework of journalists' acts related to the specific purpose of journalists' writing to reflect the specific framework of journalists' writing. In this regard, journalists threw their skills to produce the best and most powerful articles in the communicative aspect. Thus, they tried to make further contributions to the practical framework of these approaches and to strengthen their empirical foundations. (Ekström, and Westlund, 2019)

In this research, we systematically analyzed a sample of 100 news articles published during the period February-June 2022, in ten Western Balkan online media. The focus of the analysis is the form of communication of newspapers in providing information when reporting on the Russia-Ukraine war. As understood from the previous sentence, the question was not what kind of news was chosen to be presented, but how it was actually written and how the information and facts were communicated. The novel contribution of this paper is that it responds to the call to examine more closely the communication through news reports about the war, based on Galtung and Rouge, (1965), who investigate to what extent news and report genres differ. (Galtung and Ruge, 1965; Lee and Maslog, 2005) The results are comparable and also in media that differ in political leanings, to assess the generalizability of the findings. Our findings test the extent to which the concept of news communication is within its level of sophistication and is a valid analytical form for identifying and describing differences in war and regular news coverage in particular. This study aims to fill a media perspective on the justification of judgment by investigating a communicative construction of a research gap in war journalism reporting published in major newspapers in the Western Balkans. Therefore, in the literature review section, previous scholars' concepts of communication are addressed. In the results section, some examples that are taken, present radical changes in communication and news construction, considering the sentence structure of the three Balkan languages, Albanian, Serbian and Macedonian. In the discussion section, these changes are discussed, always based on the theoretical part. Our findings prove that there are major differences in both communication and sentence meaning, namely in the ordering of words and facts, which are important units of communication.

## 2 LITERATURE REVIEW

More than 50 years ago, it was shown that there was a positive correlation between producing the same stimuli, (Bargen and Blaiser, 2024) which implies communication with everyone, and that written language is one of the means of this communication. Providing information to the reader and then processing that information by the reader depends on his conviction and need. (Sultan, *et al.*, 2021; Zhang, *et al.*, 2025) Readers prefer to have information based on argumentative facts, (Salah, *et al.*, 2019; Syed, *et al.*, 2021; Melumad, & Meyer, 2025)) down to the smallest detail, always referring to the

consumption of the news, making that communication perceived by the reader as verifiable information. (Zhu, *et al.*, 2022; Singh, *et al.*, 2025) The types of sentences used in communication themselves serve, each separately, specific purposes and are crucial for conveying meaning effectively. (Ikromovna, 2024) In this way, they significantly improve communication skills and overall effectiveness in conveying messages, conveying information or expressing opinions. Thus, through direct or even indirect form, they end with a point - they state arguments and the goal is to support those arguments, exchanging information.

The Balkan languages are a group of languages that, although they are not similar in a narrow territory, especially Albanian and Serbian, which have been the languages of two neighboring peoples for centuries. The consequence of this difference is perhaps their descent from different ancestors. Although Balkan linguistics, as a subgroup and as a precursor to contact linguistics, is considered a historical linguistic discipline, nevertheless, among the respective languages, (Perdih, 2018) based on the spread or transmission of typological properties, they belong to distinct linguistic groups. Because, the language family is defined by regular sound correspondences, which in turn help to define the common morphology and a core lexicon and a common loanword lexicon that is often called “cultural”. (Friedman, 2011; 2017) In the Balkan linguistic league, phonological developments are sometimes divided between different languages at the dialect level, but there are no such features that characterize the Balkan languages as a group. Just as in a language family not every diagnostic feature is represented in every branch, so in the Balkan language league not every feature is represented equally in all languages and dialects. (Friedman, 2020)

Journalism is a more or less autonomous field across the globe, (Meyen, 2018; Hanitzsch, and Vos, 2018; Hanitzsch, *et al.*, 2020) although journalistic cultures can vary greatly. (Bodrunova, and Nigmatullina, 2020; Newman, *et al.*, 2025; Keating & Totzkay, 2025) The changes and challenges that journalism faces around the world are largely similar, making communicating with audiences a global challenge. (Gerodimos, 2013) Findings from previous studies highlight the challenges that different newspapers face in communication, starting with philosophical notions of motivation and mission, ending with more “down to earth” (Prescott & Logan, 2017; Ekström, & Patrona, 2025) concepts such as timely and timely reporting on current events. (Fieldhouse, *et al.*, 2022)

Approaches to written texts can generally be found within the philosophy of language and the study of literature, (Deuze, 2006; Austin, 1962; Genette, 1972; Genette, 1988; Searle, 1970; Searle, 1971; Ghosh & Roychowdhury, 2025) but, information from different spheres, is seen as a component of the credibility of the source, and the written communication (Galtung and Ruge, 1965; Zulita, and Muthalib, 2020; AlFarraj, *et al.*, 2021; Felicia, 2021) that increases the coherence of information (Heinström, *et al.*, 2021)

Then, the text really takes on the right form and full meaning to become readable. (Selzer, 2019) In fact, when there is word order and fact order (Rugova, 2009) which implies the logical reasoning of the judgment, then the text is understandable and the information is captured. (Willrich, *et al.*, 2020; Kovach, & Rosenstiel, 2021) This implies the coherence of the text. Through coherence, the sentence as the smallest unit of communication gains its flow and proper understanding and the information is understood by the reader. (Rosenblatt, 2018) It is understood because the narrative in the text has become clear and understandable. (Gabriel, 2004; Van Tassell, 2025) As such, the narrative has taken on the right dimensions and the communication (van der Stoep, 2018) has been carried out correctly and understandably. Communication is always understandable when the narrative or writing is based on the coherence of the text (De Beaugrande and Dressler, 1981). The basic principles of journalism are somewhat unified globally, but can often be challenged in certain contexts that are influenced by political, social and economic aspects, etc. (Deuze, 2002; Hanitzsch *et al.*, 2019; Zelizer, 2005). Therefore, even journalism practiced at any time, whether in times of war or peace, is challenged by the political factor (Deuze, 2002), which can sometimes change communication and this change can affect the coherence of the news or the coherence of the objectivity of the news. (Salazar, *et al.*, 2023; Quintana, *et al.*, 2024; French, *et al.*, 2025) The concern of researchers is the right of society to be informed in the wake of the concentration of the media and its dominance over current practices, (de Alcázar, 2012) and from this aspect it seems that communication through journalism has not yet been freed from social factors that are both political and linguistic. (Pye, 2015)

Therefore, journalists need more reporting independence. (Fowler, and Allan, 2013) In a such current world, the importance of the information during communication is very great, and information is familiarity with events and current events. Selimi and Zejnnullahu (2023), makes an identification or tilt to one side or the other, applying, among other things, attractiveness, adds Wiedmann and Von Mettenheim, (2021). So, whether

we want to admit it or not, even during communication there is a bias and an attractiveness. (Niebuhr, *et al.*, 2023) This bias has a distraction towards reality and is done through communication that also affect the narrative, and informativeness of the news. While Bell emphasizes a connection between language and situation (Bell, 1991) however, writing a text differs from speaking because the text will be written in the standard language. Meanwhile, van Dijk puts more emphasis on the connection of words, because a text can only be cohesive through connection, he emphasizes. (van Dijk, 1985) In such an environment, news coverage from crisis countries may involve an increasing number of perspectives following them, (Fox, 2021) including more reading and commenting. Similarly, the concept of communicating with readers (Adjaip-Veličkovski, and Nurković, 2020; Piskorski, *et al.*, 2025) expands to include local elites, because they are likely to have a major influence on other readers as well.

### 3 METHODOLOGIES

The object of this research was the communication of the news in online newspapers of the Western Balkans, comparing the placement of the facts of the news. The research is based on the descriptive qualitative method and the technique of documenting data collected from online sources. The first step was to read the news from online media of the Western Balkans websites. The second step was the selection of that news for the analysis of the placement of the facts of the news. Third, by analyzing the sentences, the rules of news were interpreted. A checklist served as the main research tool. The researchers recorded the news they found in the online newspapers, using note-taking sheets. The data were then analyzed based on the communications of the written news. Using Yin's (2016) disassembly technique, we disassembled and then reassembled the words in the sentences piece by piece, and analyzed and interpreted those words in the sentences. Our main criterion for driving direction was to try to identify the purpose of the communication or the potential implication of the media communication regarding the War in Ukraine. Thus, an article that claimed or suggested that Ukraine possessed nuclear weapons was coded as persuasive communication about the war in Ukraine, even if it did not explicitly support the war. At the same time, any article that cast doubt on the positions of European and American countries was also captured even if it did not directly or indirectly question the idea of the war itself. In the results, were written all the findings

for the meaning of the communication in the online media of the Western Balkans and comparing among themselves. In the discussion part, we discussed the commonalities and differences between the languages of the Western Balkans of the two people, Albanian and Serbian. The last step was the conclusion, in which the researchers concluded the findings.

#### **4 RESULTS AND DISCUSSION**

On March 7, 2022, Daily Newspaper “Panorama” of the Republic of Albania publishes an article with headline: “Pushtimi në Ukrainë/ As Macron dhe Erdogan nuk e bindin dot Putinin të ndalojë sulmet. Detaje nga negociatat” in English: “Ukraine invasion/Neither Macron nor Erdogan can convince Putin to stop the attacks. Details from the negotiations” where the public is informed about the engagement of the two presidents of two powerful European states on the possibility of reaching a peace agreement between Russia and Ukraine. The development of the topic concerns a communication between the presidents of France and Turkey and the readers on the one hand and President Putin with the readers, on the other hand. This communication is diametrically opposed. While the two presidents, always according to the newspaper, show their willingness to mediate in front of readers, President Putin, according to this article, does not give up, reasoning to readers that he will fight until he achieves his goal.

On March 21, 2022, Daily Newspaper “Panorama” of the Republic of Albania publishes an interview with a 92-year-old pensioned Russian general, who has lived and served in Russia his entire life, about the war in Ukraine, with headline in Albanian: “Lufta në Ukrainë drejt fundit, flet Jani Lufi, gjenerali që refuzoi urdhrin e Enverit për t'u larguar nga Moska në 1960” which in English is: “The war in Ukraine is coming to an end, speaks Jani Lufi, the general who refused Enver's order to leave Moscow in 1960” and, when it comes to the news coming from Kiev “about the cost in lives of innocent people, with children and the elderly being killed and maimed for no reason just because they are inside their homes”, the retired general says: “...I have the impression that in this aspect there are exaggerations. There are definitely accidents that cannot be avoided in a large theatre of fighting. But they are not the ones that the media elaborates. This is the most painful dimension of a military conflict. When the conflict is over and the bloodshed subsides, this aspect will also be officially judged...” In this communication with the

journalist, this pensioned general calls the war in Ukraine “theatre” and as an expert in military affairs, he claims that the war will end soon. Here the impression is gained that this communication of his differs from the communication of the active participants in the war, who, even when the end of the war is perhaps in sight, do not accept such a thing and claim that the war will end the moment the conditions for the fulfilment of their goals are created.

On May 9, 2022, “Panorama” publishes a news item headline: “Pushtimi i Ukrainës, dje çlirimtarë, sot pushtues” in English: “The invasion of Ukraine, yesterday liberators, today invaders”. The headline of the news is both informative and speculative, while within the text of this article a history of the joint life of Ukrainians with Russians for decades is given. Then a statement is given by the President of Russia, Mr. Putin, who justifies the attack on Ukraine. In fact, this article states that he said: “The Novorossiia project was early, since the time of Catherine the Great. We had vast territories of today's Ukraine, in the east and south. For various reasons, Russia lost them... but they are ours, the people are there”. Putin's communication with journalists makes it clear that any undertaking of the Russian side towards Ukraine is reasonable. The headline and the text within the article do not seem to correspond, because the journalist sees the situation differently and Putin sees it differently.

On March 6, 2022, the Daily Newspaper “Vecernje Novosti” of the Republic of Serbia publishes a news item headline: Ukraina pravila “prljavu bombu” in English: “Ukraine was making a “dirty bomb”. The headline of the news is both informative and concludes, but the text within this news does not correspond to this headline. Because it says that Ukraine has made an attempt to make an atomic bomb, not that it has been made. In fact, it says there: “Ukraine was on its way to building atomic weapons in the near future. On Sunday, Russian agencies and media published extensive articles about this, citing “a competent source.” When this headline and the writing within it are analyzed, it can be noted that the headline is not relevant to this article, because while the headline informs about an action that has been taken, the writing within this news article denies the headline itself, emphasizing that “an effort has been made.” However, the newspaper's editorial policy may be such that it places headlines that attract the reader's attention. Because the headline sells the newspaper

The other article published on March 23, 2022, in the same newspaper, bears the headline: “NE GLASAMO ZA KAZNE RUSIJI I PLAĆAMO CENU: Predsednik

analizirao izveštaj o napretku naše zemlje ka EU, koji mu je uručio Žiofre” in English: “WE DO NOT VOTE FOR PENALTIES TO RUSSIA AND WE PAY THE PRICE: The President analyzed the report on our country's progress towards the EU, which was presented to him by Gioffre.” In this article the journalist writes: “The President emphasized that he was very pleased that, despite great pressure from all sides, the referendum on constitutional changes in the field of the judiciary was successfully held, and that progress was noted in this area and in the fight against corruption.” As can be seen in this news item with this title, the treatment within the news item has more to do with one or more other actions, rather than with the penalties, which are mentioned in the headline.

On May 9, 2022, this newspaper publishes the article with headline: “Srbija i Rusija uvek na pravoj strani istorije” in English: “Serbia and Russia always on the right side of history”. Whereas in the article, nowhere does pronounced mention both of these states together. In fact, he emphasizes that, “our generation today must show that it is worthy of its ancestors, as well as that we can be proud because we have always been on the right side of history in the past” but this does not mean that this character has linked his country with Russia. So, from a completely different connotation, the newspaper publishes a headline that does not match the truthfulness of the statement. According the articles published in the two daily newspapers of the Republic of Albania and the Republic of Serbia, two countries with diametrically opposed positions on Russia and Ukraine, it is clear that the editorial policy of the newspapers is in full compliance with the state policies in which they are published. Although both countries are in the Western Balkans, their peoples and languages differ from each other. Albanians are considered descendants of the Illyrians and speak Albanian; Serbs are a Slavic people and speak Serbian. The narrative of communication, as well as the mechanisms and structures that make up journalistic texts, differ in the writings of these two newspapers of these two countries. Based on communication theories, the sentences in this news generally adhere to the required criteria, except for special cases, when they are not applied or are applied incorrectly and not in the right place. Regarding the subjectivity and objectivity of communication, a pronounced objectivity is observed in the narration of these examples. (Kovach, & Rosenstiel, 2021; Piskorski, *et al.*, 2025) Reading the news of these newspapers, we see the forms of narration and their informativeness. We also see a direct and indirect communication, perhaps carried out intentionally. That all communications

have an informative and objective character (Werlich, 1983; Piskorski, *et al.*, 2025). This means that not only the languages of these peoples, but also their views on communicating with readers, even though they are neighbors, have great differences. Given that the content and communication of an article is unique and incidental, its form is more universal and refers to broader cultural discourses, conventions, and widely accepted and used news routines. (Ekström, & Patrona, 2025; Newman, *et al.*, 2025; Keating & Totzkay, 2025) When we add to this the content of news articles, which is tied to their national context, while forms and styles tend to travel internationally, there is no doubt that they are intensively transferred from one country to another and adapted to national contexts. Therefore, this process of cultural diffusion reveals how journalistic conventions and routines are influenced by the culture in which they operate. Of course, our approach to these news items was not only about their structure, but also about communication to readers. The analytical perspective of their discourse is apparently not independent of state policies.

**Table 1**

*Comparative Table of News Articles - Communication Analysis.*

Date	Newspaper (Country)	Headline (EN Translation)	Summary of Content	Communication Style	Objectivity / Subjectivity	Alignment with State Policy
7-Mar-22	<i>Panorama</i> (Albania)	“Ukraine invasion/Neither Macron nor Erdogan can convince Putin to stop the attacks...”	Coverage of failed peace efforts; Putin unwilling to compromise, framed as aggressive	Contrasting narratives between Western leaders and Putin; indirect but informative communication	Objective with a Western-aligned perspective	
21-Mar-22	<i>Panorama</i> (Albania)	“The war in Ukraine is coming to an end...” – Interview with Jani Lufi	Retired Russian general downplays war impact, calls it a "theatre", suggests end is near	Direct communication; subjective view presented as expertise	Mixed: Subjective opinion presented, but framed in context	Includes Russian voice but within Western critique

9-May-22	<i>Panorama</i> (Albania)	“The invasion of Ukraine, yesterday liberators, today invaders”	Critiques Putin’s historical justification for the invasion; exposes dissonance between headline and Putin’s reasoning	Dual narrative: journalist vs Putin; indirect disapproval	Objective reporting of subjective speech	Strongly aligned with Western narrative
6-Mar-22	<i>Vecernje Novosti</i> (Serbia)	“Ukraine was making a ‘dirty bomb’”	Headline claims Ukraine built a bomb; article reveals only attempts. Sensationalist discrepancy	Mismatch between headline and article; headline emotionally charged	Subjective and misleading in headline	Aligned with pro-Russian Serbian policy
23-Mar-22	<i>Vecernje Novosti</i> (Serbia)	“We do not vote for penalties to Russia and we pay the price”	Focuses on judiciary reform and EU progress, not on Russia; headline deviates from actual article content	Headline used for political emphasis; article has unrelated focus	Subjectivity in headline; objective in article content	Reflects Serbia's balancing act on Russia
9-May-22	<i>Vecernje Novosti</i> (Serbia)	“Serbia and Russia always on the right side of history”	Article lacks direct link between Serbia and Russia; headline constructs a political message not present in text	Discrepancy between title and body; manipulative framing	Misleading and subjective in headline	Reinforces state-led narrative, not reality

As seen in table 1., the Albanian newspaper Gazeta Shqiptare (Panorama) appears to be more aligned with Western values and narratives. It emphasizes factual reporting while incorporating critical perspectives on Russian leadership. Its headlines and content are generally consistent, and it employs expert interviews (with retired generals) to challenge dominant viewpoints. In contrast, the Serbian newspaper Vecernje Novosti frequently employs sensationalist or nationalist headlines that often do not reflect the

actual content of the article. This contributes to the perception that its editorial stance aligns with Serbia's pro-Russian and anti-EU position regarding sanctions. Objective reporting is undermined by headline manipulation, reflecting a state-influenced editorial policy. One of the most striking findings is the disconnect between headlines and article content. *Vecernje Novosti* often uses exaggerated or misleading titles - for instance, claiming that Ukraine produced a "dirty bomb," whereas the article merely discusses intentions or allegations. This represents a form of sensationalist journalism, where headlines are crafted not to inform, but to provoke - either by aligning public sentiment with the state's position or by attracting attention and shaping emotional discourse. By contrast, the Albanian newspaper *Panorama* tends to present headlines that more accurately reflect the article's content, even when strong political stances are included (referring to Russia as an "occupier"). It engages in more balanced coverage, albeit with a Western orientation, incorporating Russian perspectives as well (such as that of retired general, Jani Lufi), though often framed in a critical manner.

*Panorama* reflects Albania's pro-Western foreign policy, openly supporting Ukraine and criticizing Russia. Its communication style is direct, transparent, and fact-based, featuring interviews and expert opinions that reinforce Western democratic media values. The paper emphasizes peace efforts, highlights civilian suffering, and questions the historical legitimacy of Russia's claims. Voices critical of Russia are presented with contextual framing that signals potential bias, maintaining editorial balance.

*Večernje Novosti*, in contrast, aligns with Serbia's pro-Russian geopolitical stance. The newspaper avoids direct criticism of Russia, positioning Serbia as a neutral or victimized actor subjected to EU pressure. It employs emotionally charged, patriotic rhetoric and selective historical narratives to anchor pro-Russian sentiment. Communication is often indirect or manipulative: sensationalist headlines misrepresent or exaggerate article content, creating strategic ambiguity that provokes emotional response while avoiding factual accountability.

The analysis underscores the influence of distinct cultural, linguistic, and political contexts. Albania's NATO membership and EU aspirations foster a media culture grounded in Western democratic ideals, while Serbia's historical and political ties with Russia promote a media narrative intertwined with Slavic solidarity and resistance to Western influence.

Authority in narrative construction also differs: *Panorama* includes dissenting voices (e.g., retired Russian generals) but frames them critically; *Večernje Novosti* centralizes state-approved narratives and marginalizes opposing perspectives, often attributing dissent to external pressures.

Overall, this comparative study illustrates how journalistic objectivity is constrained by national ideologies and editorial policies. It highlights the critical role of communication style - headlines, sourcing, tone, and emotional appeal - in shaping public perception. The findings emphasize the importance of critical media literacy, particularly in politically sensitive regions where the contest over information is as contested as geopolitical conflicts themselves.

## 5 CONCLUSIONS

The comparative analysis of *Gazeta Shqiptare (Panorama)* and *Večernje Novosti* reveals the intricate interplay between media narratives, national identity, and geopolitical alignment in shaping public discourse. While *Panorama* adheres to a more transparent and fact-driven approach reflective of Albania's pro-Western stance, *Večernje Novosti* employs strategic ambiguity and emotionally charged rhetoric consistent with Serbia's pro-Russian orientation. This divergence not only underscores differing journalistic cultures but also highlights how media outlets serve as extensions of state ideology and national sentiment, particularly in contexts of political tension and conflict.

Moreover, the study illuminates the critical role of editorial framing and communication styles in influencing audience perception. The manipulation of headlines, selective sourcing, and narrative authority emerge as key tools through which media institutions construct and reinforce specific political realities. Consequently, claims of journalistic objectivity become problematized within these ideological frameworks, necessitating heightened media literacy among consumers. In politically volatile regions, where information warfare complements military conflict, discerning readers must critically engage with news content, recognizing the underlying socio-political forces that shape journalistic production. Ultimately, this analysis contributes to broader discussions on media's function in contemporary geopolitics and the ongoing challenge of maintaining credible, independent journalism in polarized environments.

## REFERENCES

- Adjaip-Veličkovski, S., & Nurković, S. (2020). A COMMUNICATION MODEL OF AUTHOR-READER RELATIONSHIP. *KNOWLEDGE-International Journal*, 40(6), 1031-1036.  
<https://ikm.mk/ojs/index.php/kij/article/view/6551>.
- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355-374.  
<https://www.emerald.com/insight/content/doi/10.1108/ribs-07-2020-0089/full/html>.
- Bargen, G. A., & Blaiser, K. M. (2024). Visual Stimuli in Communication. *Introduction to Audiologic Rehabilitation: Facilitating Communication Across the Lifespan*, 149.  
[https://books.google.com/books?hl=en&lr=&id=1YEpEQAAQBAJ&oi=fnd&pg=PA149&dq=communication+stimuli+cause+a+positive+effect&ots=5X6rg0MgiF&sig=AAQJG7nTHorf6IIGYRTSn\\_wfL6I#v=onepage&q=communication%20stimuli%20cause%20a%20positive%20effect&f=false](https://books.google.com/books?hl=en&lr=&id=1YEpEQAAQBAJ&oi=fnd&pg=PA149&dq=communication+stimuli+cause+a+positive+effect&ots=5X6rg0MgiF&sig=AAQJG7nTHorf6IIGYRTSn_wfL6I#v=onepage&q=communication%20stimuli%20cause%20a%20positive%20effect&f=false).
- Bell, T. Allan. (1991) *The language of News Media*. Blackwell. Oxford.  
[https://smoschon.ntlab.gr/archives/courses/mda0405/notes/Bell\\_Media\\_and\\_Language.pdf](https://smoschon.ntlab.gr/archives/courses/mda0405/notes/Bell_Media_and_Language.pdf).
- Bodrunova, S., & Nigmatullina, K. (2020). Journalistic Cultures: New Times, New Gaps?. *Internet in Russia: A study of the Runet and its impact on social life*, 121-147. [https://link.springer.com/chapter/10.1007/978-3-030-33016-3\\_7](https://link.springer.com/chapter/10.1007/978-3-030-33016-3_7).
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation?. *Management research review*, 35(9), 770-790.  
<https://www.emerald.com/insight/content/doi/10.1108/01409171211255948/full/html?src=recsys&mobileUi=0>.
- de Alcázar, M. P. (2012). Chasqui. *Revista latinoamericana de comunicación. Enl@ ce: Revista Venezolana de Información, Tecnología y Conocimiento*, 9(2), 103-106.  
[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=Villanueva%2C+Torreca.+%282009%29.+Por+una+%22Comunicolog%C3%ADa+de+liberaci%C3%B3n%E2%80%9D+Chasqui.+Revista+Latinoamericana+de+Comunicaci%C3%B3n%2C+n%C3%BAm.+105%2C+pp.+8-13+Centro+Internacional+de+Estudios+Superiores+de+Comunicaci%C3%B3n+para+Am%C3%A9rica+Latina+Quito%2C+Ecuador.+&btnG=](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=Villanueva%2C+Torreca.+%282009%29.+Por+una+%22Comunicolog%C3%ADa+de+liberaci%C3%B3n%E2%80%9D+Chasqui.+Revista+Latinoamericana+de+Comunicaci%C3%B3n%2C+n%C3%BAm.+105%2C+pp.+8-13+Centro+Internacional+de+Estudios+Superiores+de+Comunicaci%C3%B3n+para+Am%C3%A9rica+Latina+Quito%2C+Ecuador.+&btnG=).
- De Beaugrande, Robert-Alen and Wolfgang Dressler. (1981). *Introduction to text linguistics*. London; New York; Longman.  
<https://coehuman.uodiyala.edu.iq/uploads/Coehuman%20library%20pdf/English%20library%D9%83%D8%AA%D8%A8%20%D8%A7%D9%84%D8%A7%D9%86%D9%83%D9%84%D9%8A%D8%B2%D9%8A/linguistics/an%20introduction%20to%20text%20linguistics.pdf>.

- Deuze, Mark (2002). 'National News Cultures: A Comparison of Dutch, German, British, Australian and US Journalists', *Journalism Quarterly* 78(1).  
<https://journals.sagepub.com/doi/abs/10.1177/107769900207900110>.
- Deuze, M. (2006). Global journalism education: A conceptual approach. *Journalism studies*, 7(1), 19-34.  
<https://www.tandfonline.com/doi/abs/10.1080/14616700500450293>.
- Ekström, M., & Westlund, O. (2019). The dislocation of news journalism: A conceptual framework for the study of epistemologies of digital journalism. *Media and Communication*, 7(1), 259-270.  
<https://www.cogitatiopress.com/mediaandcommunication/article/view/1763>.
- Ekström, M., & Patrona, M. (2025). *Authoritarian Populism and the Challenges for News Journalism: A Discourse Approach* (p. 186). Taylor & Francis.  
<https://library.oapen.org/handle/20.500.12657/93088>.
- Fieldhouse, J. K., Randhawa, N., Fair, E., Bird, B., Smith, W., & Mazet, J. A. (2022). One Health timeliness metrics to track and evaluate outbreak response reporting: A scoping review. *EClinicalMedicine*, 53.  
[https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370\(22\)00350-9/fulltext](https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370(22)00350-9/fulltext).
- Felicia, O. (2021). A social semiotic analysis of gender power in Nigeria's newspaper political cartoons. *Social Semiotics*, 31(2), 266-281.  
<https://doi.org/10.1080/10350330.2019.1627749>.  
<https://www.tandfonline.com/doi/abs/10.1080/10350330.2019.1627749>.
- Fox, C. A. (2021). Media in a time of crisis: newspaper coverage of COVID-19 in East Asia. *Journalism Studies*, 22(13), 1853-1873.  
<https://www.tandfonline.com/doi/abs/10.1080/1461670X.2021.1971106>.
- French, A. M., Storey, V. C., & Wallace, L. (2025). The impact of cognitive biases on the believability of fake news. *European Journal of Information Systems*, 34(1), 72-93.  
<https://www.tandfonline.com/doi/abs/10.1080/0960085X.2023.2272608>.
- Friedman, V. A. (2011). The Balkan languages and Balkan linguistics. *Annual review of anthropology*, 40(1), 275-291.  
<https://www.annualreviews.org/content/journals/10.1146/annurev-anthro-081309-145932>.
- Friedman, V. A. (2017). Languages of the Balkans. In *Oxford Research Encyclopedia of Linguistics*.  
<https://oxfordre.com/linguistics/display/10.1093/acrefore/9780199384655.001.0001/acrefore-9780199384655-e-348>.
- Friedman, V. A. (2020). The Balkans. In *The Routledge handbook of language contact* (pp. 385-403). Routledge.  
<https://www.taylorfrancis.com/chapters/edit/10.4324/9781351109154-25/balkans-victor-friedman>.
- Gabriel, Y. (2004). Narratives, stories and texts. *The Sage handbook of organizational discourse*, (Part I), 61-78.  
<https://www.torrossa.com/en/resources/an/4913720#page=80>.
- Galtung, J., & Ruge, M. H. (1965). The structure of foreign news: The presentation of the Congo, Cuba and Cyprus crises in four Norwegian

- newspapers. *Journal of peace research*, 2(1), 64-90.  
<https://journals.sagepub.com/doi/abs/10.1177/002234336500200104>.
- Gerodimos, R. (2013). 29 Global News, Global Challenges. *Journalism: New Challenges*, 476. [https://eprints.bournemouth.ac.uk/20937/1/2013-Journalism-New\\_Challenges-Fowler-Watt\\_and\\_Allan-v1-02.pdf#page=499](https://eprints.bournemouth.ac.uk/20937/1/2013-Journalism-New_Challenges-Fowler-Watt_and_Allan-v1-02.pdf#page=499).
- Ghosh, S. S., & Roychowdhury, D. (2025). Dialogue and Dissonance: The Role of Language in Shaping Educational Philosophies and Social Structures. In *Educational Philosophy and Sociological Foundation of Education* (pp. 1-22). IGI Global. <https://www.igi-global.com/chapter/dialogue-and-dissonance/358162>.
- Hanitzsch, Thomas, Tim, P., Vos, O., Standaert., Folker, H., Jan, F.H., Liesbes, H. & Yotika, R. (2019). Role Orientations: Journalists' Views on Their Place in Society. [https://scholar.google.com/citations?view\\_op=view\\_citation&hl=en&user=AR5-DawAAAAJ&citation\\_for\\_view=AR5-DawAAAAJ:u-x6o8ySG0sC](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=AR5-DawAAAAJ&citation_for_view=AR5-DawAAAAJ:u-x6o8ySG0sC).
- Hamada, B. I. (2024). Determinants of Journalists' Autonomy and Safety: Evidence from the Worlds of Journalism Study. In *Journalism and Safety* (pp. 89-109). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9781032705750-7/determinants-journalists-autonomy-safety-evidence-worlds-journalism-study-basyouni-ibrahim-hamada>.
- Hanitzsch, T., & Vos, T. P. (2018). Journalism beyond democracy: A new look into journalistic roles in political and everyday life. *Journalism*, 19(2), 146-164. <https://journals.sagepub.com/doi/abs/10.1177/1464884916673386>.
- Hanitzsch, T., Seethaler, J., Skewes, E. A., Anikina, M., Berganza, R., Cangöz, I., ... & Yuen, K. W. (2020). Worlds of journalism: Journalistic cultures, professional autonomy, and perceived influences across 18 nations. In *The global journalist in the 21st century* (pp. 473-494). Routledge. <https://www.taylorfrancis.com/books/edit/10.4324/9781003070740/global-journalist-21st-century-lars-willnat-david-weaver?refId=76963db5-34e0-4e10-94d3-cf488b8ab053&context=ubx>.
- Harvey, L. (2023). Social research glossary. Quality Research International. <https://www.qualityresearchinternational.com/socialresearch/semiology.htm>.
- Heinström, J., Ahmad, F., Huvila, I., & Ek, S. (2021). Sense of coherence as influencing information sharing at the workplace. *Aslib Journal of Information Management*, 73(2), 201-220. <https://www.emerald.com/insight/content/doi/10.1108/ajim-03-2020-0077/full/html>.
- Ikromovna, M. M. (2024, May). TYPES OF SENTENCES RELATED TO COMMUNICATION. In *INTERNATIONAL SCIENTIFIC E-CONFERENCE" INNOVATIVE TRENDS IN SCIENCE, PRACTICE AND EDUCATION"*—Ankara, Turkey (Vol. 2, pp. 43-51). <https://researchparks.net/index.php/itspe/article/view/129>.

- Keating, D. M., & Totzkay, D. (2025). Theorizing about persuasive message repetition in communication research: a systematic review. *Review of Communication*, 25(1), 14-31.  
<https://www.tandfonline.com/doi/abs/10.1080/15358593.2024.2373800>.
- Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism, revised and updated 4th edition: What newspeople should know and the public should expect*. Crown.
- Lee, S. T., & Maslog, C. C. (2005). War or peace journalism? Asian newspaper coverage of conflicts. *Journal of communication*, 55(2), 311-329.  
<https://academic.oup.com/joc/article-abstract/55/2/311/4102995>.
- Li, C. (2010). Groundswell. Winning in a world transformed by social technologies. *Strategic Direction*, 26(8).  
<https://www.emerald.com/insight/content/doi/10.1108/sd.2010.05626hae.002/full/html?journalCo>.
- Melumad, S., & Meyer, R. J. (2025). How listening versus reading alters consumers' interpretations of news. *Journal of Marketing Research*, 62(2), 342-361.  
<https://journals.sagepub.com/doi/full/10.1177/00222437241280068>.
- Meyen, M. (2018). Journalists' autonomy around the globe: A typology of 46 mass media systems. *Global Media Journal-German Edition*, 8(1).  
<https://globalmediajournal.de/index.php/gmj/article/view/27>.
- Newman, N., Ross Arguedas, A., Robertson, C. T., Nielsen, R. K., & Fletcher, R. (2025). *Digital news report 2025*. Reuters Institute for the study of Journalism. <https://ora.ox.ac.uk/objects/uuid:24de5b16-d5bb-40da-a55c-4e7c28ab6dff>.
- Niebuhr, O., D'Errico, F., Esposito, A., Schmid, E., & Brem, A. (2023). Effective and attractive communication signals in social, cultural, and business contexts. *Frontiers in Psychology*, 14, 1205329.  
<https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2023.1205329/full>.
- Perdih, A. (2018). Continuity of European Languages from the Point of View of DNA Genealogy. *Int'l J. Soc. Sci. Stud.*, 6, 18.  
<https://heinonline.org/HOL/LandingPage?handle=hein.journals/ijsoctu6&div=7&id=&page=>.
- Piskorski, J., Mahmoud, T., Nikolaidis, N., Campos, R., Jorge, A. M., Dimitrov, D., ... & Da San Martino, G. (2025, July). SemEval 2025 Task 10: Multilingual Characterization and Extraction of Narratives from Online News. In *Proceedings of the 19th International Workshop on Semantic Evaluation (SemEval-2025)* (pp. 2610-2643).  
<https://aclanthology.org/2025.semeval-1.331/>.
- Prabavathi, R., & Nagasubramani, P. C. (2018). Effective oral and written communication. *Journal of Applied and Advanced Research*, 3(1), 29-32.

<https://pdfs.semanticscholar.org/141f/9dfc25d4a9c3ee41119155253dff6fbc1e7f.pdf>.

- Prescott, S. L., & Logan, A. C. (2017). Down to earth: Planetary health and biophilosophy in the symbiocene epoch. *Challenges*, 8(2), 19.  
<https://www.mdpi.com/2078-1547/8/2/19>.
- Pye, L. W. (2015). *Communications and political development.(SPD-1)*. Princeton University Press.  
<https://books.google.com/books?hl=en&lr=&id=ow7WCgAAQBAJ&oi=fnd&pg=PP1&dq=communication+through+journalism+has+not+yet+been+freed+from+social+factors+that+are+both+political+and+linguistic&ots=3skQhlw2GV&sig=L0K3HsA9ogftBp3L5uWkoFyUgBM#v=onepage&q=communication%20through%20journalism%20has%20not%20yet%20been%20freed%20from%20social%20factors%20that%20are%20both%20political%20and%20linguistic&f=false>.
- Rosenblatt, L. M. (2018). The transactional theory of reading and writing. In *Theoretical models and processes of literacy* (pp. 451-479). Routledge.  
<https://www.taylorfrancis.com/chapters/edit/10.4324/9781315110592-28/transactional-theory-reading-writing-louise-rosenblatt>.
- Rugova, Bardh. (2009). Gjuha e gazetave. Koha. Prishtinë.
- Quintana, A. V., Mayhew, S. H., Kovats, S., & Gilson, L. (2024). A story of (in) coherence: climate adaptation for health in South African policies. *Health policy and planning*, 39(4), 400-411.  
<https://academic.oup.com/heapol/article/39/4/400/7630426>.
- Salah, D., Raddaoui, B., & Othmani, M. (2019, December). Argumentative approach for the discovery truth: The role of source dependence. In *2019 International Conference on Internet of Things, Embedded Systems and Communications (IINTEC)* (pp. 192-197). IEEE.  
<https://ieeexplore.ieee.org/abstract/document/9112104>.
- Salazar, A. S. C., Carames, A., Larrosa, P. N. F., & Cevalco, J. Y. (2023). Role of false news in discursive coherence and decision making. *Salud, Ciencia y Tecnología-Serie De Conferencias*, (2), 65.  
<https://dialnet.unirioja.es/servlet/articulo?codigo=9871777>.
- Selimi, F., & Zejnullahu, S. (2023). The narrative, discourse and terminology of the Western Balkans online media reporting on the Russia-Ukraine war. *Studies in Media and Communication*, 11(6), 90-100.  
[https://d1wqtxts1xzle7.cloudfront.net/104181133/6204-libre.pdf?1689068065=&response-content-disposition=inline%3B+filename%3DThe\\_Narrative\\_Discourse\\_and\\_Terminology.pdf&Expires=1743676826&Signature=ZlRFjQ203RnB4P3PHZrtQWVjlQoZo9-CSZJ176BSIdW3mpv5KUUZQYrQLJWwvFR1IOFH6xjGIKQtPcSTP~PDO1Og9yEMfUOcHy6H64XyFNrJWxOxJWqSU57fJz39xn7yOL8eUK2CuApmY-dBx43SD2T0C7wAtmfZfizC~5OeNIqiwBp9TsyJnauVVH7M1I4XHnSEQ8809g~FTtPRq2d5G3K3cb3BtjIIZGStqBIDVU4AO6GaaGijhtyqTvTjEWGgMexOF0Um0euiG5eqS6fiodquUTeMcHMArBcevBqPD2Z3Bv3woIkq2zwGqNtb0~Pfr-6F5dyQQ5VpLrmr8Qbx8g\\_\\_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA](https://d1wqtxts1xzle7.cloudfront.net/104181133/6204-libre.pdf?1689068065=&response-content-disposition=inline%3B+filename%3DThe_Narrative_Discourse_and_Terminology.pdf&Expires=1743676826&Signature=ZlRFjQ203RnB4P3PHZrtQWVjlQoZo9-CSZJ176BSIdW3mpv5KUUZQYrQLJWwvFR1IOFH6xjGIKQtPcSTP~PDO1Og9yEMfUOcHy6H64XyFNrJWxOxJWqSU57fJz39xn7yOL8eUK2CuApmY-dBx43SD2T0C7wAtmfZfizC~5OeNIqiwBp9TsyJnauVVH7M1I4XHnSEQ8809g~FTtPRq2d5G3K3cb3BtjIIZGStqBIDVU4AO6GaaGijhtyqTvTjEWGgMexOF0Um0euiG5eqS6fiodquUTeMcHMArBcevBqPD2Z3Bv3woIkq2zwGqNtb0~Pfr-6F5dyQQ5VpLrmr8Qbx8g__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA).

- Selzer, J. (2019). What constitutes a “readable” technical style?. In *New essays in technical and scientific communication* (pp. 71-89). Routledge.  
<https://www.taylorfrancis.com/chapters/edit/10.4324/9781315224060-7/constitutes-readable-technical-style-jack-selzer>.
- Singh, S., Chaubey, D. S., Raj, R., Kumar, V., Paliwal, M., & Mahlawat, S. (2025). Social media communication, consumer attitude and purchase intention in lifestyle category products: a PLS-SEM modeling. *Marketing Intelligence & Planning*, 43(2), 272-296.  
<https://www.emerald.com/mip/article-abstract/43/2/272/1242475/Social-media-communication-consumer-attitude-and?redirectedFrom=fulltext>.
- Sosyr, De Ferdinand. (1977). Kurs i gjuhësisë së përgjithshme. Rilindja. Prishtinë.
- Schnell, C. (2016). Journalism and its professional challenges. In *The Routledge companion to the professions and professionalism* (pp. 371-384). Routledge.  
<https://www.taylorfrancis.com/chapters/edit/10.4324/9781315779447-36/journalism-professional-challenges-christiane-schnell>.
- Sultan, P., Wong, H. Y., & Azam, M. S. (2021). How perceived communication source and food value stimulate purchase intention of organic food: An examination of the stimulus-organism-response (SOR) model. *Journal of Cleaner Production*, 312, 127807.  
<https://www.sciencedirect.com/science/article/abs/pii/S0959652621020254>.
- Syed, S., Al-Khatib, K., Alshomary, M., Wachsmuth, H., & Potthast, M. (2021). Generating informative conclusions for argumentative texts. *arXiv preprint arXiv:2106.01064*. <https://arxiv.org/abs/2106.01064>.
- van Dijk Teun. (1977). Sentence topic and discourse topic. *Papers in Slavic Philology* 1.
- van Dijk Teun. (1985). Structures of news in the press. *Discourse and Communication*.
- van Dijk Teun. (1995). Discourse, racism and ideology.  
<https://www.taylorfrancis.com/chapters/edit/10.4324/9780203984994-7/discourse-analysis-ideology-analysis-teun-van-dijk>
- van der Stoep, J. (2018). Normative dimensions of corporate communication. *The Future of Creation Order: Vol. 2, Order Among Humans: Humanities, Social Science and Normative Practices*, 219-230.  
[https://link.springer.com/chapter/10.1007/978-3-319-92147-1\\_13](https://link.springer.com/chapter/10.1007/978-3-319-92147-1_13).
- Van Tassell, E. (2025). The Narrative Dynamics of the Table of Contents. *The Materiality of Narrative Dynamics*, 94, 9.  
[https://books.google.com/books?hl=en&lr=&id=LyxiEQAAQBAJ&oi=fnd&pg=PA9&dq=the+narrative+in+the+text+has+become+clear+and+understandable,+2025&ots=RdWdELIy4Q&sig=WP-EawXDAJ2b\\_mKYHAvC4zbzcD4#v=onepage&q=the%20narrative%20in%20the%20text%20has%20become%20clear%20and%20understandable%2C%202025&f=false](https://books.google.com/books?hl=en&lr=&id=LyxiEQAAQBAJ&oi=fnd&pg=PA9&dq=the+narrative+in+the+text+has+become+clear+and+understandable,+2025&ots=RdWdELIy4Q&sig=WP-EawXDAJ2b_mKYHAvC4zbzcD4#v=onepage&q=the%20narrative%20in%20the%20text%20has%20become%20clear%20and%20understandable%2C%202025&f=false)
- Volkova, L. (2021). Communicative aspect of foreign language learning process. *Наукові записки Національного університету «Острозька*

- академія»: Серія «Філологія», (12 (80)), 163-165.  
<https://www.journals.oa.edu.ua/Philology/article/view/3377>*
- Werlich, Egon. (1983). *A text Grammar of English*. Quelle & Meyer, Stuttgart.
- Wiedmann, K. P., & Von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise—social influencers’ winning formula?. *Journal of Product & Brand Management*, 30(5), 707-725.  
<https://www.emerald.com/insight/content/doi/10.1108/jpbm-06-2019-2442/full/html>.
- Willrich, R., Mittmann, A., Fileto, R., & dos Santos, A. L. (2020). Capture and visualisation of text understanding through semantic annotations and semantic networks for teaching and learning. *Journal of information Science*, 46(4), 528-543.  
<https://journals.sagepub.com/doi/abs/10.1177/0165551519849514>.
- Yin, R. K. (2016). *Qualitative research from start to finish*. The Guilford Press. New York London. <https://epage.pub/doc/yin-2015-qualitative-research-from-start-to-finish-ynqzqe4n5y>.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the academy of marketing science*, 28, 195-211.  
<https://link.springer.com/article/10.1177/0092070300282002>.
- Zelizer, Barbie. (2005). “Definitions of Journalism” in G. Overholser and K. H. Jamieson, eds., *Institutions of American Democracy: The Press* (pp. 66-80). New York: Oxford University Press.  
[https://books.google.com/books?hl=en&lr=&id=6eEZAzxsJqMC&oi=fnd&pg=PA66&dq=Zelizer,+Barbie.+\(2005\).+%E2%80%9CDefinitions+of+Journalism%E2%80%9D+in+G.+Overholser+and+K.+H.+Jamieson,+eds.,+Institutions+of+American+Democracy:+The+Press+\(pp.+66-80\).+New+York:+Oxford+University+Press&ots=dG32hMvOzo&sig=m mB7UuMVvje5yBJ4NBliPgq\\_TZE#v=onepage&q&f=false](https://books.google.com/books?hl=en&lr=&id=6eEZAzxsJqMC&oi=fnd&pg=PA66&dq=Zelizer,+Barbie.+(2005).+%E2%80%9CDefinitions+of+Journalism%E2%80%9D+in+G.+Overholser+and+K.+H.+Jamieson,+eds.,+Institutions+of+American+Democracy:+The+Press+(pp.+66-80).+New+York:+Oxford+University+Press&ots=dG32hMvOzo&sig=m mB7UuMVvje5yBJ4NBliPgq_TZE#v=onepage&q&f=false).
- Zulita, Yanti. & Kismullah, A.M. (2020). Multimodal analysis on shop signs in Banda ACEH. *English Education Journal*.  
<https://jurnal.usk.ac.id/EEJ/article/view/15453/0>.
- Zhang, Z., Dai, Q., Bo, X., Ma, C., Li, R., Chen, X., ... & Wen, J. R. (2025). A survey on the memory mechanism of large language model-based agents. *ACM Transactions on Information Systems*, 43(6), 1-47.  
<https://dl.acm.org/doi/abs/10.1145/3748302>.
- Zhu, Z., Liu, J., & Dong, W. (2022). Factors correlated with the perceived usefulness of online reviews for consumers: a meta-analysis of the moderating effects of product type. *Aslib Journal of Information Management*, 74(2), 265-288.  
<https://www.emerald.com/insight/content/doi/10.1108/ajim-02-2021-0054/full/html>

#### Internet sources

- Panorama. <https://www.panorama.com.al/dje-clirimtare-sot-pushtues/> **Panorama (Albania) Panorama. (2022, March 7).** *Pushtimi në Ukrainë/ As Macron*

*dhe Erdogan nuk e bindin dot Putinin të ndalojë sulmet. Detaje nga negociatat [Ukraine invasion / Neither Macron nor Erdogan can convince Putin to stop the attacks. Details from the negotiations].*

**Panorama. (2022, March 21).** *Lufta në Ukrainë drejt fundit, flet Jani Lufi, gjenerali që refuzoi urdhrin e Enverit për t'u larguar nga Moska në 1960 [The war in Ukraine is coming to an end, says Jani Lufi, the general who refused Enver's order to leave Moscow in 1960].* Panorama. <https://www.panorama.com.al/lufta-ne-ukraine-drejt-fundit-flet-jani-lufi-gjenerali-qe-refuzoi-urdhrin-e-enverit-per-tu-larguar-nga-moska-ne-1960-cernobili-eshte-i-garantuar-ka-sisteme-te-tilla-sigu/>

**Panorama. (2022, May 9).** *Pushtimi i Ukrainës, dje çlirimtarë, sot pushtues [The invasion of Ukraine: Yesterday liberators, today invaders].* Panorama. <https://www.panorama.com.al/dje-clirimtare-sot-pushtues/>

**Večernje Novosti (Serbia) Večernje Novosti. (2022, March 6).** *Ukraina pravila “prljavu bombu” [Ukraine was making a “dirty bomb”].* Večernje Novosti. <https://www.novosti.rs/planeta/svet/1093316/ukrajina-pravila-prljavu-bombu-ruska-spoljna-obavestajna-sluzba-tvr-di-kijev-potajno-radio-pravljenju-atomskog-oruzja>

**Večernje Novosti. (2022, March 23).** *Ne glasamo za kazne Rusiji i plaćamo cenu: Predsednik analizirao izveštaj o napretku naše zemlje ka EU, koji mu je uručio Žiofre [We do not vote for sanctions against Russia and we pay the price: The President analyzed the report on our country's progress toward the EU, delivered to him by Gioffré].* Večernje Novosti.

**Večernje Novosti. (2022, May 9).** *Srbija i Rusija uvek na pravoj strani istorije [Serbia and Russia are always on the right side of history].* Večernje Novosti. <https://novosti.rs/vest/21508/vesti/drustvo/ministar-popovic-srbija-i-rusija-su-uvek-na-pravoj-strani>

### Authors' Contribution

Both authors contributed equally to the development of this article.

### Data availability

All datasets relevant to this study's findings are fully available within the article.

### How to cite this article (APA)

Suma, R., & Selimi, F. MEDIA COMMUNICATION OF WESTERN BALKAN NEWSPAPERS IN THE FUNCTION OF PUBLIC EDUCATION. *Veredas Do Direito*, e223179. <https://doi.org/10.18623/rvd.v22.n4.3179>