

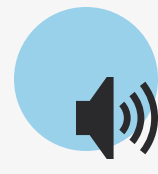
# Hate and Propaganda Media and Narratives in Albania



## Hate speech, propaganda and disinformation



User-generated content is a rich source of hate speech, producing inflammatory comments, insults and derogatory speech against all possible groups, peoples or individuals.



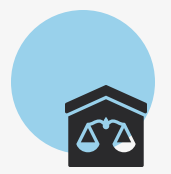
Even what were considered more reliable and prestigious media outlets have not escaped the trend of using sensationalist headlines, or in general the practice of clickbait.



The quick spread and explosion of social media in Albania, especially Facebook, has also facilitated the dissemination of hate speech narratives in some respects.



Many online media manifest the problem of unethical comments by users.



Apart from audiovisual media regulation, there have been several attempts in recent years to pass regulation for online media, citing mainly the need to impose professional rules on the sector given the numerous complaints concerning its lack of ethics.



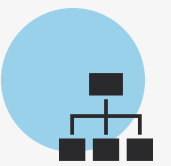
Facebook has also been used to spread disinformation and fake news.



There has been increasing space and attention devoted to local proponents of conspiracy theories, including in prime-time slots on important television stations.



Another category of Facebook users spreading disinformation, propaganda or hate speech are public figures dealing with conspiracies, having a particular political agenda, or even being controversial on their positions.



Various online media exhibit increasing closeness and affiliation to other countries.



The degree of freedom in the online media does not correspond to an equal degree of professional responsibility on their part.

## Hate narratives and disinformation in online media



The prevailing sub-narrative on the migrants is the perception that once they come to our country, they automatically become major disrupters of public order, turning into a constant concern for the local population.



Part of the online media does contain hate and disinformation narratives regarding migrants, presenting them as a threat to society, as spreaders of disease, terrorists, thieves, and as a threat to public order generally.



It has often become the norm that when politicians do not like journalists' work, they dismiss and try to discredit them, contributing to lower public trust in the media.



The exchange of serious and mutual accusations between opposition and government representatives is a daily occurrence in public life, which is mirrored religiously in the Albanian media.



In general, the mainstream media does not produce hate speech narratives on its own, but does become a vehicle for carrying them.



The biased selection of information in some cases further attests to the problem of editorial policies aligned with particular parties or politicians.



The main generators of hate narratives do not seem interested in changing their rhetoric for the moment, and the media seems to follow suit and convey this language to the public.



These are findings of the research on hate and propaganda models of media and communication and findings of the research on hate narratives in Albania conducted in 2020 within the project "Resilience – Civil society action to reaffirm media freedom and counter disinformation and hateful propaganda in the Western Balkans and Turkey" in seven countries – Albania, Bosnia and Herzegovina, Kosovo, Montenegro, North Macedonia, Serbia and Turkey.