

Consumption of media products in the region of Podujeva

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Summary

This paper will focus on explaining the theoretical concepts related to media consumption in the region of Podujevo. While research data will reflect the current state of the consumption, is the use of products made available from traditional media and new internet media.

The hypothesis that arise in this paper is concerned with the level of consumption of new media and traditional media, to know which products are used more in the function of information, communication, knowledge creation, entertainment, and the issue of the duration and time limit of their use.

I consider this a very important issue, because research gives us a clearer picture of which of the types of media products are consumed or used more. This will be a guiding compass for media centers, which media products are more attractive to the public in the region of Podujevo, to create opportunities in changing the approach opposed to the current reality. It is therefore considered expedient that this research be put into reality in the public interest of the Podujevo region.

Key words: *information, communication, consumption of traditional media products, consumption of new media products*

Introduction

Consumption of media products is an important factor, as it affects information, communication, knowledge creation for different areas and public entertainment. Apart from the consumption of traditional media, now there are already available also new internet media products. In this paper, we will focus on the extent and the types of media products consumed.

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The media that offer media products to the public are: Television, radio and the press, which belongs to the traditional media group, and the media that belongs to the new media of the Internet, such as information portals, social networks (Facebook etc.), video and audio portals (YouTube, etc.), E-mail, multidimensional communication virtual rooms (Skype, etc.) etc.

Consumption of traditional media

Television

The research shows that television media products are consumed to a much greater degree compared with other traditional media products.

Television sets available media products in the form of images. This gives the advantage in relation to other traditional media, because the message conveyed figuratively has a greater effect and strength than that of text and speech.¹

News – News is one of the most consumed television products.

The news show is watched by 95 percent of citizens. This does not mean that all those citizens who have stated that they watch the news, watch them regularly.

Results show that the most news are watched in the option "Every night on a single television channel" with 42 percent, then comes the option "Once a week or when I have time" by 30 percent, "Every night in 4 TV channels" with 17 percent and the last option "I watch news 2-3 times a week" with 11 percent.

Debates - recently there has been a great increase the culture of watching TV debates. Citizens of the Municipality of Podujevo are interested to follow televised debates at the rate of 91 percent. Of this, 51.5 percent of them have stated that they follow political debates more, while 48.5 percent follow debates on culture, education and sport. Citizens have declared that the debate should be hot with interesting question, to force the guest of the TV debate to tell the truth on the problem for which he was invited to talk in the studio. Citizens also follow shows that contain debates with numerous

¹ Stephan Russ-Mohl, *Gazetaria-tekst didaktik e praktik*, K&B, Tiranë, 2010, f. 175.

guests, but also part of the show that has music, issues from the world of culture, humor, humanity, and motives of national identity.

Soap Operas - These TV products that are broadcasted to us, especially those of Latin American are TV products largely talked about by our society for lack of artistic criteria and their content with degenerative elements to society. Regardless of how they are perceived by a part of society, these media products are consumed at the rate of 55 percent. It is a characteristic of the TV series, because it appears that from the number of those who watch them, 44 percent rarely or sometimes watch them during the week, 27 percent watch the two or more soap operas a day, whereas 29 percent watch one per day.

Qualitative research data give us these answers about their reviews and ratings on soap operas: The percentage of those who do not watch them at all think that the content of soap operas is degenerating to our society, stating that they only prefer local soap operas or others that are not Latin American or Turkish. And part of those watching them claim they watch them passionately, following the pointing out of families and society, being passionate also with various acts of love that occur between the main characters in most of the soap operas they watch.

Documentaries - These TV programs have its importance as they inform the public about the course of events, biographies of different personalities, reflecting the activity of different professions. There are also documentary genres that help viewers to learn new knowledge, such as, for example, television channels: Explorer science, history and nature, then channels like, Discovery Channel, National Geographic, etc. where there are provided very significant media products about science, history, nature, geography and other areas. Television documentaries are watched at a rate of 53 percent. The people interviewed reported that they watch scientific documentaries very gladly. There have been required also documentaries with historical events. People who have access to cable TV, have access to watch documentaries from various fields in the television platforms by IPKO and Kujtesa. Despite this they claim that there are few local documentaries on our televisions.

Movies - are cinematographic products, as important elements of the media. All the families that have access to cable television platforms have good changes to consume cinematographic products, because there are numerous channels that broadcast only movies. Meanwhile, there are also channels that show movies of a certain genre only. In general, the research shows that 56 percent of citizens in the region of Podujeva watch movies.

The following is the percent data by genre of movies that are watched the most. But in this percentage there are included only those surveyors who have specified the genre of movies they watch, while others have not specified which movie genres they prefer more:

The results show that people mostly watch action movies at the rate of 22 percent. It is a characteristic that the answers of respondents who prefer this genre have been so quick, that the question of such a thing could not be read out completely. This means that they were very passionate about action genre movies. In second place comes the interest in Albanian movies of the social-realist period by 13 percent, then comes the genre of drama and thriller 12 percent each, author and comedy genre by 11 percent each, horror with 10 percent and science fiction with 9 percent.

Culture shows - Despite the importance of cultural shows, they have the lowest percentages of views compared to other TV programs. Their consumption rate is 42 percent. Culture shows that are mentioned to be consumed most often are: pupils' knowledge quiz "123 Fillo", historical shows on the culture and traditions of Albanians and other peoples, Rendezvous, Bon Bon and various festivals that are broadcasted on television.

Sports programs - These media products are positioned right after the news and TV debates with 58 percent. The most favorite sport and that mostly watched is football, then comes basketball, boxing, tennis and so on.

Other programs - agricultural, music, science shows, German shows, religious, showbiz, culinary shows and emissions that contain elements of satire and humor are watched by the citizens at the rate of 7 percent.

Radio

Radio media products are offered to the public through sound. Radio now has started to integrate into the Internet, using its strengths to offer products in written form and in the form of images.²

Music shows are listed by 42 percent of people who use the radio, then contact shows with 23.5 percent, news with 20.5 percent and others 13.5 percent. Among other shows there leads the show "Urimet dhe përshëndetjet" (English translated: Congratulations and greetings). Radio generally is used in daily chores and there is rarely followed any particular program. These are the data we have received from in-depth interviews with citizens.

A significant number of citizens have expressed their objections to Turbo-folk music, Shund e kÿç that are aired on radio, especially on two local radio stations in the region of Podujevo. There is also discontent that there are aired less popular songs, old citizen and folk music, which keep alive the tradition and our cultural heritage, resulting in the maintenance and promotion of our national identity.

A significant percentage of people have said that they rarely listen to the radio. Now, as the internet is distributed in most of the territory of Podujevo, some are using the possibility to listen to radio on the Internet. A number of listeners are fixed to listen only to their favorite contact shows that are usually transmitted once a week during the evening. It is another characteristic that these contact shows are followed by a number of listeners who are fanatic and stay faithful to the same. These listeners are regulars with their calls to contribute to various topics discussed by the moderator of that show.

When it comes to the consumption of music products on radio during the interview process I came up with a common denominator that unlike radio, most of the people are listening to music in other media, especially online, where now they have access to the medium of video and audio portals, such as YouTube which is taking large-scale views. Also, TV channels of digital platforms have its faithful viewers, because it has music all the time. There are channels that broadcast only a certain genre of music, and so each one finds its

² Arben Muka, *Dinamika e Transmetimeve Radiofonike në Shqipëri 1938-2013*, Instituti Shqiptar i Medias, Tiranë, 2013, f. 122.

music channel that they listen with delight. The viewing of a channel in the accompaniment to performing other housework, turns out to be more pronounced during the broadcast of musical shows either on the radio or other media. Citizens say that the performance of works in the accompaniment of music makes us feel better, bring us joy and desire to finish the works.

Press

This traditional medium offers the public products in writing and pictures. Journalism scholar, Mevlin Mencher, says that press is in function of receiving the information, its processing and distribution in the form of the product to be available to everyone, respectively transformed into their joint property.³

We are focused on researching the use of media products only in the form of the newspaper and magazine, and not other types of printed media, as all the data show that their use has decreased. This medium is failing to challenge the new media of the Internet, namely Internet information portals, which have almost taken their place in relatively high percentage.

A number of newspaper readers only read specific sections. There are those who read the complete newsletter. The section of the current political news in the country leads in reading at the rate of 28 percent, the second is the sports section with 19 percent, culture section and world news section with 15 percent each, the section of the municipality with 12 percent and regional news sections with 11 percent.

We extracted data which other newspaper products are consumed something more by readers. From other sections there leads the enigmatic, respectively the puzzle section.

Citizens who have been interviewed and have been a regular reader of newspapers, emphasized the advantages that newspapers has to be informed, which have pushed them to remain faithful to their regular reading. They stated as follows:

³ Po aty, f. 16.

"We read the newspaper when we want to, because it is in our hand, contrary to electronic media when you have to wait for them to be transmitted. The newspaper can be read also when the power is out. We buy the newspaper, we take it come and it can be read also by other family members, whoever has time and interest."

A great part of citizens read newspapers and information portals, as there the news arrive there fast. Newspapers had a monopoly. They were read earlier much more. Because they used to be one of the rare sources of information, but now the situation has changed. Information portals contrary to newspapers offer news quickly and in real time, while newspapers present the previous day's events. Newspapers are usually read in the morning.

At reading of the magazines there leads culture with 39 percent, then sport with 32 percent and politics with 29 percent.

The results show that cultural sections are those that are mostly read.

Consumption of new internet media products

The Internet is a new medium structured on the world wide web, which enables the connection between one another.⁴

Internet offers multiple ways for consumption, such as: electronic books, movies, music, photography, documentaries, literature of various fields etc.⁵

These include: information portals, social networks, video and audio portals, E-mail, multidimensional communication virtual rooms etc.

Information Portals - are online newspapers and magazines. Now it is known to the wide public that all the information portals are used abundantly. Media products of information portals, especially news about events taking place, they are quickly updated and are immediately available to readers.

⁴ Randy Reddick dhe Elliot King, *Gazetari në Linjë-Përdorimi i internetit dhe burimeve tjera elektronike*, Dituria, Tiranë, 1996, f. 56.

⁵ Artan Fuga, *Lexime në Komunikim*, Ora, Tiranë, 2005. f. 198.

Social networks - are websites that have been created to enable people to make new friends, share information, to communicate, to post information on their profiles, and many other opportunities of this nature. The most popular social network is Facebook. In the world there are millions and millions of users of social networks. Through them there is enabled the presentation of personal or group pages for either private or business purposes. Such sites contain profiles of individuals or groups, photos, information in writing, various audio and video material. Starting from this, social networking members have the opportunity to greatly consume media products.

Video and audio portals - are new media, which enable the spread of information in the form of videos, but also in the form of sound. One of the most popular and the most widespread video portal in the world is YouTube. On that server there is updated great material, whether for commercial or private purposes. In such media portals there can be consumed movies, drama, music, events, knowledge expansion and anything else that users find the idea of filming and to update their material on this portal. Here can be found also material transferred from traditional media.

E-mail - Through this new internet medium people are exchanging various letters in seconds. E-mail enables to, apart from exchanging messages, share documents with different attachments either in the form of text, image, sound or video. This form of communication and exchange of information is widely used throughout the world, reducing significantly the exchange of letters through the mail in the classic way. This form of delivery conceptually is no different from sending classic mail through the postman, only that E-mail has an advantage that the delivery is made very fast. ⁶

Multidimensional communication virtual rooms - the leading online operator that provides this form of communication is Skype. This software program is used for free calls via the internet, used for communication between individuals with web cameras, voice and

⁶ Po aty, f. 73.

writing. Through Skype there exists the possibility of an exchange of documents, as in the case of electronic mail.

From the new internet media, people consume news products on various issues at the rate of 65 per cent, while for communication and entertainment it is used in 82 percent rate of the total number of citizens.

News from politics are consumed at 25 percent rate, also with this percentage there is consumed the news in the field of health, "Showbiz" with 21 percent, "Culture" with 19 percent and news in the group "Other" with 10 percent.

In the group "Other" there are included the following areas: sports, agriculture, culinary, scientific, natural documentaries, religious, curiosity, engineering, journalism, education and computing.

Duration and time of the use of media channels and their programs

The duration of the use of media channels is important because based on this it is known how much time people spend on media products consumption. Meanwhile, the transmission time, especially on television broadcasts, but also on the radio has also essential importance for television and radio media because based on the compliance of the time that fits their audience, they develop schedules.

From the in-depth interviews I lead with various citizens I have extracted valuable results.

Here we will not incorporate time when the television works long hours, and none of the family members are watching, as they deal with daily chores and activities, except that there is spontaneously heard its noise and is watched here and then some news or some music. The same applies to radio and new media of the Internet, such as social network Facebook, information portals, Skype, video and audio portals, YouTube etc. which they leave online and use from time to time, watching if there is anything new. This form of use is called the use of media in accompaniment. We will only calculate the time when the audience sits and watched the show they like with joy

and care, as well as visitors of internet media when accessed directly, reading or watching any show. Also the time when using Skype to communicate with someone.

Television programs are watched in an average of 2.5 hours a day. Viewership is higher during the evening. As is known, the greatest number of people during the day perform their works and obligations, and family members usually gather in the evening and there is reached the time when TV programs are watched most, the television is not called a family medium for no reason, despite the new internet media usually used individually because of the nature of those media. Starting from this, the most important television programs are broadcast in the evenings.

From this research I extracted the data showing at which part of the day there are watched some of the most important TV shows: The most viewed news are those of the evening, while a smaller number of interested citizens also follow recent news or eventually even a short news program in the afternoon, or morning news program. As television viewership is higher in the evening, then debates are usually transmitted after the evening news. Soap operas are usually watched late afternoons. Documentaries are rarely broadcasted by our national channels. Therefore, the respondents failed to give the time when they watch the same. Most of those who are passionate about them and who have access to cable television platforms watch different channels that broadcast only documentaries, where in 24 consecutive hours there are such programs, therefore, they stated that they are unable to specify the time when they watch the same.

The most suitable time to watch movies is late in the evening, when it is quieter in the family homes. But this does not apply to channels of digital television platforms with special channels only for movies, even channels for certain genres. Culture programs are watched a little. The citizens who watch them declared that they cannot give a certain time because these are broadcasted very rarely in our national channels. In channels of digital TV platforms there are special channels for culture, but apparently there lacks the interest of citizens, because we do not have any data from our research that someone watches a special culture channel, except for channels that

broadcast music or documentaries. Sports is followed when there are sports events. A part watches only when there is playing the world cup or when their favorite team plays. Basketball and tennis are also watched, therefore the respondents could not specify the time. All this depends on when it is broadcasted. However, what can be concluded is that, Wednesday and Sunday are distinguished as sports days, because in those days held almost all sports events of regular championships.

The newspaper is mostly read in the morning. It is a very small number who read regularly. The citizens claim that now they use Internet information portals. Magazines are read usually intermittent as the nature of information is such that it does not lose its effect even if read later.

Radio is listened at home usually in the late afternoon. In the car during the trip it is listened mostly in the morning on the way to work and late afternoon returning from work. Internet radio appears to be listened longer, usually in the evenings. In other cases radio is listened to almost all day long, but only accompanied by performing household chores, as well as in some jobs where the nature of the work allows it, e.g. car repair workshops or other workshops. TV shows are watched late in the evening.

The Internet is used about 2 hours on average. E-mail is used as needed, when in need to send or receive mail. Social network Facebook was mostly used in the evening. Whereas those who are passionate about it, use it during the day also. The time for the use of information portals varies from case to case. In the morning, afternoon and evening. Mostly is read at times when important events occur. Audio and video portals - YouTube are used more in late evening. Skype, E-mail and Viber are used as needed for communication or data exchange.

Conclusion

People consume media products from traditional media and new media. Media products are used for information, communication and entertainment. Television programs are watched an average of 2.5 hours a day. Internet is used about 2 hours a day. The research of this scientific paper has shown that despite the new media with internet is penetrating quickly and their products are used by large, however, the citizens of this area are the biggest consumers of television. However, this does not apply to other traditional media products. The TV programs that are consumed mostly are news programs and debates. This stems from the fact that the news are watched to 95 percent rate, while TV debates 91 percent rate. In the program schedules of television stations with national frequencies, but also those belonging to digital satellite platforms there are not enough cultural programs, especially those with motifs of strengthening national identity. Also there in insufficient quantity of local documentaries and local TV series.

From the new media of internet people consume news products on various issues at the rate of 65 per cent, while for communication and entertainment they are used in 82 percent rate of the total number of citizens. The information that is mostly consumed by the option "news" are those in the political and health fields. Interest in these two areas reaches 25 percent each.

The insufficient interest of the citizen of the region of Podujevo in consumption of internet products of various educational-scientific fields that is a notable reinforcement to increase the quality of education, given that the internet has a lot of literature and documentaries on these issues leaves a lot of room for improvement.

It would be necessary that the responsible officers of the Ministry of Education of the Republic of Kosovo introduce into the plans and curricula of schools a training and awareness course for students to use and utilize the Internet to enhance their educational knowledge.

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