

## *Turkish traditional media in Kosovo, Macedonia and Albania*

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### **Abstract**

This paper will try to focus on the work and activities of Turkish traditional media in three countries of our region, Kosovo, Albania and Macedonia. These media combine two aspects of communication media: communications from and towards Turkish communities in these countries as well as Turkey's communication to these countries. In this paper will be addressed local Turkish media as television, radio, newspapers, magazines and websites which have a private character. Also, there will be treated two Turkish public media, "TRT" and "Anadolu Ajansı", which broadcast / publish currently in Albanian language from Ankara, Tirana and Prishtina.

The purpose of this paper is to provide an overview of the functioning of minority media in Albanian area and public media of another country (namely Turkey) in Albanian language. What is media message and how it is structured in two models?

**Keywords:** *Turkish media, minority, Kosovo, Macedonia, Albania*

### *Media in Kosovo*

#### **History**

The press history in Albanian areas is connected with the press of the Ottoman Empire. The first Turkish official newspaper "Prizren" and yearbooks of two provinces saw the light of the publication in 1871. After the establishment of the province of Kosovo in 1877, newspaper as "Enva-i Hurriyet", "Sar" dhe "Yildiz", "Yeni Mektep", "Hak", "Mücadele", "HakYolu", "Top", "Sosyalist Fecri" was published in

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publishing houses in Prizren and Skopje".<sup>1</sup> These newspapers have had official character and are published in some cases with the approval and in some cases with the financial support of the Ottoman State.

"There is no information whether the Turkish press has existed during the monarchy regime in Yugoslavia. The first broadcasts in Turkish language in the Yugoslav area are conducted by the State Radio and Television in Belgrade. Afterwards, these broadcasted on radio and television of Kosova in Prishtina.<sup>2</sup> "After World War II, Turks in Kosovo should benefit from press and media facilities offered for the Turks in Macedonia in 1944, in order to meet their needs related to the press and media. In 1950 began broadcasting in Turkish on Radio Pristina".<sup>3</sup>

### **Tan" newspaper, "Yeni Dönem" Group and other publications**

In Kosovo, the first publication of Turkish-language is "Tan" (Dawn) newspaper. "Tan" newspaper launched first editions in 1969 with a periodicity bimonthly (and a year later would come in weekly format), accompanied by quarterly magazine for social, scientific, literary and cultural "Çevren" and monthly kids magazine "Kuş"<sup>4</sup>. These publications in Pristina, had financial and organizational support of the Yugoslav state of that time.

In 1971 "Doğru Yol" (Straight Path) newspaper was published that later was followed by Esin"<sup>5</sup>. Altay Suroy Recepoğlu writes that in the early 90s, with the declaration of independence of Macedonia and the repressive policies of the government of Slobodan Milosevic, Turks of Kosovo were eventually separated from the Turks of Macedonia.

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<sup>1</sup> SOROS. "http://kfos.org." September 2011. <http://kfos.org/wp-content/uploads/2011/09/Ethnic> (accessed June 12, 2015).

<sup>2</sup> Receboğlu, Altay Suroy. *Kosova'nın Önemli Bir Unsuru , Türkler. Tarih Boyunca Avrupa Kavşağında Kosova*. Prizren: BAY, 2008:231

<sup>3</sup> SOROS. "http://kfos.org." September 2011. <http://kfos.org/wp-content/uploads/2011/09/Ethnic> (accessed June 12, 2015).

<sup>4</sup> Receboğlu, Altay Suroy. *Kosova'nın Önemli Bir Unsuru , Türkler. Tarih Boyunca Avrupa Kavşağında Kosova*. Prizren: BAY, 2008:176

<sup>5</sup> Ibid

After fierce conflicts in Kosovo and NATO intervention in 1999, with the removal of the Turkish language as the official language, "Tan" Newspaper in its 30<sup>th</sup> anniversary was closed because was not supported by local and international administrations of that time.

"Since 1999 was published the first independent newspaper, "Yeni Dönem (New Age)"<sup>6</sup>. Later the same media group created "Yeni Dönem" radio. Newspapers and radio "Yeni Dönem" operated for 7 years actively. The newspaper went to the weekly format and had a price of 50 cents.<sup>7</sup>

Three newspapers which were published for a very short period of time are "DemokrasiUfugu" (Horizon of Democracy), "Tan Haber" (Dawn news), and "Ballkan" Also for a short time it was published the "Gerçek" (Truth) magazine and "Bahar" (Summer) magazine. These mediums couldn't not survived without the support of the state.<sup>8</sup>

The active radio for a decade, was also Mehmetçik FM (Soldier Radio). This radio was founded and held by the Turkish battalion located in Prizren in the frame of an international peacekeeping force. Radio was founded in 2001, and quickly returned to a radio followed by the Turkish military not only in Kosovo but also in the Turkish minority in this country. With the closure of the year 2011 for personnel reasons, the Turkish minority responded by demanding the continuity of the radio<sup>9</sup>, which did not happen.

## **Publications and current broadcasts**

### **Radio "Prizren"**

Radio "Prizren" was established in 1975 and was broadcasting in five languages, Albanian, Serbian, Turkish, Bosnian and Roma. It has been among the few radios in Kosovo and the region for the number of

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<sup>6</sup> Akgün, Sibel. "Kosova Türklerinin Tarihten Bugüne Kimlik Mücadeles." *Karadeniz Araştırmaları*, no. 34 (2012): 11.

<sup>7</sup> Note: Kosovo is using the Euro currency

<sup>8</sup> Arslan, Ibrahim, interview by Alban Tartari. (May 11, 2015).

<sup>9</sup> DHA. *Doğan Haber Ajansı*. n.d. [http://www.dha.com.tr/kosovada-yayin-yapan-mehmetcik-fm-10-yasinda\\_139138.html](http://www.dha.com.tr/kosovada-yayin-yapan-mehmetcik-fm-10-yasinda_139138.html) (accessed May 14, 2015).

languages in that time. Transmissions have been a social and cultural character. In 1991, the Serbian government removes all Albanian editors and chief of the Turkish language Mehdiülkü Cibo. After the military intervention of the North-Atlantic Alliance in Kosovo, NATO starts again broadcasting in Albanian language. Currently broadcasts in Albanian language and 2 hours a day in Turkish language.

### **TV Balkan**

"Balkan" Television is the successor of "Yeni Dönem" group which was sold in 2008 for financial reasons. TV Balkans makes transmissions on terrestrial waves in Prizren, Mamusha and the villages around, also on a TV platform of mobile operator IPKO in Kosovo. This television has a multi-cultural spirit because it is not focused only in Turkish language and culture, thus not being specifically a Turkish minority media. With broadcasting and media profile created in these years, TV Balkan gives place to other minority cultures as well as Albanian culture. Also an important place took programs that are imported from Turkey.

### **Radio Kent FM**

Radio Kent is one of the Turkish mediums that was founded in 2001, two years after the NATO intervention in Kosovo. This radio started broadcasting on 95.2 FM frequency in Prishtina. Kent FM is the only Turkish radio in Kosovo, which broadcasts 24 hours in Turkish language, and it noted in its slogan "Kent FM, the only Turkish radio in Kosovo". Executives of the radio formally express that "the goal is to raise awareness and training of Turkish listeners in Kosovo and all those who speak Turkish language". In addition, another purpose is the provision of unbiased information, timely and truthful.

### **"Türkçem" (My Turkish) Magazine**

"Türkçem" Magazine was established in 1999 and was published in Prizren. It focuses on children's literature. For 17 years the "Türkçem" magazine has published in 173 issues in monthly format. The Cover was published with the slogan "To experience together the pleasure of the mother tongue", giving a clear message concerning with the

protection of the Turkish language to community members. The magazine is published in 24 pages. Analyzing in general the sections and content, it is noted that "Türkçem" magazine financially is not based on advertising publication.

### **Paradigma Magazine**

"Paradigma" Magazine is a magazine with geopolitical character of Turkish language that was published in Prizren. The magazine has periodical publication-monthly and although is not published in Pristina, it is distributed in the most important public institutions of Kosovo. "Paradigma" is a publication of the Center for Paradigma Studies in Pristina established by a group of journalists and Kosovo Turkish researchers. "Paradigma" is published in 32 pages in color. It began to be published in 2011 in a monthly format.<sup>10</sup> The founding goal of the magazine is conducting social and geopolitical studies.

### **BAY Magazine**

"BAY" magazine takes its name from the group which created it in Turkish Language: "Balkan Aydın ve Yazarları - Writers and Intellectuals of the Balkans". It is part of the Publishing House of the same name. "BAY" magazine has been established in September, 1994 as an effort by a group of Turkish intellectuals to protect and promote the language and culture in Turkish minority in Kosovo. "BAY" Magazine in her first issue treats the topics as: Turkish world in Prizren, the national consciousness of Turks in Kosovo, Turkish education development in Kosovo, views on poetry etc. Also on in two pages is also treated children's literature"<sup>11</sup>. "Together with "BAY" magazine, there were published two new magazines, kid's magazine "İnci" and magazine for young "Genç Bay", both in monthly format. Later the group began to publish books of Turkish intellectuals"<sup>12</sup>.

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<sup>10</sup> Muzbeg, Esin, interview by Alban Tartari. (Prill 16, 2015).

<sup>11</sup> ZAMAN. *Zaman.com.tr*. n.d. [http://www.zaman.com.tr/cuma\\_prizren-turklerinden-bay-dergisi\\_304477.html](http://www.zaman.com.tr/cuma_prizren-turklerinden-bay-dergisi_304477.html) (accessed may 16, 2015).

<sup>12</sup> Receboğlu, Altay Suroy. *Kosova'nın Önemli Bir Unsuru , Türkler. Tarih Boyunca Avrupa Kavşağında Kosova*. Prizren: BAY, 2008: 186

### **Imza (Signature) Magazine**

"İmza" (Signature) magazine is a literary publication of the Turkish Writers Association of Kosovo. It was established in Prizren in 2012 and over a period of four years has published 25 numbers. The magazine is also published with the official support of the state of Kosovo through the Office of Community Affairs. "İmza" magazine cooperates with other literary publications in Turkey as Eliz Edebiyat based in Bursa, Turkey. "İmza" magazine is a publication of 32 pages which the cover is colored and the other pages are in black and white format. The special importance was given to literature, visual arts, music and activities of the Turkish minority in Kosovo.

### **Mediums on the internet**

#### **Kosova Haber**

Kosova Haber (News of Kosovo) was founded in 2006 in Pristina. Initially, Kosovo Haber began to be published as a printed version. But after a short time, for financial reasons the working group was forced to terminate this publication and focus only on the Internet. It began to publish the news online in three languages, Turkish, Albanian and Bosnian. The News of Bosnian language was published until 2013 and then terminated due to financial issues. The Founders also say that dared to publish the printed version of Kosovo Haber for a few months (November 2006-January 2007), but not finding financial support, the project was interrupted Kosovo Haber was only in the online version.

#### **KosovaPort**

Kosovo Port is an online Web site that publishes news only in Turkish language. This site was established in March 2010 as an alternative information channel for participation of the Turkish community in Kosovo and has the slogan "Kosovo News Portal". It is updated the news daily where the average is the publication from five to ten news

every day. Kosova Port function based on promotional messages published on this site.

## ***Mediums in Macedonia***

### **History**

"On December 23, 1944 (World War II) in Skopje came the first issue of the "Birlik" (Unity) newspaper and is a historical fact that lighted the hope of the future in these lands of Turks in Macedonia ". The "Birlik" newspaper became a spokesman of Turkish community in Macedonia,<sup>13</sup> especially in terms of language and literature<sup>14</sup>. It was published until 1991 when Macedonia declared independence. This newspaper and other sporadic publications were published between Skopje and Prizren.

### **Recent Publications**

#### **Yeni Balkan (New Balkans) Newspaper**

"Yeni Balkan" newspaper (New Balkans) was founded in 2004 with the goal of being "the voice of the Turks of Macedonia". This is the slogan of newspaper that can be found written together with its logo. The newspaper was first published in Kosovo together with "Yeni Dönem" Newspaper. Two years later, in 2006, Yeni Balkan<sup>15</sup> began to be published in Skopje. In the same year the newspaper launches its publication on the online version.

In 2010 was opened a new publishing house in the same name. In 2011 established Macedonia Press Agency (Makedonya Haber Ajansı) as part of Yeni Balkan media group.<sup>15</sup> This agency besides texts and pictures, offers today's news in video and audio formats. In 2012, Yeni

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<sup>13</sup> "Ministria Turke e Kulturës dhe Turizmit." n.d.

<http://ekitap.kulturturizm.gov.tr/Eklenti/11300,cagdas-makedonyaturked-ebiyatipdf.pdf?0> (accessed March 4, 2015).

<sup>14</sup> Ibid, page 3.

<sup>15</sup> Sulooça, Mürteza, interview by Alban Tartari. (April 14, 2015).

Balkan Media Group expanded with a studio of TV productions as television programs, documentaries, movies etc. presenter.

In "Yeni Balkan" group are employed 30 journalists, reporters, technicians, etc. "Yeni Balkan" Newspaper was published in a weekly format and has a circulation of two thousand copies. The news is accessible on the online version. Also, during the week on the website of the "Yeni Balkan" newspaper could be found in PDF format. The Newspaper has a formal collaboration with two public media Turkish TRT Avaz and Anadolu Ajansı.

### **Zaman Macedonia (Time) Newspaper**

"Zaman" Newspaper in Macedonia was published in 1994. The first edition of "Zaman" newspaper in this country was considered as a newspaper that spoke to this minority, trying to become its spokesperson with the publication in Turkish language. The managers of the newspaper say that in the coming months "after the request of the Albanians" Zaman began to be published in the monthly magazine format in Albanian, addressing to ethnic Albanians in Macedonia. Later the website was established, to release "Zaman Macedonia" from the borders of this country to communicate to all Albanians in the region and beyond. The Online edition is based on logic regional of reporting news, political, economic and social life of the Albanians. The Newspaper was published also in Albanian language.

Zaman Macedonia currently has 11 employees, full-time, part-time and in intern status. The weekly newspaper in Turkish language has a circulation of 1600 copies while magazines in Albanian language have a circulation of 3250 copies..<sup>16</sup>

### **Ufuk (Horizon) Magazine**

"Ufuk" (Horizon) magazine was established on 1 January 2009 in Skopje by Turkish associations with the same name. Initially the "Ufuk" magazine was published once in three months and in 2010

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<sup>16</sup> Information of March 2015



began to be published once in two months. "Ufuk" magazine has cultural and literary publications. The main purpose is the protection and promotion of Turkish language for Turkish community living in Macedonia.

### **"Kardelen" (Snowdrop) Magazine**

"Kardelen" magazine was opened in 2009 and is a publication for children. This monthly magazine format, is distributed free of charge to children of the Turkish minority in Macedonian schools. Magazine executives explain that the magazine has financial difficulties and published as a project in order to preserve the Turkish language for members of the minority in Macedonia.

## ***Mediums in Albania***

### **Actual situation**

In Albania there is not a Turkish minority. Therefore, we cannot talk about the presence of the Turkish media instead. Those that can be studied are the mediums that belong to the Turkish capital companies or businesses owned by Turkish.

### **ALBtv**

This service is provided by ALBtelecom Company, whose shares are owned by the Turkish consortium Calik Holding-TurkTelekom 76 percent and 24 percent by the Albanian government. ALBtv service is TV service that is distributed to subscribers through the Internet. Francis Balle says that "With the arrival of high speed "all IP ", the Internet is becoming the universal network, crossing hand to hand classic telephone network, telephone network exchange (RTC)"<sup>17</sup>. "It's called TV through IP (Television over Internet Protocol), or merely IPTV (Internet Protocol Television). Also in some cases it is also called Broadband TV, broadband television."<sup>18</sup> Balle gives the example of

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<sup>17</sup> Balle, Francis. *Mediat & shoqëritë*. Tiranë: Papirus, 2011:210

<sup>18</sup> Herve, Benoit. *Digital Television, Satellite, Cable Terrestrial, IPTV, Mobile TV, in the BVB NetWork*. Elsevier: Oxford, 2006:185

operator Free in France that gave IPTV service in 2003<sup>19</sup>. Herve Benoit also notes that in Europe, France was the first country that started earlier than its neighbors this service.

By understanding the Albanian market what Balle qualifies as "the struggle for media content", ALBtelecom has started the ALBtv project in 2011 and finished it in 2013. The first pilot areas were Pogradec and Korça<sup>20</sup>. Later this service was extended to all urban areas of Albania.

### **Eagle Radio**

The mobile company Eagle Mobile, initially partner and later part of ALBtelecom, have owned a radio, "Eagle Radio" and "Eagle Mag" magazine<sup>21</sup>. The First broadcasting date is 10 December 2007. Later these media have been a marketing opportunity of services that were offered by Eagle Mobile and ALBtelecom. Eagle Radio initially called BE94 and broadcast on 94 FM frequency in Tirana and suburbs. Eagle Mobile with a contract in 2009 rented the radio and named Eagle Radio. The coverage areas were expanded all western lowland of Albania starting from Shkodra to Saranda. The researcher Arben Muka writes that "More than 2,500 fans follow online versions of programs, sending at the same time evaluation messages and suggestive in Website"<sup>22</sup>.

### **Eagle Magazine**

Eagle Mag is a magazine published every three months, with four numbers published annually. It began to be published in 2010 funded entirely by Eagle Mobile and later by ALBtelecom. The magazine has a generalist character content addressing the main genres of journalism as editorials, interviews, stories, pictures, talk, technology, tourism, etc. The magazine aims to promote the holding company and the services provided by this company. It has a circulation of 8

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<sup>19</sup> Balle, Francis. *Mediat & shoqëritë*. Tiranë: Papyrus, 2011:211

<sup>20</sup> Eaglemag. *Faqja zyrtare e Eagle Mag*. n.d. [www.eaglemag.al](http://www.eaglemag.al) (accessed May 11, 2015).

<sup>21</sup> Ibid.

<sup>22</sup> Muka, Arben. *Dinamika e Transmetimeve Radiofonike në Shqipëri, 1938-2013*. Tirana: Instituti Shqiptar i Medias, 2013:235-236

thousand copies for each number, so with a total of 24 thousand copies per year. This circulation makes Eagle Mag one of the biggest magazines in the country.

### **Channel One TV**

Channel One is a regional channel that broadcasts in the area of Tirana and in the suburbs. This channel belongs to OraNews media group. The group made an agreement with the Turkish company Kürüm International by selling 60 percent of shares to Turkish company in December 2014.<sup>23</sup> Channel One has a generalist character where you can find elements of programs in all genres such as news bulletins, political programs, youth programs, interviews with guests in the studio etc. Television does not broadcast in Turkish language. What is striking is a kind of positive approach to Turkish businesses in the country or visits Turkish officials in Albania.

### ***Public Mediums of Turkey, broadcasts in the Balkans***

#### **Anadolu Agency (AA)**

"Anadolu" Agency has today representative in 39 countries and aims that in 2020 this figure will reach 80".<sup>24</sup> Currently, AA publishes / broadcasts news with text, video, picture and audio in 8 different languages except Turkish<sup>25</sup>. Agency founded regional office for the Balkans in Sarajevo (2012). This regional center began coordinating the region, bringing the opening of the office in Albania and Kosovo. The agency is already accredited next to all central country's institutions in Albania, Kosovo, Macedonia, Montenegro, etc. Unlike other international agencies that in generally offered their

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<sup>23</sup> *Channel One*. n.d. <http://www.channel-one.al/nenshkruhet-bashkepunimikurum-blen-60-te-aksioneve-ne-CHANNE> (accessed May 15, 2015).

<sup>24</sup> *Bir Bakışta Türk Medyası*. (T.C. Başbakanlık Basın-yayın ve Enformasyon Genel Müdürlüğü, 2013).

<sup>25</sup> These languages are: English, French, Arabic, Kurdish, Bosnian, Russian, Persian and Albanian.

productions, mostly in English and in French language, AA have launched its productions in Albanian language for Albanian media in these four countries. The AA Portal in Albanian has even an advantage compared to many Albanian media websites, network of correspondents in Tirana, Pristina, Skopje and Tetovo.

### **Turkish Radio and Television (TRT)**

TRT has chosen a model that Voice of America (VOA), the BBC or Deutsche Welle (DE) have applied before. Radio Voice of Turkey started its broadcasts in Albanian on July 1, 1981 on shortwave. Turkey's voice began to broadcast on satellite and since 2000 was founded a website of TRT for news in other languages and among them in Albanian. Lately this site was integrated into the central website of TRT which has joined also 37 other languages of the world in which disclosed the information.

Voice of Turkey (VOT) broadcasts every day in Albanian language between the hours of 15:00-16:00 Albania's clock and (14:00-15:00-Turkey). This program can be found on podcast format in Albanian page of TRT but also fragmented by the categories.<sup>26</sup> Voice of Turkey as well as Voice of America has tried to be in the local broadcasting in Albania. "Since 2010, TRT has a cooperation agreement with Radio Kontakt with every day in the space of time 19:00-19:56 broadcasts exclusively programs of TRT in Albanian language, information-cultural<sup>28</sup> programs etc."<sup>27</sup> Trying to get information directly from Tirana "in cases of significant developments in Albania, the news journalists of Radio Contact, create a direct connection to report information directly to program of Voice of Turkey. TRT has relations with other local radio that make broadcasting on FM frequencies in Shkoder, Pristina and Tetovo.

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<sup>26</sup> TRT. *TRT Shqip*, n.d. <http://www.trt.net.tr/shqip/trtplayer-podcast> (accessed May 14, 2015).

<sup>27</sup> Rreth TRT, <http://www.trt.net.tr/english/about-trt> accessed March 2015

"Starting from 10 August 2010, the TV channel TRT AVAZ at 24:00 (Turkey time) broadcast news bulletins in Albanian<sup>28</sup>.

### **3. Conclusions**

Turkish minority media are supposed to be the voice of these minorities in the communities where they live and also to be the relationship with the respective country and with Turkey. After a detailed study of all these above mentioned publishers and broadcasters, can be concluded that these media have a financial difficulty that does not allow them in their mission. These mediums are symbolic and often attempt to protect the culture and identity of the Turkish minority. Their malfunction in some ways brings the retreat of these minorities to Turkey's biggest media either through satellite broadcasts or the Internet.

It is noticed the strengthening of two Turkish public media TRT and AA in the Balkans. These two media, have the financial support of the Turkish state. Unlike the Turkish minority media mostly publish or broadcast in Turkish language, two Turkish public media have already started online publications and broadcasts in Albanian and other regional languages.

This is a clear policy of the Turkish state to directly convey the message to the Albanian areas through the media based in Ankara. During the years 2000 this message has been structured and channeled through minority media that today play less in this role. TRT and AA not only provide information to the Albanian public, but also have created subscription systems for Albanian media to have this service. These media play these roles:

- Transmission of perspectives of Turkey for the region and beyond,
- Building an image of Turkey in Albania and the Balkans,
- Transmission of messages and information from our areas toward Turkey.

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<sup>28</sup> TRT AVAZ <http://www.trtavaz.com.tr/canli-izle>, accessed March 2015

While the business media groups, beyond transmission of a national image of Turkey, are focused on the field of business and entrepreneurship. They have structured message in this direction. A new media of Turkey in our region are serial telefilms that transmitted in all Albanian areas. Even these media are an important element of the well-structured message that Turkey wants to give to our region.

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