The Impact of the Media on combating Trafficking in Human Beings

PhD (C.) Arjeta Shaqiri Latifi
University South West "Neofit Rilski"– Blagoevgrad, Bulgaria

Abstract

The focus of the study is the influence of the media on the development of the process of trafficking in human beings, the media causes which have stimulated or hindered the development of this phenomenon, the use of relevant instruments to combat the phenomenon, media reflection on the development of the phenomenon and other social processes.

During the study, the literature was consulted by various authors in the world, the theories of different schools were used which have studied the media impact in combating this phenomenon, through real-time and transparent information, sensitization, education, awareness, consciousness, etc.

The relationship between the development of the media and the development of this phenomenon has been studied through the stages of development of historical processes in Kosovo, in the countries of the region and in the world.

The process of evolution of the media and the process of development of the phenomenon has been studied, the comparison of these developments under today's conditions of deep transition, During elaborated and analyzed work, the following methods were used; historical methods, comparative methods, qualitative methods, etc. While as an instrument of research were used interviews with competent actors of the media and other competent bodies as well as with actors dealing with concrete cases in the field of social protection.

The study has analysed the role of diverse and dynamic exposure of Kosovar society to the media, electronic media as an opportunity for information, and awareness, factorization through direct participation in communication.

So, this research is describes the path towards the process of combating the phenomenon of trafficking in human beings, based on professional treatment, in the content of the code of ethics, in the model of functioning of the media in Kosovo.

Keywords*:* Information, media, awareness, education, trafficking.

1. Introduction

In Kosovo, a new state in the Balkans, along with its economic, political and social development, various media have been developed, which have evolved in step with other countries in the region[1]. Compared to the 1990s, when Kosovo was part of the Socialist Republic of the Federal Republic of Yugoslavia, there were many restrictions[2] on the media because information transmitted through the media was censored and controlled by state political institutions, so the transmission of information to the public was adjusted to state policy and, as such, was generated by controlled media centers, with information content not entirely objective, with truncated content (more information gaps) and was not real-time information.

The transition period in the Republic of Kosovo began after 1999, including the

development of mass media; television, newspapers, radio, internet (social networks)[3], etc.

According to *Marshal McLuhan (1964)*[4], different types of media have different effects, which mean that society is more influenced by the type of media, than by the content or messages, which are conveyed by it.

Given the the fact that young people are the largest users of the Internet as a means of communication, especially in the use of social networking platforms such as; facebook, twitter, whatsapp, instagram, etc., which are intended for direct communication, for socialization (enabling various posts of texts, photos, videos, games, etc.), it goes without saying the youngsters use them the most. Thus, they also learn to communicate easily, but also the possibility that they become prey to blackmail and fraud.

The process of globalization, ie the technical-technological revolution has removed the ethnic, racial barriers of communication, unifying education about social behaviors and unifying approaches to negative phenomena of society, which have resulted in a continuous growth of trends. This process has also included Kosovar society, which is being heavily influenced by internal factors that are exploiting international communication interferences.

Similarly, trafficking in human beings is beeing affected (although I thas existed as a phenomenon since ancient times) which is often camouflaged by various applications of media communication products.

The phenomenon of trafficking in human beings under the conditions of the technical-technological revolution, ie of advanced media communication, has only undergone changes in the way of development and use of the structure of the means of action.

In this way, the development of this phenomenon is taking place all over the world, where Kosovo is also a part.

Given that in Kosovo continues to develop a low rate of; education in the education system, economic growth, employment, social welfare, political stability, while on the other hand here is the high rate of; poverty, unemployment, crime of various forms[5], etc.

In Kosovo, special attention is being paid to the development of political, economic and social processes, referring in particular to the influence of the media in the process of combating trafficking in human beings.

So, the role of the media is complex and interconnected with all the processes taking place in Kosovo.

2.   Methodology

During the research process in this study (the impact of the media in combating trafficking in human beings) the following methods were used: *deductive, historical, comparative and empirical (qualitative and quantitative), etc.*

Whilst, as a research instrument was used *interview* with competent actors (respondents) of the media such as; Independent Media Commission, Radio Television of Kosovo (public broadcaster), Television T7 (private television), Ministry of Labor

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and Social Welfare, Police, NGO "Terre Des Hommes"[6] and Civil Society.
The interview included respondents from the *competent media bodies, media watchdogs, other actors of state bodies who monitor the media and the first responders to the treatment of concrete cases in the field of social protection and civil society.*
The purpose of using the questionnaire was to obtaim empirical data from the respondents, who belong to different respective fields[7].
The questionnaire was intended to obtain the respective data on; *the scope of media activity, drafting media policies on social issues, principles of information, etc.*
The questionnaire was also distributed to different respondents, in order to include the diversity of respondents in their approach to combating the phenomenon of trafficking in human beings. The research also includes secondary data, which come from the responsible institutions of Kosovo[8].
On the basis of this systematic and empirical research the below hypothesis has been tested;
"*Do Kosovar media have an impact on combating trafficking in human beings in Kosovo?"*
It is worth mentioning that by exploiting; deductive method, as well as using the respondents' perceptions[9] and secondary data, special results are obtained, the unchanged variable is verified.

3.   Theoretical discussion of the influence of the media in society

Regarding the theoretical treatment of media in society, many theories have been given by many different authors and many institutions, which have been discussed in this study paper.
Among the most popular theories, which had made the greatest contribution to the study of "mass media" were; *the theory of functionalism and the theory of conflict.*
The developer of Functionalization Theory was Denis McQuail (2000) who focused on some of the most important functions and benefits of media.[10].
One of the theorists of functionalism was Charles Wright (1960)[11] who focused on the ways in which the media helps in the integration, connection-unification of society.
While the developers of *Conflict Theory* in Europe were more popular and focused on the study of "mass media".[12].
One of the institutions that dealt with the field of media was the "Frankfurt School of Critical Theory" (1923)[13] which was known for the development of critical theory, or conflict theory, and the popularization of the dialectical method of learning, having taken into account the contradictions of society.
Among the most famous theorists of the *Conflict Theory* were: Max Horkheimer, Theodor W. Adorno, Erich From and Herbert Marcuse, who had studied the possible

[12] Political economy in Europe views the media as an industry and examines the way in which the main means of communication should be owned by the private interest.
[13] https://www.thoughtco.com/frankfurt-school-302607.
It was a school of critical thinking about the peculiarities of culture-centered neo-Marxist theory, arguing that capitalism is what controls the media as an obstacle to the development of the revolution.
Marcuse applied this framework to consumer goods, arguing that consumerism works by attracting false needs (that only the products of capitalism can satisfy the needs of consumers.).

effects of the media; radio, film, propaganda.

Jürgen Habermas was also one of the theorists of the *Critical Theory of the Frankfurt School* who viewed contemporary Western society as a problematic concept of rationality, which is destructive and dominant.

Viewed from the external perspective of social systems, the concept of functional theory represents the experience of social groups and their symbolic structures, while their internal logic represents the symbolism of the reproduction of this experience from the following point of views: cultural, social, economic, political, etc.[14].

However, analyzing the evolution of the media from the early eighteenth century to the present day, it can be concluded that media freedom is suppressed by the development of political culture and industrial media culture.

Nowadays, the role of mass media is in function of the development of industrial media and its influence plays a powerful role in the public sphere, as a dominant means of information and the trend of orientation of directions of developments of political and economic and social processes. in the World.

Thus, public opinion is not created by open and rational discussions, but by controlling and manipulating information.[15]

Talcott Parsons[16] was the one who reinterpreted the structural component of *"Lifeworld"* as a system that was made up of culture, society, personality. He had developed the theoretical concept of the media, based on political, economic and social development relations, compared to their structural effects.

Thus, he had conceived the mass communication as a social phenomenon, comparable, between interpersonal communication with direct communication (communication in which everyone has access to materials, where research is done using mass communication).

Harold Adams Innis (1894 – 1952)[17] had studied the relationship of economics with the media in communication. He thought that communication was important in the dissemination of information, through which knowledge and prejudices are spread, which affect the cultural environment.

In that period he meant that communication media had psychic effects on users, readers (at this time readers had become more independent in memorizing and in structuring ideas than illiterates[18].

According to Marshal McLuhan (1967), Canadian philosopher who studied *Media Theory* and who thought that "*All media* are formed as unified according to the content of communication and technology, which are used for unified information, encitement and encouragement of social and cultural change within the environments

[14] The Theory of Communicative Action. *Lifeworld and System*: A Critique of Functionalist Reason Jurgen Habermas Translated by Thomas McCarthy. Volume 2: Beacon Press Boston (p-151).

[15] Giddens A. Sociology 5th edition (p-601).

[16] Talcott Parsons, cituar nga Habermas. J. The Theory of Communicative Action. *Lifeworld and System*: A Critique of Functionalist Reason. Translated by Thomas McCarthy. Volume 2: Beacon Press Boston (p-153).

[17] Innis, cituar nga Petterson. G. History and Communication, Harold Innis, Marchal Mc Luhan, the interpretation of history. University of Toronto Press (p-12-16).

[18] Same source (p-45).

Harold Adams Innis' interest was more pronounced in the effects of goods, which he expressed through the destructive example of European trade goods and on Indian companies (which was a concern and interest of the time).

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created by electrical information media[19].

Mc Luhan explains that with the development of technology over the last century, a global advancement of communication has been made, abolishing the role of space and time[20].

So, the importance of mass media in society is of great importance, but their power depends on the message they convey to the public.

4. History of Media Development

Thousands of years ago human communication dates back, first through words or gestures, then through the drawing of figures on cave walls and various human settlements[21].

The Persian Empire from 550 to 330 BC had played a major role in the history of interpersonal communication through the creation of a postal system channel.

This had created an information gathering apparatus, or intelligence called Angariae[22]. The means of communication in this period had influenced the collection, recording of information in order to expand knowledge.

In tribal societies, the way of informing developed depending on their tradition or culture. The ways of informing were different and different tools or gestures were used, which depended on the purpose and culture of communication[23].

Along with the development of communication through the media, information was disseminated and the views of the ruling groups of the society were reflected, depending on the ownership.

With the development of the communication system, a powerful tool had begun to be conceived that had an impact on social developments, especially on the occasion of the emergence of the industrialization period, so that with the facilitation of communication the importance of information increased, which people offered to each other to avoid the distance.

In modern political systems, citizens are informed mainly through various media; newspapers, magazines, radios, televisions, internet, unifying the way of information and real time information at both global and local dimensions[24].

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[19] Marshal McLuhan. *The Medium is the Massage*. An inventory of effects. Produced by Jerome Agel. (p-9)

… The media operate in many fields in the economic, political, psychological, social, leaving no field untouched. The medium functions as a massage, any meaning or change of culture or society is impossible to understand if there is no knowledge of how the media environment works.

[20] Skweres. A. *McLuhan's Galaxies: Science Fiction Film Aesthetics in Light of Marshal McLuhan's thought* (p-33-37). Poland: Springer.

[21] What is media? Definition and meaning - Market Business News

Cave paintings in Lascaus in southwestern France, 17,000 years ago, are no less worthless than our current television shows and magazines.

[22] Angariae was a Roman transportation and communication system which was created by the Archemenian emperor and carried to the Romans through the Hellenistic kingdoms. This developed transport system was mandatory for citizens and this mandatory service was applied as a tax and later replaced by an animal or cart.

[23] McLuhan. M. Quentin Fiore. The Medium is the massage, An inventory of Effects. Produced by Jerome Agel (p-61).

[24] Giddens. A 2th edition (p-401-430).

With the development of technology, electronic media, according to McLuhan, has created a global

The media have a great impact on society, because they follow the development of various events, launch information about them, responsibly and professionally keep the public informed continuously.

With the advancement of cyber technique and technology, the quality of communication has been developed enabling rapid dissemination of news about events in written, photographed or filmed form any corner of the entire globe.

This opportunity for communication has advanced as a result of the organization and transformation of the mass media in every country of the world[25].

In particular, social media platforms, which have a very large global reach, play an important role in informing the public.

The biggest followers of these social media platforms (like facebook, twitter, instagram, etc.) are young people, who have easy opportunities to socialize and communicate online between themselves.

This form of communication has its disadvantages, because it can be used for blackmailing, fraud and other incriminating forms of various persons[26].

So, the nature of traditional media has changed a lot compared to electronic media, since as a result of the development of information technology there has been a great revolution in the field of mass media, starting from the way of launching information, distribution, authenticity, accuracy, etc.

This rapid technical-technological development escaped the great impulse of development and changes of processes in the systems; political, economic and social.

5.   History of Media Development in Kosovo

Media[27] in Kosovo have started to develop since the early days of the development of printing presses in different Balkan countries, from the period of the Ottoman Empire in Kosovo, the period of the Serbo-Croatian-Slovene Kingdom in Yugoslavia, the period of the Socialist Federal Republic of Yugoslavia until the present period of the Republic of Kosovo.

Kosovo[28] has gone through various processes of media transition, depending on the development of the political-social system.

The development and organization of the media in Kosovo depended on the type of socio-political system.

Consequently, until the end of the 90s, media information was censored (centralist).

The media were in the function of informing the society according to the interests of those in power. The current government used the media to create the necessary opinion for the state and to control the social developments in the state.

The media were organized machines of the monopoly model by the state and were village where the main news from all over the world is revealed..

[25] Giddens. A 5th edition (p-585-586).

[26] Young people who are from countries with low levels of economic development, unemployment, poverty, low education, family problems, physical and mental disabilities can very easily be manipulated and their integrity or privacy violated.

[27] By the term media we mean the way of communication, or the ways through which we communicate with society.

[28] The Republic of Kosovo was a Federal part of the former Yugoslavia until the late 1990s.

led and supervised by the then state.

After the Second World War, for the first time the Publishing Journalist Enterprise "Rilindja"[29] was established and the first Radio Station in Prizren in 1945, (this radio station in later years was transferred to Prishtina), while the establishment of the first Albanian language Television in Kosovo, started in 1975[30].

Any information that was transmitted through the news was censored, launched and supervised by the exercisers of political power, which all worked according to the ruling party policy[31].

In 1990, the political authorities of the Republic of Serbia closed the media violently with police; "Radio Television of Prishtina", the newspaper "Rilindja", the magazine "Zeri i Rinise"[32], etc. by force, removing all employees by confiscating all media material.

In the period 1990-1999 in Kosovo the political autonomy of the SAP of Kosovo was abrogated, while here the so-called "temporary measures" were applied by the Assembly of the Republic of Serbia, through which the Albanians of Kosovo were denied the right to independent information in Albanian language, in order to implement the Serbian chauvinist policy in Kosovo.

Albanians, under these political conditions in Kosovo, during the period 1990 to 1999, were forced to find alternative ways to organize independent media in the Albanian language.

After the end of the war in Kosovo in 1999, the last phase of the transition of the social-political system begins with the help of the establishment of the protectorate of the "United Nations Mission in Kosovo (UNMIK)", as the main administrative body, while the Organization for Security and Cooperation with Europe (OSCE), temporarily held the position of Media Commissioner, who managed media licensing and acted as the "media regulator".

The OSCE in 1999 started the process of transforming the existing public media of Radio Television of Prishtina (RTP) into Radio Television of Kosovo (RTK))[33].

[29] https://sq.wikipedia.org/wiki/Rilindja_(OPGBG)

Rilindja was first published on February 12, 1945 in Prizren and is the first Albanian language newspaper in the former Yugoslavia. The newspaper is printed at the State Printing House in Prizren from number 1 to 60. Issue 61 of the newspaper is published and printed in Prishtina at the Provincial Printing House of the Popular Front. At first it was weekly with only four pages until June 27, 1948, starting to appear twice a week, on Sundays and Thursdays. Then, from November 1958, the daily newspaper started to appear (it did not appear only on Fridays).

Since 1964, the standard daily issue is 20 pages, while on Saturdays and holidays 24 - 32 pages.

On September 5, 1990, the Serbian government banned its publication, and after the entry of NATO forces, on June 12, 1999 it came out again, but this time with added pages and some of them in color.

The newspaper "Rilindja" was undoubtedly the best-selling newspaper in Albanian lands. The maximum circulation has reached during the New Year holidays, up to 234,000 copies.

[30] botapress.info/ today-marks-the-anniversary-of-the-72nd-of-the-radio-television-of-pristina-1945-2017.

[31] People who were non-partisan, that is, opposed to the communist system, were not included in leadership positions and their well-being was very low.

[32] On 05.07.1990 the broadcasting of the program in Albanian language on the Radio Television of Prishtina was banned, while on 05.09.1990 the publication of the newspaper "Rilindja" in Prishtina was banned.

[33] IREX, Media Susuinability Index Europe & Euroasia (2002), p 43-45.

During the UNMIK administration period, many new regulations were issued in order to establish a sound legal framework for the development of an appropriate media system [34].

In 2005, the Independent Media Commission (IMC) was established, as a media regulator which is the competent body *for regulating, managing and supervising the frequency spectrum of media broadcasters, developing the digitalization process, drafting bylaws, licensing and transmission, etc*[35].

The legal way of organization and functioning of commercial communication institutions is regulated, as well as the protection of minors from harmful program contents ("Code of Conduct"); for the assessment of copyrights related to the audiovisual field in the Republic of It Tthe legal way of organization and functioning of commercial communication institutions was regulated, as well as the protection of minors[36] from harmful program contents *("Code of Ethics"); for the assessment of copyrights related to the audiovisual field in the Republic of Kosovo*[37].

In Kosovo there is a media pluralism[38].

According to "Reporters without border[39]" stating:

-        The media in Kosovo have many limitations in terms of information, specifically when it comes to ethnic or political groups, reporting mainly on the respective nationality.

-        The media due to lack of financial stability are influenced by politics,

-        Minority media are disappearing.

-        Cyber attacks on online media.

-        Journalists often feel threatened, they face physical and verbal attacks where even today the fate of some of them is still unknown.

The OSCE had transformed the RTP into RTK based on existing SFRY laws. Kosovo at that time had an unresolved political status, it was a situation where the positive laws of the former Socialist Federal Republic of Yugoslavia were applied..

[34] IREX, Media Susuinability Index Europe & Euroasia (2002), p 46-46

The aim of the OSCE was to create a stable media system for the future, which is about ensuring the use of fundamental rights, the free expression of speech, opinion and access to public information.

[35] The Prescribed Media Commission is responsible for; licensing of public and private broadcasters, determines and implements the broadcasting policy and regulates the rights, obligations and responsibilities of natural and legal persons who provide audio and audiovisual media services.The IMC's broadcasting policy is in line with the "Internationally Accepted Broadcasting Standards and Human Rights", the relevant EU legislation and in particular the European Commission Directive (AVMS), fully respects the rules on democracy, rule of law, protection of freedom of expression, and pluralism of audiovisual media services.

[36] Particular attention is paid to the protection of children and minors, ensuring that no television broadcasters include any program that harms the physical, mental and moral development of minors, and in particular programs that contain pornography or extreme violence.

[37] https://www.kpm-ks.org/legjislacioni/299/aktet-nenligjore-ne-fuqi/299.

[38] By pluralism we mean the diversity of the media which is essential for the functioning of a democratic society with transparency and freedom of information.

[39] https://rfs.org/en/world-press-freedom-index.

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6. History of trafficking in human beings in Kosovo Historiati

If we look at the phenomenon of trafficking in human beings in other countries in the region, it can be concluded that this phenomenon dates back to the early days of the slave-owning society, feudal, bourgeois, to the present day.

The phenomenon of trafficking in human beings in Kosovar society was not known until 1999, but since the transition period in Kosovo, Kosovar society has undergone major changes, compared to the previous years.

This is explained through the historical description of the development of Kosovar society through the early periods to the present day.

In the early periods of historical development, ie in the pre-medieval period, the population of Kosovo, especially the majority population which consisted of Albanians, was organized on the basis of unwritten kanuni social norms[40].

On the basis of the Kanuni norms, the universal rules on the Albanian family and society were defined.

In this way, in the past, ie from the period of the "Early Middle Ages[41]" to the period of the "Albanian National Renaissance" in the XIX[42] century, the patriarchal family was organized in the Albanian community in Kosovo.

Since the patriarchal family was organized in the Albanian society in Kosovo, it had cultivated moral values; "Besa"(given word), "burrnia"(manhood) and "nderi", (honour) which have had an importance in the regulation of doctrinal law, as a

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[40] Shtjefen Gjeçovi "Kanunit të Lekë Dukagjinit", shtepia Botuese "Kuvendi", 2001, Shkoder, Albania.
The word "Kanun" means the master of the right to use the measures of kindness of people to everything around him
It is called "Kanun i Lek Dukagjini" because it was summarized and codified by Lek Dukagjini III (1459 - 1479).
It was called Lek Dukagjini because it was implemented by Leka from Dukagjini.
Dukagjini in the past geographically included Shale e Shosh, Puka e Ikballe, Mirdita, Zhupa, Malësia e Lezhës, and for this reason a group of scholars call it the canon of Lek Dukagjini because it was applied in these areas and not because it was collected by Lekë Dukagjini and III.
The Kanun once had legal value, which means that it was a mandatory law (now it has remained only as a summary of Albanian traditions, which is reflected in the daily life of the Albanian population, especially in rural areas).
According to the Kanun of Lek Dukagjini, the rules of family organization are codified, in particular; elder, husband, wife, children, property, work, trade, morals, damages, dispute resolution, etc.

[41] Early Middle Ages (V-X centuries). It includes various social, political and economic developments in the Albanian lands as well as the Byzantine culture, the spread and organization of Christianity in the Albanian territories. Invasions of Slavic peoples in the Balkans. "Kulturen e Komanit", Property relations in the Albanian village (VII-X century). The regime of life of Albanians, the political organization of Albanians (XII-XIII centuries) in the principalities; Pricipata of Arbër, Duchy of Durrës, Despotate of Epirus. The Anjouans and the "Kingdom of Arber". The ecclesiastical condition of the Orthodox religion. Feudal property and feudal obligations. Urban development and population. City governance.

[42] The national renaissance was a national movement led by some Albanian intellectuals, who had compiled the political program and the democratic character, where the Enlightenment spirit dominated. The periodization of the national movement in the Albanian lands included the period of the XIX century. This program contained administrative changes (ie vilayets), civic economy which was focused on the dissolution of guilds and the beginning of the development of manufacturing in the first factories, the regulation of agrarian relations and the birth of the agrarian bourgeoisie, dismantling the landed property and development of market economy.

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cornerstone of personal and social behavior.

The canon had legal value until 1912, while after 1912 the Kanuni norms were used by the people in the form of traditional folk habits.

During the period 1912-1939 the Kanuni habits have undergone their historical development, have been partially or fully included in the laws of state law (they have been amended and supplemented with new social and legal norms), adapting to certain requirements of socio-economic development.

The form of organization of the Kosovar family and society had changed continuously, depending on political and social developments in general.

Thus, from 1939 to 1945 Kosovar society went through various processes of World War II and then from 1945 to 1999 was part of the society of the socialist system of self-government of the SFRY which represented the brotherhood and unity of five nations; Croats, Macedonians, Montenegrins, Serbs and Slovenes, while Albanians and Bosniaks, were not represented as constituent nations of the SFRY, despite the fact that the number of Albanians and Bosniaks in the SFRY was greater than the number of Macedonians and Montenegrins.

During these historical periods, trafficking in human beings in Kosovo was not a challenge registered as a social phenomenon, which was faced by the Kosovar society, ie the SFRY.

Causes of trafficking in human beings in Kosovo

In the conditions of the development of political, economic and social systems in which "labor power" is sold as a "commodity" and in societies where "morality as a social category" is in crisis, there are causes of the development of the phenomenon of trafficking in human beings. .

The roots of human trafficking in Kosovo stem from various causes: a) Internal causes and b) External causes.

a) The internal causes of trafficking in human beings in Kosovo are different, starting from; *family, education, property, works, etc.*

The family according to the Kanun was organized as a community of people of blood, ruled by the oldest member (male) of the family. He was the only one who was responsible for practicing Kanun law in the family. The family in the past was and today is the main cell of education and shaping of the human personality.

Honor with the Kanun was sanctioned with certain norms, in order to preserve honor, to respect everyone's honor, not to violate anyone's honor. In case of violation of someone's honor or shame, the perpetrator of the damage was punished with the strictest normative measures, fined or punished with blood. Therefore, morality as a powerful social category is the determinant of human character. So, morality is the social category that makes a society honest or dishonest.

It was regulated by the Kanun in the way it was obtained (testament - property inheritance, bridal dowry, etc.) and how it was protected. Protecting property from theft or damage was treated as a shame and the thief was punished, in extreme cases he was punished and forced to leave the community where he lived. The concept of property has undergone a transformation depending on the development of the economic, political and social system. In the conditions of the functioning of

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consolidated companies, property is sacred and cannot be easily alienated.

Work according to the Kanun was called *"Work moves the path*[43]*"*, which had for interpretation the fact that you can do work that does not belong to you, but you have to think about how to justify it, that was reasonable, honest and useful work. Under the current conditions of economic development in Kosovo, the unemployment rate is high, especially among young people, which is always becoming a factor of trafficking in human beings.

b) External causes of trafficking in human beings in Kosovo are different; *Rules (Socio-political system), Trade, Communication, etc.*

Rules, or socio-political system - the Albanian community had organized its society on the basis of social norms initially unwritten and later written, in order to unify social norms and to make the Albanian society more organized, more honest and more reasonable. The power of these social norms lay in the way of regulating the various interpersonal relations, sanctioning them, their influence on the people and their applicability by the people.

Trade was defined by the Kanun as a voluntary action of the parties, which had to take place in the presence of witnesses and with the participation of the deposit, because it was punishable to sell and buy the stolen things. Under today's conditions of economic development according to the concept of free market, market rules have been applied in Kosovo which allow every commodity to be sold in the market based on the dominance of market law (supply and demand). So in these market conditions, one of the goods sold in the market is the "man as a commodity", or the victim of trafficking.

Communication according to the Kanun was defined as "Speech is at the bottom of the wallet", which is interpreted that communication has its value, its purpose. The false word was a fraud and was sanctioned as a fine, while today the false word or fraud is one of the ways of developing trafficking in human beings. Thus, communication directly affects information, education and credibility to economic, social and political developments in the country and in the world.

So, from the analysis of the causes of trafficking in human beings in Kosovo, which push the victims towards this negative phenomenon, it can be conclude that the main causes are; *family education, low economic development, high poverty rate, high unemployment rate, dysfunction of the rule of law, economic instability, easy access to communication, etc.*

7. The impact of the media in combating trafficking in human beings in Kosovo

Trafficking is a very old "craft", while now it is part of the group of serious crimes and at the same time it is one of the most profitable businesses.

According to the United Nations definition, "trafficking is any activity that leads to the recruitment, transportation, shelter or recruitment of persons through the threat

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[43] Shtjefen Gjeçovi "Kanunit të Lekë Dukagjinit", shtepia Botuese "Kuvendi", 2001, Shkoder, Albania.
"Work movesthe path "- If you are satisfied with working the land, through which is the path of the village, work, but you have to find a place for the path.p. 43.

or use of force*".

Many assumptions have been made about the importance of the mass media and the essential role they play in society. The media has a wide range of effects, influencing contexts such as affecting the effects of anxiety, emotional reactions, arousing fear or defiance.

As a result of exposure to violent television programs, the effects of fear develop. The effects of these behaviors are observable and correlate with the effect of the media. The most studied types of behaviors focused on "*anti*" or "*pro*" social behavior[44].

Audiovisual Media Services are regulated in Kosovo in such a way that they must not incite or promote, intentionally or indirectly, any form of discrimination or intolerance (they must not broadcast any material that tarnishes an ethnic or religious group, or which means that an ethnic or religious group is responsible for criminal activities)[45].

In Kosovo we have a model of functioning, controlled by the Media Regulator as an agency independent of political influences, or by the Independent Media Commission. Also, the development of global media policies in the fight against trafficking in human beings.

In today's conditions of social transition in Kosovo, the media have had a significant impact on information, raising social awareness, respectively in combating this phenomenon.

Along with the development of information technology, the process of media evolution has been developed, using various electronic applications to inform society towards the phenomenon of trafficking in human beings.

Regarding the use of media in the process of combating trafficking in human beings in Kosovo society, the tendencies and goals of Kosovar society are towards adaptation, adaptation of virtual culture and similar developments in the region.

In order to regulate the information environment in the most appropriate way, we need a legal framework on portals, or online platforms, in order to have a better functioning and monitoring of the media in Kosovo society.

Therefore, the development of a nationwide media education platform in Kosovo would have a positive impact on educating citizens by preparing them to understand the messages conveyed by the media, preparing to distinguish between fake news and creating the right opportunity to avoid any threats coming from the media to fall prey to fake news and end up victims of human trafficking.

8.   Research Results

According to the first question: *The functioning of the media in Kosovo is model of types?* From 50 respondent's, (50%) of them strongly believe the Model of Media in Kosovo is type of Model top down, (22%) agree with Model Mediocrity, (20%) think Model bottom up and only (8%) Model biotope.

1.The functioning of the media in Kosovo is model of types:

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[44] Perse.M, E. *Media Effect and Society*.Lea Communication Series. Jennings Bryant/Dolf Zillmann, General Editors (p1-3).
[45]   Code of Ethics for Audiovisual Media Services, respectively Article 5.1.

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Model top down	25	50,0	50,0	50,0
	Model mediocrity	11	22,0	22,0	72,0
	Model bottom up	10	20,0	20,0	92,0
	Model biotope	4	8,0	8,0	100,0
	Total	50	100,0	100,0	

At the second question: *How much has the process of media evolution influenced the fight against trafficking in human beings in Kosovar society, comparing its role in the society of self-governing socialism and in today's post-socialist or neoliberal society?* The respond and opinion of (62%) think that on average media has influence against trafficking in human beings, (18%) opinion is enough, while (10%) agree with impact of media, and another (10%) consider the role of media has very little impact.

2. How much has the process of media evolution influenced the fight against trafficking in human beings in Kosovar society, comparing its role in the society of self-governing socialism and in today's post-socialist or neoliberal society?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Many	5	10,0	10,0	10,0
	On average	31	62,0	62,0	72,0
	Enough	9	18,0	18,0	90,0
	A little	5	10,0	10,0	100,0
	Total	50	100,0	100,0	

Regarding the third question: *How has the development of global media policies affected the fight against trafficking in human beings in today's conditions of social transition in Kosovo?* Development of global media policies and how they affected in society (44%) of respondents described that they had no impact, (30%) of them think that policies impact goes in discourage, and (26%) think that policies have stimulated the development of this phenomenon.

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3. How has the development of global media policies affected the fight against trafficking in human beings in today's conditions of social transition in Kosovo?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	They have stimulated the development of this phenomenon	13	26,0	26,0	26,0
	They have discourage	15	30,0	30,0	56,0
	They have not had an impact	22	44,0	44,0	100,0
	Total	50	100,0	100,0	

Continuing with the fourth question: *The development of information technology on an extraordinary scale in the world, has given great impulse to the development and changes of sociological processes, especially in human trafficking in Kosovo?* (88%) of respondents agree that development of information technology has given great impulse in sociological processes especially in human trafficking, while (12%) do not possess this opinion.

4. The development of information technology on an extraordinary scale in the world, has given great impulse to the development and changes of sociological processes, especially in human trafficking in Kosovo?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	44	88,0	88,0	88,0
	No	6	12,0	12,0	100,0
	Total	50	100,0	100,0	

At the fifth question**:** *The media have given impetus to the development of social processes in Kosovo, by:* (40%) think by affirming the opening of new options for the factorization of the individual in society, (30%) by facilitating communication with actors who are carriers of trafficking in human beings, (14%) by developing optional career alternatives, (12%) offering endless opportunities, and only (4%) Strengthen the ability to socialize with friends and strangers around the world.

5.The media have given impetus to the development of social processes in Kosovo, by

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Affirming the opening of new options for the factorization of the individual in society	20	40,0	40,0	40,0
	Facilitate communication with actors who are carriers of trafficking in human beings	15	30,0	30,0	70,0
	Develop optional career alternatives	7	14,0	14,0	84,0
	Strengthen the possibility of socializing with friends and strangers around the world	2	4,0	4,0	88,0
	Offering endless opportunities	6	12,0	12,0	100,0
	Total	50	100,0	100,0	

Following with the sixth question: *The role of exposing Kosovar society to the media is an opportunity:* (50%) are of the opinion that it is an access in information, (20%) an awareness -raising, (16%) a factorization through direct participation in communication and only (14%) think about awareness and exposure to society.

6.The role of exposing Kosovar society to the media is an opportunity:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Information	25	50,0	50,0	50,0
	Sensitization	10	20,0	20,0	70,0
	Awareness	7	14,0	14,0	84,0
	Factoring through direct participation in communication	8	16,0	16,0	100,0
	Total	50	100,0	100,0	

According to the seventh question: *The use of communication of Kosovars on social networks affects the identification and disclosure of the privacy of persons who are potential for trafficking, through:* (56%) think through posting, (18%) through games, another (18%) think by privacy identification, and only (8%) by clicks on other posts.

7.The use of communication of Kosovars on social networks affects the identification and disclosure of the privacy of persons who are potential for trafficking, through:

		Frequency	Percent	Valid Percent	Cumulative Percent

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Valid	Posting	28	56,0	56,0	56,0
	Games	9	18,0	18,0	74,0
	Privacy Identification	9	18,0	18,0	92,0
	Clicks on others' posts	4	8,0	8,0	100,0
	Total	50	100,0	100,0	

At the eight question: *Electronic media, which are intended to serve information, they also produce other incriminating effects, which are a source of cybercrime, producing;* (32%) think that is an attraction for the development of unrealistic living, (26%) attraction for the development of some cause, another (26%) blackmail and (12%) attraction to deal with the contents of doubtful on material and spiritual benefits.

8.Electronic media, which are intended to serve information, they also produce other incriminating effects, which are a source of cybercrime, producing;

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Blackmail	13	26,0	26,0	26,0
	Attraction to develop any cause	13	26,0	26,0	52,0
	Attraction for the development of unreal living	16	32,0	32,0	84,0
	Attraction to deal with the contents of dubious topics on material and spiritual benefits	6	12,0	12,0	96,0
	Expressions of violence and aggression	2	4,0	4,0	100,0
	Total	50	100,0	100,0	

Going through ninth question: *In what aspects has the media influenced the process of combating trafficking in human beings in Kosovo society, based on these aspects?* (40%) of the respondents think about the aspect of shifting the current processes of Kosovar society, towards the acceptance or adaptation of the culture of globalization (postmodern), (32%) determinate the defining aspect of the development of the tendency of the society goals for adaptation, adaptation of the virtual and real culture with similar developments in the region, (26%) the aspect of the development of the tendency to abandon the state of modernity in the Kosovar society and only (2%) determined for etc.

9. In what aspects has the media influenced the process of combating trafficking in human beings in Kosovo society, based on these aspects;

	Frequency	Percent	Valid Percent	Cumulative Percent

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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	The aspect of the development of the tendency to abandon the state of modernity in the Kosovar society	13	26,0	26,0	26,0
	The aspect of shifting the current processes of Kosovar society, towards the acceptance or adaptation of the culture of globalization (postmodern)	20	40,0	40,0	66,0
	Aspect of the development of the tendency of the goals of the Kosovar society for adaptation, adaptation of the virtual and real culture with similar developments in the region	16	32,0	32,0	98,0
	etc.	1	2,0	2,0	100,0
	Total	50	100,0	100,0	

According the tenth question: *What is the primary purpose of the media regarding the phenomenon of trafficking in human beings*? The opinion of (44%) is to promote the phenomenon as a factor that harms society, the opinion of (28%) to investigate the case, while (22%) describe the case to help the victim (empathy) and (6%) to achieve popularity.

10. **What is the primary purpose of the media regarding the phenomenon of trafficking in human beings;**

	Frequency	Percent	Valid Percent	Cumulative Percent

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Valid	To investigate the case	14	28,0	28,0	28,0
	Describe the case, to help the victim (empathy)	11	22,0	22,0	50,0
	To promote the phenomenon as a factor that harms society	22	44,0	44,0	94,0
	Achieve popularity	3	6,0	6,0	100,0
	Total	50	100,0	100,0	

11.   Findings

During this research, the media field is analysed, which plays an important role on combating trafficking in human beings in Kosovo society.

Most of the respondents assessed that the functioning of the media is not of a liberal type, so we have a centralization of the media Model Top down.

The results showed that compared to the period of socialism self-government through which our society has passed, with the period of post-socialism or neoliberal, the media has had an evolution and influence in the fight against trafficking in human beings.

However, the development of global media policies in combating trafficking in human beings in a country in transition such as Kosovo according to the results of the respondents has not had any major impact.

The development of information technology around the world has given a boost to sociological processes and in particular the phenomenon of trafficking in human beings.

This development of technology has also influenced the development of the media in Kosovo by affirming the opening of new options for factorization of the individual in society and on the other hand by facilitating communication with actors who are carriers of trafficking in human beings,

The exposure of Kosovar society to the media presents the possibility of exposure to information, while the use of social networks affects the identification and disclosure of privacy through posts.

In addition to the information for which the electronic media are intended, they also produce other incriminating effects which are the source of cybercrime. The opinion of (32%) of the respondents was that these media have an impact on seducing young people for the development of unrealistic living while a group of (26%) think that they are used for blackmail and another group of (26%) seduction for the development of any cause.

If we look at the aspects that have influenced the media towards combating the process of trafficking in human beings, then the opinion of the majority of respondents was the aspect of shifting the current processes of Kosovar society, towards accepting or adapting the culture of globalization (postmodern). Independent information is also being developed by the media regarding the sensitization of the society against the fight against trafficking in human beings.

12. Recomendation

Capacity building of investigative journalism, more professionalism, respecting the principles of privacy, especially journalists who deal with cases of trafficking in human dogs (training and guidance).

Documentaries, programs, campaigns present in the media regarding the awareness of the society towards the fight against trafficking in human beings.

Greater awareness of society by the media, towards the use of social platforms, so that they do not fall prey to traffickers.

Encouragement and activities with all institutional actors by regulators in order to develop media education.

Completion of the legal framework, with special emphasis on the regulation of online media and platforms that distribute video.for online portals, ie monitoring, greater observation.

Taking tougher measures against the media that misinforms and promotes trafficking in human beings.

Better coordination between government institutions, media, civil society, easier access to public documents and information so that combating trafficking in human beings is a priority.

A more liberal functioning of the media, without hindering investigative journalism, including greater protection and security for journalists.

Greater awareness of society in provincial countries (rural areas), through cable television, so that information and awareness about the phenomenon of trafficking in human beings to penetrate to the most extreme place.

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