



❖ **Communication
Strategy: The case
of Macedonia**

Conclusions of the workshop
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IN SOUTH-EASTERN EUROPE"

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Communication strategy: The case of Macedonia

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Introduction

Communication is nowadays very important. To be fully informed is one of the basics human rights - the public has the right to know what is going on. Journalists and those who work as public relations officers have a duty to inform different public groups. Sometimes it is hard to reach all groups, that is why we have to have different strategies prepared for different public groups.

In communication strategy is important :

1. to detect the problem
2. to define target groups through which we can influence certain public groups
3. to find possible solution and create messages for certain public groups

If we follow those three steps in the Macedonian case:

1. DETECTING THE PROBLEM:

There are two ethnic groups: Macedonians and Albanians; they have different values, different culture, different language.

These two ethnic groups have separate media, people and journalists communicate with each other. But political understanding of the problem strongly depends on evaluation of certain media – Macedonians see the problem as Macedonian media and Albanians see the problem as Albanian media.

2. TARGET GROUPS:

a) MEDIA

Some of the media are independent, reporters working for certain newspaper are from both sides, the Macedonian and Albanian one. There is also the problem of non-reliable sources. Each ethnic group follows its own media, mostly people trust local media, and both ethnic groups have their newspaper in their own language.

b) POPULATION GROUPS

- *women:*

problem with Albanian women is that they live in totally different culture, family is organized differently – that is why we believe that is hard to reach them, but almost impossible to change their perspective.

- *rural residents:*

Also rural residents are hard to reach – there is also a problem of uneducated people.

- *youth:*

the bigger cities are not so problematic, because youth is communicating a lot – they can change their perspectives – while middle age population and older cannot so easily change their mind.

- *opinion leaders:*

We believe it would be very useful to detect opinion leaders in local communities and find different ways how to influence them.

3. POSSIBLE SOLUTION

By brainstorming we have tried to find solution, comprehending all detected problems and division to different public groups.

a) radio talk show

we can invite both sides, topics can be very different; people can share their opinion by calling to the show. Through this we can attain that both sides will listen different arguments and people will get wider perspective.

But it is important that we advertise the show in different ethnic environments and in different public groups.

The show will specially target youth, because they represent future public opinion leaders.

b) summer school

Where young people and professors can share opinion and find possible solution

c) Albanian university

It is already in the stage of establishment – the university will accept all ethnic groups. It should promote tolerance, educate each ethnic group about cultural specifics, raise awareness about differences, but still be able to built friendship, live in peace and prosperity.

d) Kindergarten

We believe that is important that children learn to live together from their early ages.

Those are just some ideas how to deal with the problems in Macedonia. We believe that through education and strong communication programs we can succeed. The main goal is that two different ethnic groups will be able to leave in peace and prosperity.