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Nota di contenuto	-- Chapter 1. Introduction -- Chapter 2. "Unity, independence of Albania were proclaimed here and protection and friendship was promised to Italy" -- Chapter 3. Image and paper propaganda: the cinematographic and literary contribution to the Italian hegemony in Albania -- Chapter 4. The advent of the "entertainment society" in the "impenetrable fortress" of Albania -- Chapter 5. The exodus of freedom: the rapid transformations of Albania in the nineties -- Chapter 6. Albania between Italy, Europe and New Horizons.
Sommario/riassunto	This book delves into the complex historical, cultural, and educational ties between Italy and Albania within the realm of media studies, examining various mediums such as press, radio, television, cinema, and the web. Beginning in the late nineteenth century with the inception of the first Albanian-language newspapers in Italy, the analysis progresses to explore the evolving relationship between

Albanians and radio, initially focusing on Italian broadcasts before transitioning to national channels. Rapidly, Italian radio becomes a tool for fascist soft power, facilitating fascist Italy's occupation of Albania in 1939. The second section delves into the communist propaganda apparatus, encompassing radio, television, cinema, and music. It offers a comprehensive exploration of television's evolution, from its tentative beginnings in the 1960s to the proliferation of private broadcasters in the post-communist era. Concluding with the emergence of the internet, the book highlights the significant decline of Italian soft power in Albania and the Southern Balkans over the past 15 years. Instead, these regions increasingly look towards the Anglo-Saxon and Turkish spheres as models, not only in media but also in terms of migration and development. Vito Saracino is a researcher specializing in the concept of cultural hegemony in the field of media studies. He is currently the Coordinator of research activities abroad at the Gramsci Foundation of Puglia. Previously, he served as a Research Fellow on the project "Local Information as a Social Construction" and as an Adjunct Professor of Social History of the Media at the Department of Economics, Management, and Territory at the University of Foggia; Contemporary History at the Department of Economics at the University of Foggia, and Digital Politics in the course of "Digital Innovation and Communication" at IUL University.
