Bachelor thesis
15 credits

Communication - The Key to Democracy
A critical discourse analysis on communicative processes impact on democratization and capacity building on micro levels.

Dominique Vandason

Bachelor in Media and Communication Science 180 credits
Major: Communication science
Final seminar date: 2013-10-21
Supervisor: Jakob Dittmar
Examiner: Bo Reimer
Abstract.

“Communication – The Key to Democracy”

A critical discourse analysis on communicative processes impact on democratization and capacity building on micro levels.

Dominique Vandason
Bachelor thesis in Media & Communication Science 15 credits
Spring Term 2013
Faculty of Arts, Culture & Communication (K3)
Institution for Media & Communication Science
Malmö University
Supervisor: Jakob Dittmar
Examiner: Bo Reimer

This study aims to provide a deeper insight on how the communication is used in capacity building and how it affects the socially constructed power structures using theories of Critical Discourse Analysis and the Public Sphere Theory. Through qualitative research methods, the data collected will position the analyzed material in the theoretical framework mentioned before. The study is conducted in co-operation with the Swedish civil society organization Olof Palme International Center, together with the Kosovar non-governmental organization Syri I Vizionit. It includes observation and analysis of the Active Citizenship project. The project relates to the CDA, as it involves the context of social and communicative structures based on the effects of capacity building on micro level.

This work includes a Written Essay, based on scientific research and theories, and a Visual Representation in from of a documentary based on the topic of this essay i.e. communicative processes impact on capacity building (e.g. see appendix 7).

Keywords.

Critical Discourse Analysis, Public Sphere Theory, Communication, Capacity Building, Social Structures.
Table of Contents.

1. Introduction ........................................................................................................... 1
   1.1 Aim of the study ................................................................................................. 1
   1.2 Research questions ............................................................................................. 1
   1.3 Disposition .......................................................................................................... 2

2. Background ............................................................................................................ 2
   2.1 Aim and structure of the thesis .......................................................................... 2
   2.2 About "Active Citizen" project .......................................................................... 2
   2.3 Empowering citizens - the role of communication ............................................ 4

3. Theory ................................................................................................................... 5
   3.1 Critical Discourse Analysis ................................................................................ 5
   3.2 The importance of CDA in media studies ......................................................... 6
   3.3 CDA in perspective to Rhetoric Theory ............................................................... 7
   3.4 Ideological Framework ....................................................................................... 8

4. Method .................................................................................................................. 10
   4.1 Research Methodology ....................................................................................... 10
   4.2 The interview and observation in qualitative study ......................................... 11
   4.3 Approach to the field, the study population and research questions ............. 12
   4.4 Positioning of the researcher ............................................................................ 14
   4.5 Ethical Considerations ...................................................................................... 14
   4.6 Data collection ................................................................................................... 15
   4.7 Data Analysis ..................................................................................................... 16
   4.8 Reflection .......................................................................................................... 17

5. Analysis ................................................................................................................ 18
   5.1 The Municipalities ............................................................................................ 19
   5.2 The NGO's ......................................................................................................... 21
   5.3 Community Representatives ............................................................................. 25
   5.4 Positioning of CDA in the Active Citizenship project ....................................... 29
   5.5 Positioning the Rhetoric Theory to CDA in the Active Citizenship project .... 31

6. Critical Discussion and Conclusion ..................................................................... 33
6.1 Further Research. ............................................................................................................. 34
References.................................................................................................................................. 36
Appendices.................................................................................................................................. 36
1. Introduction.

1.1 Aim of the study.

Communication is the key to provide a good, stable and secure environment for any development process within any community. Effective channels of communication can provide a base for understanding, equality and the respect for human and democratic values. It is the purpose of this paper to analyze the effects of the communication strategies, its impact on the individual, and how they in turn are reflected in a society (within the field of study) using the Critical Discourse Analysis theory. The main goal of the CDA is to study semiosis (i.e. forms of human expression through text, words and images), in order to bring forward and uncover the structures of social injustice and inequality (Wodak & Meyer, 2001.122). Accordingly, the theory suited well within the confines of the study in the field of communication. The aim of the research is therefore to study these processes by conducting field observations and interviews of selected groups and individuals that hold influential social positions on micro levels in a transitional democracy i.e. Kosovo. The focus is to explore how communication affects these power structures (in relation to the CDA) and how it is contributing to capacity building and prosperity.

1.2 Research questions.

As a qualitative research with critical approach, the focus of the study question was based on the research paradigm. The theoretical framework is based on scientific literature and works of mainly Norman Fairclough (1941 - ) and Jürgen Habermas (1929 - ). The research questions where simultaneously framed accordingly and with reference to the literature and to the data that the field provided. Since the nature of the research had a critical approach I deliberately designed the questions to focus on the factors that contribute to empowerment of the citizens and how people experience these processes in their social context.

The main study question is based on the theory of Critical Discourse Analysis and focuses on how the communicative processes impact on democratization and capacity building on micro levels. The study questions are:

1. Is communication empowering individuals in decision-making processes, and in that case, how?

2. Is the communication process affecting the power relations in a socially constructed field, and in that case, how?
1.3 Disposition.

The disposition of this paper is focused on the analysis of the field study and the choice of method of gathering data and analysis. The work is presented in three main chapters i.e. Theory, Method and Analysis. The methodological framework of this paper is arguing for the importance of qualitative research methods in the approach to the critical discourse. A chapter on theory of the CDA and, to some extent, the rhetoric theory brings forward the theoretical framework of the study. Here the discussion focuses on the importance of communication studies in socially constructed power relations. Evaluating and coding the collected empirical data present the analysis of the research. Here, the focus of the analysis is directed towards the representation of the discourse and how it is perceived and reflected by the individuals in socially constructed structures.

2. Background.

2.1 Aim and structure of the thesis.

The main structure of the thesis is based on the theory of Critical Discourse Analysis (CDA) and the works of Norman Fairclough. This field of science will cover the aspects of usage and contexts through the analysis of texts and speech. Also, it will help to uncover how shared meanings can contribute to and help to build social structures, strengthen ideologies and build identities, as well how explicit social and political goals are represented in fragile society structures. To further strengthen the empirical data the rhetoric theory is adapted to the contexts of CDA. The public sphere theory by Jürgen Habermas is also put into account in this study as it relates to the CDA in the studies of power structures. Hence, this paper will provide a theoretical approach to the challenges of power relations in a specific sphere of socially constructed meanings. Through observing the projects like (in this study) Active Citizenship it is the aim of this paper is to confront these challenges and explain the processes behind them using the theoretical framework presented.

2.2 About "Active Citizen" project.

There is a notable lack of action and active participation in decision-making processes in Kosovo, particularly in rural areas. This issue needs to be addressed and problematized, as it is affecting
the fields of economic, social and educative development ‘see appendix 6’. Citizens’ activation and creation of required mechanisms continue to remain a challenge for the level of organizing and awareness of the whole society in Kosovo.

**Picture 1.1** The city of Peja, in north-west Kosovo. The location of the Syri I Vizionit Headquarters.

The project is at its second year of implementation (2013) and cover five communities in the region of Peja and Prizren, in north-west Kosovo. The aim of the project *Active Citizenship* is to strengthen and activate citizens in decision-making processes, where the main focus relies on education of the citizens ‘see appendix 6’. It covers the areas of making the citizens aware and how to be active in everyday life situations, but also on how to take part in decision making together with the institutions. Until the start of the project, in 2012, an adequate strategy was missing. Also, the lack of coordination on how to foster and develop the issues of active participation was not the topic of the discussion on institutional levels. Further introduced by an extract of the goals of the project presented by the NGO Syri i Vizionit headquarter in the city of Peja:

The structure of the Active Citizenship project is based on experience and the communicative skills of SiV. The objectives of the project include activities such as: direct meetings with the citizens, building of a cooperation in territorial communities and municipalities, joint
Local institutions as well as the communities are very important partners in the realization of the project. Thus, enabling the impact of the project to increase the level of transparency of the municipal officials through citizens’ involvement in decision making processes. Decentralization is another important part to the project as it is stimulating citizens’ impact on decision-making. By taking the initiative to the citizens and the local institutions, the project is promoting for that the policy-making, proposals and ideas should derive from their regions to the national level.

Consequently, in order to promote the Active Citizenship core ideas, the project focuses on four main areas during the implementation processes, which are:

1. Encouraging of civic initiatives through supporting the initial ideas.
2. Capacity building of individuals and groups (particularly in rural areas).
3. Functioning as an assistance office.
4. Functioning as a communication channel between the communities and the institutions.

2.3 Empowering citizens - the role of communication.

The focus of the study is based on the question regarding the communicative processes impact on democratization and capacity building. The goal is to observe how these communicative processes increase the knowledge among the citizens, and, how this effect contributes to improvement of citizens’ situation in areas where the AC project is implemented. The study is also observing the increased level of communication using the methods of Critical Discourse Analysis. The analysis data is gathered in order to provide information about how increased levels of communication can contribute to a more focused discussion about joint initiatives. Hence, position the citizens’ participation in decision-making processes in a socially constructed field.
3. Theory.

This study is mainly based on the theories of Critical Discourse Analysis. One of the key theorists behind the Critical Discourse Analysis is Norman Fairclough, who I believe can present the theoretical framework of the CDA best by himself:

To Systematically explore often opaque relationships of causality and determination between (a) discourse practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how much practices, events and texts arise [...] by relations of power. (Fairclough, 1995.132)

Accordingly, since the CDA has a broad significance, the rhetoric theory is applied to further narrow the theoretical framework, in this essay represented by the writings of Sonja F. Koss. These two theories are brought to cognition vis-a-vis Jürgen Habermas Public Sphere Theory where the study projects through and equivalent to the Active Citizens project. In the following 4 sections of this chapter the CDA is explained in detail in relation to the study (3.1), followed by a ‘further insight on the connection of the CDA to the communication science (3.2). The chapter contextualizes and relates the rhetoric theory together with the CDA (3.3) and conclusively presents an ideological framework that summits the study and the theories behind it (3.4).

3.1 Critical Discourse Analysis.

The theory of Critical Discourse Analysis actually represents a range of different theories, methodologies and definitions. It is also influenced by a number of research methods and theories (Locke, 2004.44). Since it includes the concepts of critical theory and discourse theory the CDA is a study of text, speech and images in order to try to uncover the relationships between the structures of meanings, ideologies and representation. The main goal of CDA is to uncover the structures that constitute social injustice and inequality. Since the power structures are formed through ideology and since the ideology is an important concept of the CDA (explained later in chapter 3.4), it is relevant for the study to try to explain the products of negotiation in these power structures. Simultaneously, the goal of the study is to analyze how the power relations are exposed on the levels of production and reception of the spoken and written messages. These relations are studied through the discourse of the preserved social contexts on micro level.

This study will also try to explain the production and the reception of texts within a broader order of the discourse referring to the rhetoric theory. Here, the study is focusing on how the discourse is constructing a social world and the transformation to a democratic society. CDA aims to make these processes visible by asking whether texts and/or words serve an interest, or other structures
associated with the construction of dominance. Where Construction is also the main term in the CDA, it refers to creation of the meaning in acts of opinion (Locke, 2004.6). Fairclough is explaining this process by pointing out that "the discourse is an active relation to the reality, that language signifies reality in the sense of constructing meanings for it, rather than that discourse is in a passive relation to reality" (Fairclough, 1992.41).

3.2 The importance of CDA in media studies.

In this discussion I need to stress the factor that knowledge is a mental construction. According to Fairclough (1992) the reality of the world is acquired by a discourse or other forms of semiotic communication. It is here, where I believe, the connection between the media studies and the CDA is most apparent. If the knowledge is represented and shared by various forms of socially constructed schemas, then it can be assumed that it belongs to the participants of these communicative events. Further, if that is the case, it can be adopted that the knowledge controls the properties of the context i.e. all mediated messages that act as the interface (Weiss, Wodak. 2003. 94, 95).

Thanks to the interdisciplinary approach of the CDA, the theory can be adapted to a various communicative methods and media studies. Through CDA the communication and media studies can be seen from different perspectives in a way where it highlights the linguistic and contextual components of the communicative processes (Weiss, Wodak. 2003.298). Here, the critical theory can contribute to the analysis of the nature of the knowledge in any field of media study. Specifically, the CDA in this case of study, is designated to focus on the power relations produced by a discourse that are challenged by texts and words that affect their production and reception. Fairclough relates to this discourse by pointing out to three interrelated processes of analysis:
Figure 1.1 Fairclough's dimensions of discourse and discourse analysis.

Every one of the Fairclough's three dimensions associate to different academic traditions that are linguistics, ethnography and sociology (Locke, 2004.44). This reflection places the CDA as a interdisciplinary theoretical tradition, which means that the theoretical framework can be adapted to a media study that covers textual and interpretative analysis by processing the information generated through various communicative channels. The example also gives us a clear picture of how relations and identities are produced, reproduced and modified through subject positioning within and around communicative events.

3.3 CDA in perspective to Rhetoric Theory.

So far I have presented the concept of how individuals are implicated in the text and how texts interact with other texts in a discursive field. Discourse practices refer to rules and conventions by which texts are produced and consumed. Hence, the validity of the message may be strengthened
or weakened depending on how it is delivered and in what ways individuals are used to respond to it. Both Wodak and Fairclough present an orientation on social problems such as racism, sexism or any social change in their approach to theories and methods. Relating to this research, it presents us with a study from within the discourse.

It is important to have in mind how the meaning of the message is presented towards the audience; it is also here where the rhetoric comes into being. The rhetorical theory is helping this study to see how a *rethor* creates an essential paradigm and offers a discourse designed to bring the interest of the audience (Foss, 2002.347). Accordingly, it is necessary for this study to approach a specific situation, such as the degree of agency that is available for the audience.

The rhetorical theory helps the CDA to uncover the symbols nature and their function in our lives. To further strengthen that assertion, a parallel can be drawn between Fairclough and Foss assumption that humans create their reality through symbols (Fairclough, 1992; Foss, 2002). The choices of how an individual encounter and labels his/hers perception of the symbols influences the experience of the world the he or she lives in. The symbols and signs are typical for human communication, hence, it is of relevance to see how the rhetoric contribute to the creation of meaning in text and words that CDA explores through a socially constructed, power relation discourse. Since the rhetoric and communication covers all kinds of meaning and interaction, I have chosen to include the rhetoric theory in my communication study to use it as a term for understanding the power of the language (i.e. text and words).

Lastly, I have to present the significance of Jürgen Habermas works on rhetorical theory in the relation to this study. Primarily by pointing out his interest in language within the communication studies, and how it functions began to take up rhetorical issues on micro levels (Habermas, 1992.11). His studies are adapting arguments to particular audiences such as: reason in the society, and understanding systems of discourse that implicitly structure societies. Recognized by contemporary developments the rhetorical theory now addresses all contexts that symbols are in use. Today, this means studying everything from interpersonal communication, public discourse (from social movements to mediated discourse). It also includes media and communication studies where the rhetorical theory addresses the study of visual, verbal and non-verbal elements. Here, the rhetorical theory is helping me to uncover the similarities of the rhetorical act deriving from communicative contexts.

3.4 *Ideological Framework.*

Rhetorical theory is addressing the questions about human agency, the role of symbols, and the power of the audiences that construct them. The CDA aims to make processes visible by asking if the texts operate as structures of domination and power through evaluating if an identity is selected or constructed by focusing on the origin of the producers. Both of these theories have their intellectual traditions derived from various cultural studies scholars like Jürgen Habermas, Stuart Hall and Michel Foucault (Foss, 2002). I argue that the works of Habermas has been most
influential where it positions the communication theories as fundamental and dominant through every level of society.

Here, I want to draw a connection between the CDA and the ideology of the Habermas public sphere theory in order to present additional theoretical framework where the CDA can be implemented. Habermas public sphere theory can be practically applied together with the CDA by pointing its significant position in referring to the importance of communication studies in the power relation discourse.

Communicative action, then, depends on the use of language oriented to mutual understanding. This use of language functions in such a way that the participants either agree on the validity claimed for their speech acts or identify points of disagreement, which they conjointly take into consideration in the course of further interaction. (Habermas, 1992.18)

Based on one of Habermas most influential works, Between Facts & Norms (1992), he argues that the public sphere emerged as a space where individuals came together to discuss the power of the state. If we accept the fact that relation between the public and the private as a social construction that is negotiated and contested over time then it is clear that the power relations derived by this process are constantly negotiated. Hence, pointing to that emergence of any public sphere, such as the one represented by the AC processes, is connected to social development and other related factors within the realms of civil society and state institutions (Habermas, 1992.24). Accordingly, making the public sphere theory an ideal model built on principles of communicative action, that can serve the CDA in investigating socially constructed power relations.

In this paper the public sphere corresponds to the Active Citizens project as it represents a domain for public opinion. Here, the conversation in which the individuals assemble form a public body that project the ideology behind the public sphere theory. It is also here where the citizens’ assembly is generating an act of freedom by representing and expressing their opinions about matters of general interest. Such form of expressions are interlinked to the theories of the CDA, therefore I argue, that the CDA position itself very well in this particular filed-study. Furthermore, the study need to take into consideration the assumption that the public sphere no longer exist accordingly to the traditional Habermanistic view, as private interest have begun to take over the political domain. With this in mind, this study further strengthens the new domains of public sphere by pointing to the Active Citizenship project. By forming a public assembly the citizens aim to seek influence and form an open discussion. Hence, creating a power-relation in an area where competition exist between different interest groups, but also to gain capacity that can monitor the power of the state through the medium of public discussion.

The aim of collecting empirical data is to collect and to categorize objective facts about the focus of the study. Through this information gathering, the researcher is ought to explain, test and to prove the validity of the theory. Further in this process it is also of significance to use methods in order to prove that the collected data is reliable in reference to the theory of the study. The two most common approaches to scientific studies are the qualitative method and the quantitative method. The distinction between these two methods of gathering empirical data is that of that the qualitative method is mainly based on ethnographic observations and interviews, and the latter is based on objective observations mostly consisting of measurable and statistical data (Kvale, Brinkman, 1997).

The method chosen for this study is based on qualitative research, where observation and interviews are representing the main empirical data. In the sections that follow I will explain the role of the CDA in the relation to the methodology of this study (4.1). Further, I will focus on the interview and observation methods (4.2), the role of the field, the study population and research questions (4.3), and the positioning of the researcher (4.4). Finishing with an ethical discussion (4.5), a reflection on data (4.6), and analytical methods (4.7).

4.1 Research Methodology.

The research methodology refers to the strategies that are used to gather data to ensure that the final work can be criticized, repeated and adapted. The researcher must also address a number of guidelines and procedures about what/how data needs to be gathered in the relation to the study question, and how data will be stored, managed and analyzed (Yin, 2010.58).

Before I start my argumentation about choosing the method of study I have to point out that there is no particular method that applies specifically to the CDA. However, there are a number of approaches that CDA scholars use in collection of empirical data. Firstly, the data collection is problem oriented and relevant to the specific research objectives. Secondly, the theory and the methodology are made up of or combining elements from a variety of sources (Wodak, Mayer, 2001.29). This study is a good example of that interdisciplinary connection where the CDA is interlinked with the elements of rhetorical theory and the public sphere theory in order to help to understand the problems under investigation presented in this paper.

The empirical data for this essay is based on a field study and the qualitative research methods. The selection of the qualitative method for gathering information was based on the very case of
the study and the theoretical framework of this paper. The study involved meetings with people and observing the communicative processes. Hence, the empirical data is mainly based on in-depth and semi-structured interviews designed for the individuals and focus groups participation. Simultaneously, the significance of ethnographic observation through participation did show to be rewarding as a secondary source of data, as it established the ability to see communication as a social as well as a textual practice in favor for the CDA. The ethnographic data did also provide the study with a persuasive argument on the social change that is reflected in the community as a result of the communicative process created. The choice of method was therefore very well adapted to the contexts of the study where it observed the impact of the Active Citizens project of the field.

Since the qualitative method has its origins in human behavior in social contexts, it showed that it fitted better for the study prior to quantitative method. Also, the qualitative methodology has no intentions on measuring the results; rather it focuses on the question: why? Consequently, pointing to the question of study i.e. communicative processes impact on democratization and capacity building. Conclusively, qualitative method focuses on the empirical value based on the perspective of the subject (Olsson, 2008.22). This fitted very well to the study as it further strengthen the focus on the discourse analysis of the power relation created through public discussion, hence, pointed to the critical aspect of the study.

The tools used for collecting the empirical data were also adapted to a qualitative research method and consisted of a (a) mini-laptop as the main tool for storing data, hands-on help in conducting the interviews by making notes that could easily be followed up by questions during the meetings, (b) a pocket size audio-recorder that could register the interviews with a good sound quality, (c) a versatile pocket size smartphone that was used to capture images and video, and also used as an audio recorder in cases when the situation didn’t allowed the setup of professional equipment.

4.2 The interview and observation in qualitative study.

Participant observation is not in itself a method for collecting data, as the researcher needs to undertake some kind of activity to collect data (Yin, 2010.131). As to the qualitative method description in the section above, the data collection activities in this study consisted of: observing, interviewing, collecting and examining. All of these activities were implemented during some stages in the collection procedure during this study. Here, the interviewing consisted of in-depth individual interviews and semi-structured focus-group interviews. The observational approach was based on taking notes from the interviews and to make a visual documentation of the field of study. This stage could also refer to the collection of the material mentioned before. The choice of these methods for this qualitative study was intentional, as it
was relevant to the theoretical framework of the study and the study question. A good explanation about the qualities of the qualitative study is further explained by Lapan:

Qualitative research provides many insights into why people do what they do and what influences their thoughts, values and behaviors. [...] Qualitative research is especially useful in improving services; formulating locally or culturally specific interventions; examining the effects of policies in the lives of individuals, on families, and on neighborhoods; and understanding and explaining unknown or perceived variation in beliefs and behaviors in community, service and educational settings. (Lapan, 2011.100)

As mentioned before the interview structure was made up of in-depth and semi-structured discussions. This suited very well since the relationship between the participant and the researcher is not strictly scripted when conducting interviews in a qualitative study. On the contrary, the researcher relies on a mental framework of the study question, taking in consideration the context and the setting of the interview. The researcher does neither try to adapt any special kind of behavior for every interview (Yin, 2010.134). The focus of the interview is rather directed to towards a structure of a normal conversation, thus allowing the interview the opportunity for two-way interaction. In a conversational mode the participants may vary in the structure and the directness of their words, which (in this study) is relevant in the approach to the discourse analysis. As a result, the more important questions (when using a qualitative interview method) will have a more open-end structure, making the participants answer with reflexivity.

The usage of interview in this qualitative study also allowed for the interviews to be time taking and could involve a series of interviews with the same individual. In this case a follow up interview enabled the participant to reconstruct fragments of an experience that was reflective on the discursive meaning and the topic of study. Doing this kind of interviews allowed the researcher (i.e. myself) to understand and to study the participants through observation.

4.3 Approach to the field, the study population and research questions.

All research need to take in consideration the study sites, the time period of the study and with whom the study needs to be conducted with i.e. the study population (Lapan, 2011.81). Since this paper is based on a qualitative method, the study sites in this research consisted of various physical locations. This enabled the study to look at a number of communities that participate in the AC project in order to gather comparative data. Also, a number of meetings with individuals
where arranged in order to gather research material of topical interest, such as the politicians view on the AC project.

As described in the Analysis chapter in this paper, the participants during the observation consisted of individuals that are associated to the AC project. Hence, the study population consisted of representatives from local communities, community leaders, representatives from non-formal institutions and municipalities. Most of the participants were males, roughly 40 years of age. The community representatives were chosen by the communities through voting in a local assembly. Most of the community representatives were teachers with no political goals, however, familiar to and recognized by the local population. The individuals that represented the NGO's were chosen by their executive boards, all of them active in the civil society issues and recognized by the communities as well as the municipalities. The municipalities preceded of local politicians and juridical representatives.

The research questions during the field work were constructed in regard to the study population, the field, and to the question of the study. Hence, provided good implementation in the research process. The main research questions focused the fields of:

1) *In what ways has the active citizenship reshaped the relation between citizens, institutions and municipalities?*

2) *What is the view of the communities, the NGO's and the municipalities on the initiatives targeted by active citizenship?*

3) *How does the active citizenship affect formal and non-formal institutions?*

4) *Why is active citizenship significant to the participants?*

Many factors did determine the time and the duration of the study. Timing showed to be very important factor in data gathering, as the research could not interfere with the daily activities of the study population. The interviews and meetings required physical participation; hence, the planning that covered these activities during the field period was very sparse. However, since the population of study where the participants of the AC project it made it a lot easier for the participants to recall the details of particular events related to the questions of study.

The fact that the research was conducted in an (for me as the researcher) alien area, provided some linguistic problems. Of course the time in Kosovo provided the opportunity to learn some Albanian and Serbian, but to make the research process feasible the field study relied on a translator in order to maintain scientific validity of the gathered data. The translator proved to be a significant factor especially during the meetings conducted among the communities, where the skills of the translator were valuable. Simultaneously it is of significance to have in mind that the translated words of the individuals cannot provide the same character of meaning as of the
original sense of words.
The study population is a term that refers to the individuals who are in the focus of the study. Hence, the study population was chosen in relation to the topic of the study. Their expected contribution before the fieldwork begun and the data gathered after the field work, proved to be significant to the study. Since the research focused on the power relations created in a certain context (i.e. AC project), the participants for the interviews and observations was those involved in the project and those that in some way related, benefited or was affected by the project.

### 4.4 Positioning of the researcher.

Presenting me as doing a research study gave me a professional identity and showed my commitment into other people’s lives among the visiting communities. The background that my previous work with OPC gave me, further strengthens my position as an authentic personality and promoted my genuine attention to the field of study.

The positioning of the researcher (i.e. myself) in this study was depended on the paradigms that drove my work accordingly to the requirements of the study. Lapan (2011) points to that the observations and the interviews can be more or less structured before the actual study.

> The more the researcher prestructures or predefines either the interviews or observations, the more focused and limited the nature of collected data. Observations may be more or less obtrusive depending on the degree to which the researcher structures the activities to be observed. (Lapan, 2011.88)

As for this study the approach to the field required from the researcher to become familiar with the study setting as to acquire trust and the sincerity from the study population. This type of activity allowed the researcher to observe and document interactions in order to code and define them in the research later on. Since the interviews where semi structured, I did allow the participants to express themselves as they would in a regular conversation. In the individualized interviews (where the nature of conversation resembled a regular dialogue) the skill on focusing the questions to collect relevant data was of significance, as to keep the responded engaged in the research questions.

### 4.5 Ethical Considerations.

All scientific studies require a review of ethical considerations related to the protection of the respondents, study population or any field that a study is conducted. Since qualitative research focus its research on exploring and describing people in their natural environment the ethical considerations need to be addressed with highest importance.
In qualitative studies researchers rely on data collection through interviews, observations, written and audio-visual material. Therefore it is by social interaction that the researcher can approach the field of study in order to gather access to information. In this process, a researcher can never be deceptive of his/hers intentions nor of the intentions of the study. Here, the researchers have an obligation toward the subject of study, and any possible outcomes that might derive from an interview or observation. Any potential conflicts about sensitive issues have to be made aware before or during a study. In the latter case the researcher can find him/herself in a dilemma, when ethical issues arise during a research. Here, the researcher must respect the principles of respect for the people. The participants do also need to be told how the results of the study will be published and, if there is any reason, protect the participants’ identities (Aspers, 2011.117). It is also of concern to avoid any exploitation and abuse of participants by recognizing the vulnerability and their contribution to the study.

Having the ethical principles in mind, the research conducted in this study had very few ethical considerations. Based on my prior work in the field of study before the empirical research gathering, the participants’ already had a trust in my relation to their lives and my motives as a researcher. This offered me a very open dialogue with most of the participants. At the same time, the project itself (Active Citizenship) is related to the freedom of expression and verbal communication. Hence, every participant at the community level was very proud about expressing himself by stating his opinion. However, when conducting interviews with the municipality institutions the answers turned out to be more modest. Finally, none of the participants had any objections in stating their names or social position. Subsequently the research was conducted very smoothly.

4.6 Data collection.

Associated to the fieldwork, one of the most common practices in data collection is participant observation. In favor for this study, the participant observation is designed to study social interaction by participating and observing (Yin, 2010.130). Together with the group and individual respondents’ interviews, these methods constituted the core for data gathering in this research. Simultaneously, these methods possess a reflective value in relation to the theoretical aspects of the study approach.

Contemporary ethnographers continue to rely on participant observation to understand the way insiders see and experience the world. (Lapan, 2011.171)

As mentioned before, the main part of the fieldwork consisted of semi-structured and in-depth interviews. Simultaneously, observation was taking place to record actions, events and
conversations that occurred in the field of study. Audio-visual documentation that involved activities implemented by the research study, were also a part of data documentation for later coding and analysis. Since my position as the researcher was formed on continuous relationship and trust with the respondents it helped me to freely record and review the collected data with no impendence of loss of confidentiality from the respondents. Hence, the collected data in the field serves as a foundation for this study.

The structure of the interview resided on questions related to the power structures and behaviors connected to the study question. The data collection was conducted by registering verbal and non-verbal actions and behaviors. During the interviews, the observation of peoples gestures and social interaction rounded up the nature of structures between individuals in spatial arrangements that later formed additional data to the critical analysis.

The data collection was conducted during two periods of time to further strengthen the arguments of the thesis and to increase the validity of the empirical research. This approach enabled the possibility to a temporal comparison on the context of social interaction and to see if there were any changes in the answers from the respondents regarding the study question.

4.7 Data Analysis.

Data analysis in the qualitative research is based on the research question, the study and the data collected. Through classifications relevant to the study, this process is referred to as coding. Coding involves the categorization that relates to the topic of study, which in turn is useful in data analysis (Lapan, 2011.98). As the researcher examines the codes presented by the collected data new codes emerge that eventually build whole new scheme that can be presented in empirical data.

Pattern seeking is the main and a reliable diagnostic procedure within the qualitative methods of analysis and is also suited well for this study. As the study is progressing, existing questions might be modified and new one can be formulated. In the start of a research project, data can very well shape the decisions of the fieldwork (Lapan, 2011.176). As the analysis occurs the researcher engages in the process of organizing data for storage and retrieval. Most commonly the data is first collected by order of e.g. field notes, interviews etc., later to be indexed and then stored for safekeeping. The end result should be a systematic collection of all gathered data and should be an imperative system of retrievable information for an analysis.

This research developed a manageable system of data collection during the fieldwork. All the categorization was made shortly after a particular field study was conducted, and was stored accordingly to the genre, time and the topic of discussion, e.g. "2013-05-23 - Community Representatives region of Rahochiq - Focus Group".
The in-depth analysis in finding patterns happens in a deductive manner as it tests the theory of the study. Lapan (2011) is summing up this process by stating that:

Deductive research tends to be theory testing. For example, an ethnographer may test an existing theory or hypothesis by collecting data in two sites in order to compare how theoretically defined practices differ across contexts. (Lapan, 2011.177)

The relevant literature can also guide the analysis by proposing a set of existing codes. As in this study, the CDA is used to try to explain the generic codes of communication that are associated with the critical discourse structures of the field including social-psychological, political and ideological components. Most of the codes are, however, generated from the research data, which in this study represent the core for the analysis (Lapan, 2011.178).

During the analysis for this study the usage of Constant Comparative Method (Lapan, 2011) proved to be most significant as to the method of gathering information and data processing. In this case the analysis of the data started early in the study and continued throughout the process of the fieldwork, which at the same time helped to shorten the time of data analysis after the finalization of the fieldwork. The work that progressed during data analysis started with identifying and creating the categories that emerged as data was collected. Following, the new information that was collected was compared to the existing data and categorized. Later, the entire collected material was shifted and modified. The theory of the study served as a focal point during the whole data analysis process. The process continued until the point where no additional data or new information could be analyzed in regard to the concept of study. Using this analytical process, it produced a set of identifiers that strengthen the validity of the collected data.

4.8 Reflection.

The qualitative research method offered the study an approach that in detail could explore social characteristics, the individual behavior and their actions and meanings. As for this study the primary data was of an ethnographic character, focusing on interviews and to some extent observation. This method of research was relevant to the theory of this paper as it allowed me (as the researcher) to study participants’ life, work and other casual activities. Since the study was theoretically guided, the initiative guidelines for data gathering were steered by the scientific paradigm of the research. Driven by the theory and the critical approach, the qualitative method suited well to the field of study that required active participation of the researcher i.e. myself.
5. Analysis.

The focus of the observation of this study was to find out if there are any existing changes in the attitudes and behaviors among the individuals and the institutions that participate in the Active Citizenship project, as a result, of the project so far. Using the CDA theories, the observation was based on in-depth and semi-structured interviews during meetings with focus groups and individuals. As an additional form of data both images and video documentation took place within the field of study. The participants involved in the observation where the representatives from local communities, community leaders, representatives from formal and non-formal institutions such as Ngo´s and municipalities.

The topics discussed during the observation were covering the issues of gender equality, marginalized social groups, transparency and communication, social changes and the AC project initiatives. The observations where conducted accordingly to the CDA and rhetoric theory, using qualitative methodology for data collection.

There were 3 female participators during the observation and about 90 % consisted of males over 40 years old. All participators were informed about this observation in advance and that the discussions and actions will be archived for internal/scientific use. Everyone in this observation participated freely.

Although some interviews were conducted in English, most of the discussions were made with a help of a translator. As described in the previous chapter, I believe that this fact have to be taken in to consideration while reading the forthcoming analysis of the empirical data.

All meetings where arranged together with the help of Syri I Vizionit, which also is the promoting organization for Active Citizenship and the project with the same name. The field observation is covered in three sections in this chapter, representing three social fields of influence on the society (thus representing the power structures presented in the public sphere theory and the theories of CDA), which is: the municipalities, the Ngo´s and the local communities.
5.1 The Municipalities.

The observation shows that the AC project, so far, have a very positive impact on the municipalities. As from 2012, seminars and trainings organized for the municipality leaders, have given a stronger sense of commitment shown by the municipality leaders. The discussion taken place at the municipalities also shows that the political leaders embrace the idea about involving communities in the decision-making processes. According to the municipality leaders all requests regarding building of a strong and united community should come from the base, as it helps selecting targets in policy-making processes.

The citizens might have changed their view. Political parties with majority can forget areas where votes are not coming from. This is the time of transition between systems. This can bring more structure to the municipalities. (Zenun Zega. Mayor. City of Klina. e.g. see appendix 1)

For the first time the municipality of Klina has received a joint request from the community. The community has requested stronger focus from the municipality regarding a number of specific problems that the community has identified in their local areas. Through increased knowledge about channels of communication, it enables those kinds of initiatives to be associated as a direct outcome of the Active Citizenship project. Hence, helping to balance the power structures in a society. Accordingly these initiatives have also been spreading among other local communities in the Klina region, an impact that is very welcomed by the municipalities. According to the municipality leaders, more and more villages are starting to benefit from the project impact due to increased knowledge and information about how to properly address their issues at the municipality level. Proper handling of individual cases is an expressly positive factor at the municipality institutions since it decreases the stress level for those involved in specific projects. Local politicians also mention a feeling of increased level of responsibility towards their community (i.e. the public sphere, which points to a change in the socially constructed power structures), related to the cases where the community addresses their problems in a proper way. It is also brought to discussion that this creates a stronger and more secure bond between the municipality and the communities.

The requests from the community help to change the political agenda. Sustainable projects that come from the base of the society are important. People living in the areas should affect the political agenda. Municipality needs to change their agenda to the community needs. (Zenun Zega. Mayor. City of Klina. e.g. see appendix 1)

As a result of the above, another strong point shows further development in rural areas and more focused funding on specific issues. Joint community meetings have raised the awareness of the
community members and clarified the responsibilities of community representatives. This effect creates a unity among villages in achieving common goals.

The most significant impact of the project, according to the municipality leaders, is the fact that the local communities take part in decision-making processes. As a positive result from that process the local politicians sense a feeling of belonging to their community as well.

The biggest individual challenges for the local politicians are the implementation of the solutions to the problems that the communities address. As a result of extended knowledge about forms of communication and participation among the communities, the citizens are now aware about the economic issues of the institutions and political weaknesses among the municipalities. The municipalities stress the fact that the lack of funds forces them from providing their support to everyone in need. Stating that the focus is redirected only on the most necessary projects (regarding the most basic civic infrastructure) from which most of the citizens can benefit from. According to our discussion this fact is a very sensible concern.

Municipality has some weak points, depending on priorities and choosing of our community projects. The communities need to participate. However they need to respect the fact that things take time to achieve. (Zenun Zega. Mayor. City of Klina. e.g. see appendix 1)

This fact can create distrust among the communities about the work that the municipalities are trying to undertake. In turn, this can have a very negative effect in form of tension between the community and the municipalities. Knowing all the problems and not being able to do something about all of them can create mistrust among the ever demanding and more aware communities.

Here again we can see that the extended knowledge among the communities contributes to increased accountability, again affecting the power structures.

The municipalities stress about this problem. Hence, referring that communities have to be aware of that any kind of social or infrastructural projects do take time to process before they can be put into action. Clearly, this issue can overwhelm the municipalities, where they might not be as transparent as requested from them. This can indicate to a lack of proper education in decision handling processes. Consequently, sustainable long term projects that do not affect the political agenda are those who need to be put in focus. Thus increasing the trust in politicians’ ability in decision-making processes undertaken by the municipalities.

The requests from the community help to change the political agenda. Sustainable projects that come from the base of the society are important. People living in the areas should affect the political agenda. (Zenun Zega. Mayor. City of Klina. e.g. see appendix 1)

Further, the municipalities recognize the very high legitimacy of the project. SiV is a very well-known and trusted actor for the project among the municipalities. Discussion tells that the
projects implemented by SiV are very popular among the staff of the municipalities, where they focus on education and evaluation as important assets in their development. Accordingly, such implementation of communicative processes further strengthen the critical discourse impact on media and communication studies.

Simultaneously, in reference to the public sphere theory, it seems for me that SiV are the biggest contributors to the shaping of the communicative events between the communities and the municipalities. It is therefore unlikely that the municipalities could present the desired trust towards the communities without that link (SiV, AC) in place.

Everything about this project has been positive. Everyone can benefit from the project. The project aim was positive from the community and help. Municipality appreciate SiV work. Responsible work of Ngo’s is a good sign for the society development. (Zekije Sutaj. Lagal Advisor. City of Istok. e.g. see appendix 1)

As the project creates high legitimacy among the municipalities, it also gives the community representatives a solid facade to rely on. That is a very positive short-term effect. But, if this project is affected by the legitimacy of SiV in such an extent, one might wonder what can happen in the future when the project has come to an end? As for now I believe that this effect can be negative on the communication between the communities and the municipalities.

The gender and ethnicity issues are lacking in discussion as if they were not to be addressed. The municipalities focus on youth as the most under represented group in the society, where they underline the fact that the youth is the future of the Kosovo community.

All thou gender issue is recognized in the discussion, it is not presented very seriously. The discussion stresses the fact that the community councils will be a very important asset for the future focus on this very topic. Still it is noticeable from my meetings with the representatives from the municipalities that neither sex has reflected about what gender equality is about. A closer relation between the municipalities and its citizens can create a change for both women and minorities. The municipality leaders refers to that Kosovo started up from nothing and it has been existing as a country for only 5 years. The legal advisor of the city of Istok, Zekije Sutaj, further claims that the changes what have been made so far by the people with ideas are visible ’see appendix 1’.

5.2 The NGO’s.

The collaboration between the NGO’s and municipalities has been very productive, according to those NGO’s involved in the project Active Citizenship. They all show support and agree to the ideas that the project is promoting by pointing out that the increased level of knowledge is vital for challenging the power structures within a society, (presented in interviews, ´see appendix 2´). Once again the high legitimacy of SiV is proven to be the corner-stone in the relation between the
municipalities and the Ngo’s. Having SiV as an advisor, and learning from their experience, shows that the NGOs which are involved are more aware about the existing possibilities in their work as NGO. Simultaneously, the usage of proven contexts in regard to the communicative processes increases the status of the NGOs as powerful participants in the decision-making processes on micro levels.

Experience of SiV is affecting our work in a positive way. Learning process is good for new organizations, like ours when we started in 2010. Main aim is to monitor and develop the strategy for implementation and strategies of the municipalities Roma people. (Bashkim Kurti. NGO leader. City of Djakova. e.g. see appendix 2)

The project (through contributing to increased levels of communication) has had a positive impact on the society by helping NGOs to get more organized. Above all, it creates a bond of collaboration. By trying to find common solutions to the problems that the communities face together, the collaboration results in experience. That, together with professional training conducted by SiV gives the local NGOs more insight on where to focus their energy and how to extend their professional existence as an organization. This cooperation is vital, since it has an overall positive outcome among the NGOs, where better experience can contribute to swifter changes in the society. Consequently, showing that the increased awareness among the NGOs also attributes the rhetorical effects on the discourse.

The local communities do also show support for the project, according to the NGOs. They feel happy about having professional support when addressing the municipalities. Where social discussion is bringing communities together, it is also contributing to creation of the public sphere. Consequently allowing the citizens to discuss and identify common problems and share experience.

Changes within the structures about addressing the problems of civil society is important, but also knowledge about the community and municipalities. Expanding the knowledge is important so that more people can be aware about the effects. Sustainable effects are needed, like from this project. (Sahit Kandic. NGO board member. City of Peja. e.g. see appendix 2)

However, this new-born unity is not appreciated by all community members. According to the discussions, a number of community members, that are 30 years and older, have no personal interest in the community building. It is brought to light that if a community member has no personal gain as an outcome of the project the participation in the processes are very low. Pointing to that the individual interests are put before the communal. The discussion tells that personal profit is very important for older members of the communities, where they also expect that the basic help will arrive by default, without the necessity to address any problems.

The social and economic opportunities are very bad, when brought to discussion. The stressed message coming from the Ngo´s is that the older community members have forgot everything
about self-criticism. According to the NGO leader, Bashkim Kurti, they also show low participation and interest in the community itself (for further information ´see appendix 2´). At the same time it is worth mentioning that the war ended only 12 years ago and will continue to affect the mentality of those who have lost.

NGOs believe that the focus should be redirected on youth, where the glimpse for changes is more present and where the energy to contribute to the society is far more visible. During the discussion about what ages should be targeted, the argumentation led to groups between 10 and 25 years old. It is there, where the need of spreading the capacity of citizens is most important.

Getting back to the field of study, the NGOs do not seem to have any problems in implementing their activities. However there are challenges in how to provide continuity and how to find the means of implementation. Prioritizing and focusing on specific issues seem to create a slight struggle for the project managers. Also the rivalry deriving from political parties is noticeable, where many political organizations see NGOs as a challenger in their sphere of influence over the community. Using more effective ways of direct communication to promote their message, the NGOs seem to be more present in the communities and among the media. They also provide stronger support to their communities, something that local political organizations do not appreciate. Increased semiosis through capacity building is a corner stone in presenting the messages the NGOs present. Again, a sign of how new skills of communication is affecting the political institutions.

People that have ideas for municipalities need to have a representative that has knowledge about the structures in institutions to ask for help.

Three lingual web-page is in progress, where people can read how to take action as Active citizens of Kosovo. How to be active citizens? Through communication, and the need of knowledge about how to be a network and how to contact others.

The page can be like forum for ideas for people to leave and discuss. For the future plans are that this page can be inspiration for whole of Kosovo. (Veton Mujaj. Head of SiV. City of Peja. e.g. see appendix 5)

The most important contribution from the project is the change in the decision-making patterns. Here the role of the NGOs is significant since they are advising the communities on how they can address their issues to the municipalities. It does not seem to be very easy for the NGOs to convince the people that the decision making processes have changed (related to the authoritarian rule before the Kosovo´s independence) to a down to up structure ´see appendix 2 & 5´. The challenge for the NGOs seems to be on how to inform the society about this change. Hence, pointing to the rhetorical issues related to the communicative processes.

So far, the study has shown how structure of communication is reflected in issues linked to the
community related problems. Using proper channels of communication the study reflects on the awareness of the people, hence, increasing their understanding about the processes of communication.

Changes in communicative actions within the structures of addressing the problems related to the civil society, the knowledge about the community, and the municipalities, are the most positive effects so far. Expanding the project is of importance, so that more people can be aware about the possibilities given to them. Sustainable effects are needed in order to show the community members the power of common problem solving, which also is something that all NGOs agree about. However, there is an uncertainty about how to achieve it.

The contact with local communities and they show of interest in being active and try to push for the continuity of the projects is vital. The project needs to be spread in order to raise the capacity of the citizens. (Elena Gika. NGO leader. City of Klina. e.g. see appendix 2)

Under representation in the trainings are depended upon the attendance of the people. The interest shown by the people depends on the nature of the project and/or training. Active Citizenship creates a further debate about gender issues and strengthens the focus on underrepresented social groups. However, the problem faced by the NGOs is still how to get women more active, and above all how to get the women more interested in decision-making processes. Also, there is a strong male dominance in representation at the NGO level and the community level. As of what the observation has shown, it is difficult for both male and female respondents to reflect on what gender equality is about ‘see appendix 1 & 2’. Still, it needs to be taken into consideration that it is much harder for women to move around and it is much harder for women to have their issues addressed seriously by men.

Simultaneously both genders (during the observation) want to focus on the youth, stressed by the fact that they need more involvement in the society. Here, the issues are addressed on the idea of equal gender balance, where a dialogue needs to be created and reflected upon together with the community representatives ‘see appendix 1, 2, 3’. From what I have experienced during this research, the non-formal education and trainings can provide a further understanding on this issue. When implemented together with projects like the Active Citizenship, the messages transposed in the communication channels through semiosis have a positive effect on the responsive population.
Picture 1.2 Focused interview, showing local village representatives in discussion with the SiV NGO representative.

5.3 Community Representatives.

*It is an important fact that the village representatives that took part in the observation were all males over 40 years of age. Another vital observation is that the study population consisted of teachers by profession, who are working actively in their corresponding communities i.e. people that are already known and are legitimized by their social surrounding. None of the participators stated as being a member of any political party.*

Accordingly to the Community representatives, the municipalities in the region are one of the first to have an agenda on the issues of activating citizens in decision-making processes (as a result of Active Citizenship). They have recognized the fact that addressing the civic problems needs to come from the initiative by the people. Thereby recognizing the people as a public sphere by recognizing the processes associated to the community demands. This knowledge is expanded by increased means of communication, which bring the political- and citizen- spheres closer together.

We are organizing most civic initiatives for the Peja municipality. Our first priority is our work and our project. If we have time we do send our staff for other conferences or to host them. Many institutions ask us to speak about our projects since we have been in the NGO for more than 10
years.

We speak in general how we are structured and we do try to find the focus of how to involve the target groups of specific projects so each of the projects are different in the discussions and approaches. (Veton Mujaj. Head of SiV. City of Peja. e.g. see appendix 5)

Still there is a slight mistrust among the communities regarding the work of the municipalities. Conclusively, it might relate to the issue that the municipalities still need to recognize their own role as a supportive institution to the citizens and their everyday problems (see appendix 1). Several community members also state that the mistrust (see appendix 3) toward the municipalities is directed towards the positive attitude to any project that might strengthen the votes of the politicians in times of elections.

According to the field observation (see appendix 3), the villages had their own representatives before the Kosovo war. This concludes that the communicative structure should not be that difficult to implement by the civil society today. The most important issue for the village representatives is that they would like to get paid for their work by the institutions. As they stress the need to have that revenue to make their work legal. Here, the economical revenue is reflected in a sense of authority in the public sphere, based on a democratic process were the word official is associated to revenue.

Hopefully the head of villages will not be paid since they will try to get the money to their own pocket if the positions as representatives will be an “official” one. (Community Representatives meeting. Area of Zllope. e.g. see appendix 3)

SiV has shown huge support in organizing the village communities. All trainings provided by the project have been very productive on issues that include increased knowledge and organization of the communities. It is very important that the communities have learned the official ways of communication in order to have a stronger impact on the municipality institutions, hence relating to a discourse for critical analysis.

The communities have also been made aware about that various community projects can depend on outside support and funding. Thus, realizing the power-relations between economical-, political- and the community (public)-spheres of influence that is common effect in a democracy ‘see appendix 6’. It has been proven that outside support and funding increase the motivation from the municipalities regarding specific community projects. Self-contribution is also a very effective way of making the municipality prioritize certain projects. Consequently leading to a risk factor, which can leave the poorest communities with no dialogue and participation. Relating to the lack of basic infrastructure as the most common problem faced by the villages to this day. Still, the most important issue for the communities (as shown in this study) is the transparency of the municipalities regarding the budget on official community projects. This observation leads back to the rhetorical perspective in the study of communication related to the power structures
presented earlier.

Having a *legal* representative is seen to be a huge positive outcome out of the Active Citizenship project. The trainings provided by the SiV have changed the structures on how to approach the problems faced by the communities. One important asset for the community representatives is the fact that none of them is, or should be involved in any official political institutions ‘see appendix 3’. That, according to their words, creates a stronger sense of credibility from both the municipalities and the communities.

[...] political members have no effect on representation from the village. This project has a neutral village representative. Whom has the credibility from all parties since he will have the support from community. Taxpayers’ money had to be spent on taxpayers. (Jahiir Dreshaj, Council, Village of Vrella. e.g. see appendix 3)

However, this sense of participation is still weak among the communities, where there is a lack of confidence and accountability in addressing their problems to the municipalities. The study population stresses the fact that the support from SiV is very important, as they still need to gain more experience on their own ‘see appendix 3’. Of course all the aspects (so far) like consultancy and joint community meetings have shown that the Active Citizenship project have been very productive ‘see appendix 4’. All the positive effects of the project have created a stronger belief about the possibilities of making a change through capacity and knowledge, using proper channels of communication. However, there is a pragmatic attitude and uncertainty about the long-term sustainability of the efforts achieved. This view is based on the vague continuity of previous civil society involvement projects (read: implemented by a number of different actors) ‘see appendix 3’.

Another positive factor seems to be the fact that the representatives for the communities were elected by the communities. This initiative has created a strong sense of representation and belonging from the village representatives. Thus, strengthening the notion of influence in the public sphere. It shows a certain pride in addressing their issues in the discussion among the village representatives. Through community involvement and active participation it seems clear that the community representatives strive for a common goal by sharing their problems and strategies ‘see appendix 3 & 4’.

Due to the Active Citizenship project impact many community problems have been heard at the municipality and the NGO level. However, the expressed issues still need to be dealt with. Here again, the municipality and other organizations might be overwhelmed with the requests from the ever growing awareness of the people, thus, creating a mistrust if not taken seriously. Consequently an issue that has to be addressed properly as it challenges the socially constructed power structures.

Some of the community representatives state that their experience has limited the problems of under-representation. Still, when asked about the gender equality they stress the fact the women’s participation is virtually not exiting in decision making processes and that women’s participation in political issues is very low. The communities have expressed their problems in gathering the
women to even discuss this issue. Further, referring to the traditional gender roles, which reflect the rural communities and are very common in rural areas, as the field observation shows ‘see appendix 4’. There is virtually no initiative by the community representatives to discuss this issue in depth and the seriousness of the conversation drops dramatically during most of the interviews. Ultimately, all community representatives state that the Active Citizenship project has a very positive aim. The training conducted by SiV is extremely important for further development of local communities and their skills in communication between the citizens and the institutions.

Siv has direct communication with villagers. Where they have a representative that can represent their issues. It creates a stronger community. Group representative by one chosen person is more direct and efficient. (Community Representatives meeting. Area of Rahovec. e.g. see appendix 3)

Some have even stated that they have contacted other villages telling them about the existence of this project. However, when asked about if they could contribute in teaching other villages (based on their experience from the project), none was very interested. Consequently it points to that the community representatives do not believe it is their task of helping other communities not affected by the project; redirecting and positioning that role to the NGOs. Still, surrounding the discussion was the idea that cooperation can contribute to a change in the society ‘see appendix 3’, where the Kosovars stated that they are very thankful for the help they get from the Swedish people.
**Picture 1.3** Community representatives meeting, in discussion on how to target common issues.

**Picture 1.4** Community representatives meeting. Organizing and discussing the actions of the communities.

5.4 **Positioning of CDA in the Active Citizenship project.**

The Active Citizenship project during the first year of its implementation (in 2012) can be referred to as a success in relation to the increased capabilities of the citizens through communication. This also has made an impact and change in the citizens’ everyday life. The project has shown that the possibility to change and influence the civil society on local level is feasible by changing and developing the communicative structures between the communities and the institutions. Referring to that power is about the relation of differences in social structures, which is an important perspective in CDA (Locke, 2004.25 & 26). It has also come to the regard that the project frames have reshaped the communicative skills of all of the participators in their approach, their view, and their accountability towards themselves as individuals, the communities and the institutions (presented in the previous three sections in this chapter). According to this observation, the CDA has made it easier to identify the dominant structures that can stabilize social conventions and neutralize them (more on the concepts of the CDA is available in Wodaks

According to the observation, the local communities profit the most of being a part of the project and its implementation so far. The framework of the project, backed up by SiV historical background and communicative skills, has created a stronger sense of identity and awareness among the citizens affected.

> Power does not derive from language, but language can be used to challenge power, to subvert it, to alter distributions of power in the short and long term. (Wodak & Meyer, 2001.11)

Through using the language as a social practice the SiV is aware of the contexts of language, which shows to be crucial in capacity building ‘see appendix 4 & 6’. Due to that, advocacy and accountability is taken for a test by the communities, which in turn can affect the work of institutions on all levels. Further, this process can create a stronger bound between the rulers and the ruled. When critically distance the semantics by imbedding it in social meanings, the self-reflection of the individuals (regarding their everyday activities), turns out to be more focused and accountable ‘see appendix 1, 2 & 3’.

Syri I Vizioni is also a well-known and trusted actor among the municipalities and the NGO´s ‘see appendix 5’. The organization has a very high grade of legitimacy, which definitely affects the work of municipalities and other NGO´s in the area. The outcome of the Active Citizenship project does also bring these institutions together in a common act for a better society. Hence, placing social action in a counter-hegemonic relationship within these power structures (as documented in the three sections before).

> […] Language manifests its existence between potentiality and reality, or one might say, following Halliday (1994), between a meaning potential and its realization in discourse. (Weiss & Wodak, 2003.56)

An increased co-operation between the NGO´s is also a visible outcome of the shared meanings and communication that reflects the project. Consequently creating a sphere of influence where ideas and experiences are shared for the benefit of mutual development.

The active response from the institutions regarding the community issues can also lead to trust, and upon all, a sense of belonging in the society. The discourse is helping to shape that notion through knowledge building, hence stripping it from the authoritarian ideologies. It is clear (see appendix 1, 2 & 3) that this effect is a very positive outcome of the project implementation as it relates to growing transparency and accountability among the institutions. In a long term it will contribute to and raise a serious debate upon issues of gender equality and minority issues ‘see appendix 5 & 6’.
A debate which is addressed by few and understood by even fewer in Kosovo today.

Further on, the communicative initiatives seem to stay within the project frames, where SiV acts as a framework for inter-relations between the communities and the institutions. The study shows (see appendix 5) that it is also here where the knowledge determines the communicative contexts to which semantic forms are being applied. Consequently, this can have a long-term negative effect if SiV continues to be recognized by the participants as a central actor in the communicative processes. This effect can lead to over-extensive reliance on the support of SiV in handling and providing solutions. Thus, resulting in vague confidence in participators own capabilities, as mentioned in this paper before. Of course this is not the idea of the project, but the risk factor nevertheless exists, and is also something that SiV is aware about. Simultaneously, a long term involvement suggest that it can also lead to a more clear and richer interpretation of the data that is transmitted, thus, creating a stronger impact on the society (Weiss & Wodak, 2003.225).

In reference to the critical discourse, I believe that the awareness of the participators of the AC project about the importance of increased communication and capacity building are raised and recognized by the whole study population. Further, I claim, that the increased knowledge and new semiosis capabilities increase the notion of citizenship and participation among the three spheres presented in this study. I consider these processes to have its natural evolution both during and after the project implementation. The social importance of a CDA of the communicative processes can further increase the understanding of meaningful dialogue in socially constructed fields, thereby help to change the world by involving the individuals in participatory actions (Weiss & Wodak, 2003.237).

5.5 Positioning the Rhetoric Theory to CDA in the Active Citizenship project.

The rhetoric theory is used to help to understand the nature of the discourse in the Active Citizenship project. This is made through asking the questions; how we perceive, how we know, what we experience and how we act as a result of symbol use (thus, relating to the CDA as it explains the power relation structures of a discourse in a field of study). Conclusively, in this study, the rhetorical theory is helping to understand the creation of a paradigm and presents the discourse in how it is designed to bring the interest of the audience (Foss, 2002.2).

The whole point of the AC project is to try to involve the community in decision-making processes, thus making them active in the structures of the society ‘see appendix 5’. Since the signs and symbols are a typical asset of human communication. The words chosen for the representation of the symbolic meanings in social structures are important, in order to increase individual involvement in constructing the social spheres of interaction (Foss, 2002.240). In the AC project it is mainly brought to use through collaboration and experience ‘see appendix 1, 2, 3, 4’.
As presented in this study, many political decisions are made through rhetorical expression, thus making the knowledge about the symbols very important in order to be considered seriously on institutional level. By teaching about these forms of communication the AC project addresses these processes on the very base. Here, defining the role of symbols (in communication) by clarifying the definitions of references makes the discussion more profitable ‘see appendix 4’. Consequently, pointing to that symbolization is a fundamental mean of definition.

Definition involves finding the referent for a symbol through the substitution of a symbol or symbols that are better understood than the one being defined. It involves the selection of referents with which the listener is familiar and the drawing of connection to the word being defined. (Foss, 2002.35)

Through increased knowledge about the symbolic meanings of words and the role of communication, the communities and the NGOs are clearly more aware about the accountability and the possibilities that social participation offer ‘see appendix 2 & 3’. The municipalities, in turn, have to meet that force in a proper manner. By educating their own institutions in proper handling processes, they automatically increase their transparency, thus, contributing to democracy building ‘see appendix 1’. Simultaneously, placing the public sphere (where the communities reside) in a position of power and influence.

The interest in what symbolic meanings are used in the AC project is therefore significant to the study as it helps to position the role of communication in the CDA. By including the need of recognizing the symbolic features of communication it helps the analysis to illustrate the processes of interaction in socially constructed fields (Locke, 2004.76). This is very useful as it positions the theory in the field of agency and subject formation in a discourse, thus showing a way to approach to a critical analysis of communication.
6. Critical Discussion and Conclusion.

This chapter presents the research within the field of study question and its theoretical framework. Here, the most relevant qualities of the study are presented using the similarities between the CDA and the rhetorical theories, thus placing the CDA as a multidisciplinary practice (Wodak & Meyer, 2003.96). Conclusively, making the CDA as a relevant theoretical attribute to this field study as it helps to reveal the relationships between the discourse structures and the social structures.

Through the research presented in this paper the importance of study the communicative processes and the symbolic meanings within a discourse are highlighted. These processes are referred to as contributors in building social structures (e.g. see appendix 5 & 6), reflected in the Active Citizenship project, thus helping to shape a democratic ideology.

Leading back to the question of study on the communicative processes impact on democratization and capacity building, the goal with this research was to observe these processes impact on socially constructed fields. This study is focusing on these fields by presenting three socially constructed power structures that are involved in the communicative process i.e. the municipalities, the NGOs, and the local communities. The analysis data is providing the information about how increased levels of communication contributes to more focused discussions about joint initiatives among the communities. It is also showing that the support of local NGOs is a very important asset in the capacity building processes. Showing a high grade of accountability, the AC project is also recognized by the political institutions. Thus contributing to a more open and transparent dialogue between the three fields of study ´see appendix 1, 2 & 3´.

The interviews and the focus group observations showed to be a reliable source of data in this study. Showing that research question is feasible when doing a qualitative research on communication in a Critical Discourse Analysis perspective.

Starting with the municipalities, the research data points to that the challenging power structures (derived from the increased capabilities of the communities) are increasing the accountability of the political institutions. Further, the increased level of responsibility towards the citizens (as a result of the communicative processes) is reflected in the notion of stronger attachment between the municipalities and the communities’ ´see appendix 1´. As a result of the local communities’ participation in the decision-making processes, the local politicians do also show an increased level of belonging to a society, when sharing the burden of the difficulties that the decision-making involves.
The non-governmental institutions are one of the biggest contributors to changes in a society. They also have a significant role in the continuity and the sustainability of projects like the AC, which challenges the socially constructed fields on a long-term basis. Being the link between the political institutions and the community, the NGOs have a growing responsibility upon reflexivity and accountability from both the municipalities and the communities. Through promoting channels of communication and the ideas that an active participation in a society involves, they all benefit from the growing capacity of the public sphere. Together, the collaboration between the NGOs results in experience on community related questions (e.g. see appendix 2), thus bringing the discussion closer to the actual interest of focus and serious debate. It is noticeable that through communicative actions and the influence on the communities the NGOs challenge the political sphere of power. Being more present among the communities and the media channels the NGOs role as an *interactor* between the institutions and the citizens is significant, thus, advising both spheres on processes of communication.

The community representatives show strong interest in the increased knowledge that communicative processes bring (as a result of the AC project). Thus helping them to focus on the most relevant problems of the communities, further, guiding them to proper channels of communication in confronting these on the municipality level ‘see appendix 3 & 4’. According to the study, the notion of having *legal* power is very significant to all the community representatives. Subsequently referring to the authority of bringing a change to the structures on how to approach the problems faced by the communities. Here, the symbolic notion is referred to as the possibility to make a change, i.e. addressing the problems through proper channels of communication. Thus, strengthening the position of the citizens in the public sphere. Conclusively, the study shows that the initiatives derived by the increased skills of communication and the comprehension of symbolic attributes creates a growing awareness among the citizens, and demands on accountability from the institutions. Therefore making the communicative processes a vital element in democracy building.

### 6.1 Further Research.

As for the interdisciplinary practices of the Critical Discourse Analysis, the research on how communication affects the socially constructed fields through mediated channels is very vivid. In order to understand the processes that contribute to social change and action it is of importance to focus on the meanings on the micro levels. This to ensure how the private sphere of understanding is presenting itself in the public sphere. Subsequently investigating how the public response and understanding shapes and creates symbolic concepts of response and meaning that result in an activity. The knowledge that is mediated through various forms of communication, to ensure socially constructed continuity, is therefore an interesting field of study. It engages both the citizens and the researchers in locating problems and creates a more in depth understanding,
simultaneously producing new perspectives on old problems.
References.


Appendices.


Appendix 2. The NGOs, Interviews and Observation (pages: 5). Essay on Communication – the key to democracy. Dominique Vandason. MKV. Mah 2013


Appendix 4. Field Observation, notes about the field of study, reflections from AC project (pages: 6). Essay on Communication – the key to democracy. Dominique Vandason. MKV. Mah 2013

Appendix 5. Syri I Vizionit, Interviews, notes about the AC project (pages: 4). Essay on Communication
– the key to democracy. Dominique Vandason. MKV. Mah 2013

Appendix 6. Active Citizenship, notes and observation about the AC project (pages: 10). Essay on Communication – the key to democracy. Dominique Vandason. MKV. Mah 2013

LINK TO THE VISUAL REPRESENTATION “FACES”: http://www.youtube.com/watch?v=9zO-hRnCJbq&feature=player_detailpage