

UPF Tirana, Albania Holds Discussion on The Role of Media and Fake News

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Tirana, Albania - More than 100 people, including prominent representatives of the media, attended an event at the UPF Peace Embassy titled "The Role of Media and Fake News in Shaping the Society."

The event on May 26, 2022, was organized by UPF-Albania in close cooperation with the Tirana Peace Council and UPF's International Media Association for Peace (IMAP).

It attracted personalities from the media, the arts, academia, and youth, including UPF Ambassadors for Peace.



Valuable messages were given by H.E. Alfred Moisiu, the former president of Albania; Aleksandër Çipa, the president of the Union of Journalists of Albania; Bashkim Tufa, the editor-in-chief of the sports newspaper Sporti; and Anila Hoxha, the investigative journalist of Top Channel TV.

An important part of the event was the appointment of new Ambassadors for Peace, including well-known personalities from the media such as Dhimitër Gjoka, the icon of Albanian news; H.E. Senida Mesi, a former deputy prime minister of Albania and a member of parliament; the courageous investigative journalist Anila Hoxha; Bashkim Tufa, editor-in-chief of the newspaper Sporti; Dr. Zylyftar Bregu, a professor of journalism; Jaho Margjeka, a well-known journalist and poet; and Marko Mersinaj, a TV Klan cameraman who for several days was filming in the middle of the war in Ukraine.

An important part of the event was a tribute to the late Lavdie Ruci, former chairwoman of the Universal Peace Federation Albania, who passed away five months ago. Educator Dr. Saemira Pino, a former Albanian deputy minister of education, appeared in a video message and spoke about Mrs. Ruci's contributions to UPF activities. Then Rajmonda Stefa, the chair of the Albanian Peace Council, and Ali Laçej, coordinator of the Albanians' Peace Council in the Balkans, recalled years of working together with Mrs. Ruci.